

International Semester

Course Offer in English and descriptions

Fall 2022

Update: August 2022, subject to change

Available Modules in English (Update)		
01	Business Culture in Germany and Europe: Cultural Aspects for Business in Germany and Europe Intercultural Communication	5 ECTS
02	Current Topics with International Lecturers: Culture & Society, Cultural Awareness Cultural Intelligence Culture & Society and Cultural Awareness Business Ethics Corporate Governance	5 ECTS
03	Strategic Management: Strategy Essentials Game Theory Strategy of International Human Resource Management	5 ECTS
04	Principles of Management, Organization and Marketing: Leadership Change Management Principles of Marketing and Consumer Behavior	5 ECTS
05	International Business and its Environment: Principles of IB and its Environment Globalization and International Trade	5 ECTS
Additional Modules in German		
06	Business Management, Organization and Communication / Management, Organisation und Kommunikation in Unternehmen	5 ECTS
07	Principles of Management and Marketing / Grundlagen Betriebswirtschaftslehre und Marketing	5 ECTS
08	Principles of Management and Banking / Grundlagen der Bankwirtschaft	5 ECTS
Language Courses		
09	German Language	3 ECTS
10	Business English	2 ECTS

Module descriptions

01 Business Culture in Germany in Germany and Europe

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

Intercultural Communication

The course will introduce intercultural communication so that students can acquire skills in identifying and working with situations that require cultural competence. Diverse communication situations will be practiced via role plays, readings and discussion thereby allowing students to develop intercultural awareness while expressing their views in English within multicultural groups. Focus on business related issues will provide students with experience and tools for managing cultural conflicts in their work life.

- introduction to the topic of culture
- activities for understanding and identifying cultural differences
- real life examples of cultural issues in business including areas such as:
Norms in various countries, business and organizational culture (greetings, symbols, expectations), issues in HR, negotiation, meetings, marketing and advertising.

02 Current Topics with International Lecturers: Culture & Society, Cultural Awareness

International guest lectures will discuss current topics with local and international students, and share their expertise in the field of Culture & Society and Cultural Awareness. This semester's topics include Cultural Intelligence, Culture & Society and Cultural Awareness, Business Ethics as well as Corporate Governance.

Cultural Intelligence

Understanding cultures, identities and the dynamics behind communicating across cultures empowers youth to lead and succeed in bringing in a diverse range of mindsets, perspectives and cognitive patterns to promote communication, create innovative solutions for pressing issues across the globe especially after having to deal with an immense amount of challenges caused by the outbreak of the covid19 pandemic in 2020. The topics will include the study of culture and introducing the concept of Cultural Intelligence ICQ, which is the 21st century's driver to successful leadership in societies, organizations and beyond.

Culture & Society and Cultural Awareness

This course offers a cognitive anthropological approach by using theories, and a bit of experimental psychology like case studies and group discussions. Students get an introduction to emotional intelligence and intercultural communication to understand cultural awareness, and learn about further topics e.g. culture and gender, tolerance, and empathy.

Business Ethics

Business is one of the ruling forces in the modern world. Whether one is an employer, an employee, a client, a customer, a consumer, a shareholder, a board member, or a community resident, good and bad business ethics have an impact on all lives. One way to learn about ethics is by discussing issues so that each individual can come to their own evaluation of ethical behavior.

This course will assist students in identifying their own ethical standpoint as well as help them analyze ethical issues in business. For this reason, the course format will involve lecture and group discussion based on readings and case studies. Team debating will help students to voice their opinions in a structured, supportive way.

Corporate Governance

The topics of Corporate Governance will include the definition of basic concepts, historical development of Corporate Governance- main milestones on how Corporate Governance was established and developed in Anglo-American, Saxon, Russian and Japanese types of systems. Students will learn about the role of institutional investors in corporate governance, the role of financial institutions in corporate governance as well as best practices on Corporate Governance from the financial sector. It will also include corporate social responsibility and corporate social performance.

03 Strategic Management:

Strategy Essentials

Students will learn the fundamentals of Strategic Management in companies and discuss competitive strategies.

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.

Strategy of International Human Resource Management

The course will focus on the following topics

- Strategies of international HRM
- International Assignment
- Planning and competency management
- International Compensation and Benefits
- Diversity Management

04 Principles of Management, Organization and Marketing:

Students acquire knowledge in different areas of business and economics in theory and practice. They improve their presentation skills and gain understanding of business processes. A series of lectures combining academic knowledge with implementation in the following areas:

Leadership

This course will provide an overview of theoretical concepts of leadership in organizations, application of theory, and best practice. Therefore, the course will utilize a variety of learning opportunities, including lecture, discussion, individual and group exercise, case study analysis, student research and presentations, and role play.

Students will achieve the following:

- Understand key leadership concepts, models and perspectives, and how they are applied within a variety of contexts.
- Develop a more complete and holistic theoretical leadership framework.
- Examine leadership practices in various work environments.
- Discuss indicators of leadership success and evaluate leadership effectiveness within different situations.
- Assess the relation between leadership and relevant factors such as power, trust or company culture.
- Recognize skills and measures involved in leading others.
- Develop a toolbox of skills for increasing employee motivation and performance.
- Develop personal understanding and self-awareness of leadership behavior, and new skills and techniques to support effective leadership.
- Acquire critical thinking regarding various leadership approaches.

Change Management

The objective of this course is that students acquire knowledge in all aspects of the Change Management process. Students will learn to

- identify the main players in all phases of a change process,
- identify resistance and obstacles in a change process,
- communicate in a goal-oriented way
- use different source of power
- identify and develop appropriate tools of change management

Principles of Marketing and Consumer Behavior

This course provides students with an introduction to marketing essentials e.g. marketing planning process, overview of marketing strategies and marketing mix. It concentrates on Consumer Behavior to explore why and how both private consumers as well as organizational buyers make purchasing decisions. The course comprises psychological, sociological as well as economic theories and models. Students will learn about different needs and motives, psychological phenomena and economic principles and how they can be applied in contemporary marketing.

05 International Business and its Environment:

Principles of IB and its Environment

The course will focus on the following topics:

- Perspectives of international trade
- (Counter)Tendencies of globalization
- Obstacles to trade
- Modes and phases of internationalization
- A framework of the international enterprise
- Challenges/Risks for international companies
- Specific factors and key indices to consider
- International Organisations
- Characterizing International corporations

Globalization and International Trade

This course will provide an introduction to International Economics, Financial Markets and Globalization topics, as well as the basics of International Trade, e.g.

(1) The Foreign Exchange Market,

(2) International Trade and

(3) Pros and Cons of Globalization.

It will also give an introduction to analyze how financial markets (such as those for bonds, stocks, and other assets) and financial institutions (banks, central banks) work.

06 Business Management, Organization and Communication (in German)

Management, Organisation und Kommunikation in Unternehmen:

German language level of at least B1 is required.

Business Management

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.

Communication in Work Environment

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

07 Principles of Management and Marketing (in German)

Grundlagen Betriebswirtschaftslehre und Marketing:

Principles of Management

The course covers the following topics:

- The enterprise as an economic and social system
- Theoretical basic positions of business administration
- Models and methods of business administration
- Business environment: objectives and decisions

- Core functions of management: legal forms, rights of disposal and company constitution, concentration and cooperation
- Location decisions
- Overview of the dimensions of the value creation process

Principles of Marketing

In the course Principles of Marketing students get to know the following topics:

- Basics, Objectives and Tasks of Marketing
- Approaches and recent developments in marketing
- Process of marketing planning
- Marketing strategies
- Tools of the marketing mix
- Marketing organization
- Identify, analyze and understand customer needs

Lectures for Principles of Management and Marketing are held in German in the Controlling and Consulting study program.

08 Principles of Management and Banking (in German) **Grundlagen der Bankwirtschaft:**

In this course, students learn the basics of management functions and processes, including but not limited to the banking sector, e.g. structure, tasks and organization of financial institutions. Another topic includes the fundamentals of the financial markets. Lectures are held in German in the Management and Banking study program.

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

Update: 15.08.2022