

# Course Offer

## International Semester Program

Spring Semester 2024 / update 03.07.2023

Available Modules in English		
01	Academic Writing, Presentation and Communication Skills	5 ECTS
02	Business Culture in Germany and Europe: Cultural Aspects for Business in Germany and Europe Globalization and the EU	5 ECTS
03	Current Topics with International Lecturers: Sustainability and Environment, New Technologies & Trends, Culture & Society, Cultural Awareness, Corporate Governance	5 ECTS
04	Strategic Management: Business Model Innovation Strategic Management with Game Theory	5 ECTS
05	International Topics of Social Work e.g. Perspectives of Social Work in post-conflict societies, Europe and Africa in International and Mutual Diplomatic Relations, Global Social Politics from an African and European Perspective	5 ECTS
06	Production Management & Logistics: International Operations Management	5 ECTS
07	Business Leadership: Innovation Management Business Leadership / Leading Teams Entrepreneurship	5 ECTS
08	Human Resource Management, Organization and Project Management: HRM I, HRM II Project Management	5 ECTS
09	Intercultural Management II: International Organizational Behavior	3 ECTS
10	Management and Ethics: Intercultural Management in Selected Operational Areas Business Ethics	5 ECTS
11	Economics: Environmental and Sustainability Economics Macroeconomics, Money & Banking	5 ECTS
Additional Modules in German		
12	Business Management & Organization II / Management, Organisation und Kommunikation in Unternehmen II: Business Management Marketing Issues	5 ECTS
13	Production Management & Logistics / Produktionswirtschaft und Logistik: Produktionswirtschaft Logistik	5 ECTS
Language Courses		
14	German Language	3 ECTS
15	Business English	2 ECTS

## Module descriptions

### 01 Academic Writing, Presentation and Communication Skills

Writing for academic purposes can be learned and continually improved over time. Development of strong skills will result in more effective writing that is enjoyable for both writer and reader.

This course is designed to introduce some key building blocks of writing in English for undergraduate academic purposes. Guidelines, writing practice and feedback will strengthen both confidence and skills for more effective essay writing. Presentation skills will also be highlighted. Students will have practice presenting to a group and receiving feedback for reflection and improvement.

### 02 Business Culture in Germany and Europe: Cultural Aspects for Business in Germany and Europe, Globalization and the EU

#### Cultural Aspects for Business in Germany and Europe:

Raising awareness for Developing Intercultural Competence. Communicating across cultures requires the development of a good understanding of the role of culture in business. Developing Intercultural Competence through:

- exploring and understanding your own culture
- learning about cultural concepts and understanding of other cultures
- identifying cultural values and their impact on work practices
- exploring the business culture of Germany and other European countries

Intercultural Business Communication: Developing intercultural communication skills by exploring and analyzing some characteristics of Business Culture in Germany and other European countries

- Social and business etiquette
- Business communication
- Management styles & decision making
- Marketing principles
- Meetings and Negotiations
- Presentations
- Applying for a job/ Setting up a business in Germany

#### Globalization and the EU

The Case for Globalization:

1. Globalization
2. Case Study EU
3. International Economics and Financial Markets
  - 3.1 Balance of Payments
  - 3.2 International Financial Markets

The European Monetary Union (EMU):

1. Unified European Currency Area: The Euro
2. The European Central Bank (EZB)

### 03 Current Topics with International Lecturers:

**Sustainability and Environment, New Technologies & Trends, Culture & Society, Cultural Awareness, Corporate Social Responsibility**

#### The Challenges of a Sustainable Economy

This comprehensive course delves into the complex issues surrounding the pursuit of sustainability within the context of the modern economy. The course is designed for individuals interested in understanding the challenges associated with creating a more sustainable economy, as well as the strategies and solutions that can be used to address these challenges.

Throughout the course, students will explore various topics related to sustainability and the economy, including current practices, social, environmental, and economic impacts, and the challenges and opportunities associated with transitioning to a more sustainable economic model.

Topics include the concept of sustainability and sustainable development, the sustainable use of resources, the limits of growth, socio-economic and environmental trends, natural capital, ecological footprint, sustainable development goals.

#### **Corporate Governance**

**Further topics tbd**

### **04 Strategic Management**

#### **Business Model Innovation**

#### **Strategic Management with Game Theory**

In this course, students will acquire knowledge about the principles of game theory and strategic decisions. Game theory is the study of mathematical models of strategic interaction among rational decision-makers. Topics of this lecture are static and dynamic games between two persons, teams or companies. There are wide applications in the field of economics, marketing, logistics, production and all competitive situations.

### **05 International Topics of Social Work**

The course International Topics of Social Work will be offered in cooperation with international partner universities. Topics may include Perspectives of Social Work in post-conflict societies, Europe and Africa in International and Mutual Diplomatic Relations, Global Social Politics from an African and European Perspective. The course will take place on-site for our students but includes students from partner universities in Africa in a hybrid format.

### **06 Production Management & Logistics: International Operations Management**

This Module provides in-depth focus on operations (goals, content, activities, methods, tools), particularly in an international context. Upon completion of the module, students have attained comprehensive and in-depth understanding of the opportunities and risks of working with international suppliers, while paying attention to the aspects of quality, costs, methods, organization, new communication media, etc. In addition, they have learned about strategic decision-making in purchasing, warehousing, production and logistics from an international perspective. They possess comprehensive and in-depth knowledge about the tools of production planning and controlling, as well as logistics – about their implementation, the opportunities and significance of international risk and quality management.

### **07 Business Leadership: Innovation Management, Business Leadership / Leading Teams, Entrepreneurship**

#### **Innovation Management:**

Importance of innovation to new ventures, established companies and society. In the beginning of the course, fundamentals of innovation management are introduced (e.g. characteristics of innovations, invention – innovation, incremental innovations – radical innovations, market pull – technology push, managing innovation).

#### **Business Leadership / Leading Teams:**

The course will give students an understanding about leadership definitions, key elements of leadership, leadership success, Leadership of groups/teams, typology of different kinds of teams, leadership in teams (life cycle and dynamics in groups), and contemporary leadership theories.

**Entrepreneurship:** The course includes an introduction to entrepreneurship. In the form of workshops, case studies and discussions, students acquire knowledge and skills about the key drivers, challenges, success factors and risks of entrepreneurship, as well as Intrapreneurship and the innovative power in organizations.

## 08 Human Resource Management, Organization and Project Management

### HRM:

Students learn to understand and evaluate the relevance of HR policy decisions for the company as a whole. They gain an overview of all relevant human resources management processes, from personnel planning to staff release, and can classify the relevance of company participation.

In addition, they get to know the basic theories and concepts of organizational design as well as the different forms and models of organizational structure and process organization.

Topics are in particular:

- Objectives and tasks of company personnel work
- Planning of personnel requirements
- Basic features of personnel marketing
- Recruitment
- Company remuneration policy
- Personnel development
- Dismissal of staff
- Organizational models for the HR sector

### Project Management

This course includes the following topics:

- Projects and project management
- Business organization
- Project management phase model (Principles, Concept phase, Planning phase, Realization phase, Closure phase)
- Documentation
- Communication and information

## 09 Intercultural Management II: International Organizational Behavior

With the influence of the increasing internationalization of business activities and immigration, the students focused on the impact of the different cultural levels. They have the key concepts to strengthen the perception of their social and cultural environment and reflects on their dealings with “strangers”.

Based on the background of the business activities of internationally active companies, the students learn about the complex interplay of cultural levels and their influence on employees and corporate culture. Furthermore, they are able to recognize the influence of cultural differences on the corporate strategy, organizational design, as well as the applied management concepts and negotiation strategies, and to act in a targeted manner.

Topics include: Corporate culture and climate; Cultural influences on corporate design; Influence management and leadership styles; motivation; conflict management and cultural diversity and its impact on productivity and Innovation performance in companies; expectations and job satisfaction.

## 10 Management and Ethics

### Intercultural Management in Selected Operational Areas

With the increasing heterogeneity of the workforce and the increasing internationalization of companies, a basic understanding of the expectations of employees and their motivation is as important as an understanding of the way they make decisions and their willingness to take risks. Based on case studies and group work, the students developed detailed knowledge of the influences of culture and cultural differences on selected subject areas in Business.

Topics include the influence of culture in relation to various selected disciplines, e. g. human resources management, production, development, marketing and controlling, communication, relationships, hierarchies, expectations, compensation systems, risk-taking and the understanding of roles in international environment

## **Business Ethics**

tbd

## **11 Economics**

### **Environmental and Sustainability Economics**

Topics of the course:

1) Need for environmental policy-making: In this section we review the conceptual economic and institutional framework underlying the need for environmental policy. We start by introducing the economic concepts of efficiency and markets and move to explain the reasons why sometimes markets fail to achieve an optimal assignment of environmental resources.

2) Review of policy instruments: In this section, we cover a varied sample of environmental policy instruments, from taxes to legal instruments, emphasizing their similarities and differences.

3) Selection of policy instruments: The course continues with the study of selection criteria and potential implications of the policy instruments discussed above.

4) Policy instruments in practice: We close the course with a series of applied examples of environmental policy-making, covering a wide variety of topics, ranging from road transportation and industrial pollution to land use and biodiversity conservation.

### **Macroeconomics: Money and Banking**

Students learn to describe short- and long-term macroeconomic developments in the economy and to analyze those using models. Students will be able to present the origin of money, its value and its effects based on different concepts and in the context of the financial system and apply it to current issues. They are familiar with important monetary theoretical contexts and are able to explain monetary policy decisions.

Content:

- Basic monetary concepts, financial system
- Money demand and supply
- Fundamentals of monetary policy
- Institutional structure of monetary policy
- Inflation and deflation
- Current monetary policy issues
- Foreign exchange market
- Exchange rate theories
- International Monetary System

## **12 Business Management & Organization II / Management, Organisation und Kommunikation in Unternehmen II: Business Management, Marketing Issues (in German)**

### **Business Management (in German)**

German language level of at least B1 is required.

Students consolidate, expand and apply their knowledge of business, especially with regard to entrepreneurship and organization. They also develop their thinking skills, and learn about different cultural perspectives. Topics include introduction to company organization and structures, management processes and communication.

Students will learn about the work environment in German companies and will get familiar with business situations: presentations, introduction, tasks, and sales procedures – offers and orders, leading discussions and meetings. They will learn to be competent and confident users of German for professional purposes.

### **Marketing (in German)**

German language level of at least B1 is required.

Students get to know the following topics:

1. Introduction, concepts and evolution of marketing
2. Introduction to the topic "Trademarks"

3. Market understanding, introduction to market analysis and market research
4. Marketing policy: Price policy, Distribution policy, Product policy, Communication policy, the 3 other Ps of (service) marketing

### **13 Production Management & Logistics / Produktionswirtschaft und Logistik (in German)**

The students learn the perspectives, the meaning, the functions and the complexity of the production management and logistics. They are able to identify the interfaces between the functional areas of production management and logistics and can distinguish both from other operational areas.

The course content covers the following topics:

Overview of production management – Production theory – Production planning and control – PPS concepts – Digitalization in the Production economy – Selected topics of the production economy

Integrated Procurement, Production and Distribution Logistics – Basics of Supply Chain Management – Basics of Quality Management – Digitalization in logistics – Selected topics in logistics

This list is updated on a regular basis. All courses are subject to change.

**Update: 03.07.2023**