

International Semester for incoming students

Course Offer in English

Fall Semester

Update: February 2025

Course selections with a minimum of 18 ECTS up to a maximum of 30 ECTS can be accepted.

All courses are subject to change and timetable restrictions and require a minimum number of participants.

Compulsory courses: please select a minimum of 3 courses

02-INT	Business Culture in Germany and Europe: Cultural Aspects for Business in Germany and Europe, Globalization & International Trade	Year 1	English	5 ECTS
03a-INT	Current Topics I: Sustainability and Environment, Cultural Awareness, Corporate Social Responsibility	Year 2	English	5 ECTS
04a-INT	Strategic Management I: Strategy Essentials, Strategic Management with Game Theory	Year 2	English	5 ECTS
06-INT	Applied Management: Leadership, Change Management, Marketing issues	Year 3	English	5 ECTS

Electives:

To avoid timetable conflicts, please do not combine courses from the International Business track and Business & Finance track

International Business track: English level B2

22-WIB	Principles of Business Administration	Year 1	English	4 ECTS
23-WIB	Principles of International Business and its Environment	Year 1	English	3 ECTS
24-WIB	Principles of Intercultural Management	Year 1	English	3 ECTS

Business & Finance track: English level B2, previous knowledge of the topics required

21-WIB	Fundamentals of Macroeconomics	Year 2	English	3 ECTS
25-WIB	Applied Intercultural Management I: Leadership, Ethics and Sustainability	Year 2	English	2 ECTS
26-WIB	International Financial Management	Year 2	English	2 ECTS

Additional courses:

01-INT	Academic Writing	Year 2	English	3 ECTS
05-INT	International Topics of Social Work: German Foreign Policy and Its Role in International Social Work	Year 2	English	2 ECTS
16a-WTM	Business English (Product Management & Sales)	Year 2	English	2 ECTS
15a-INT	German Language basic		German	3 ECTS
14-INT-D	Communication in business and society	Year 2	German B1	2 ECTS
13a-INT-D	Business Management & Organization I: Management, Organization and HRM	Year 1	German B1	6 ECTS

Additional courses in German (level B2/C1) are available on request.

Module descriptions

01-INT Academic Writing

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. Students will have practice presenting to a group and receiving feedback for reflection and improvement.

02-INT Business Culture in Germany and Europe: Cultural Aspects for Business 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

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.

03a-INT Current Topics I:

Sustainability and Environment, Cultural Awareness, Corporate Social Responsibility

Lecture series with different topics from the areas of Sustainability and Environment, Cultural Awareness, Corporate Social Responsibility (exact topics to be confirmed each semester)

04a-INT Strategic Management I: Strategy Essentials, Strategic Management with Game Theory

Strategy Essentials

Strategy making is considered to be an exceptional challenge for management. The course "Strategic Management" is designed to develop a clear understanding of key strategic issues and decisions that are crucial to managers operating in international environments. The aim of the course is to combine important approaches of different schools. Students will develop an understanding of strategic management that goes beyond the limitations of individual schools. The ultimate goal is to identify success factors that are substantial to an organization in order to perform well in the long term. The complexity of the content will vary in accordance with the size of the company, the

products, and the markets in which the companies are operating.

In this strategy essentials course students will:

- » learn what strategic management in corporations means
- » study, learn and apply meaningful approaches
- » begin to recognize strategic correlations in decision-making processes
- » develop an understanding of the relevance of sustainability in the field of strategic management
- » get familiar with Business Model Canvas

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-INT International Topics of Social Work: German Foreign Policy and Its Role in International Social Work

Cold War and the inner German division historically determine the foreign policy of the Federal Republic of Germany. From 1949 to 1990, West Germany's foreign and security policy was defined by an attempt to integrate Germany into the Western economic and security structure as well as to find a way to end German division. After the Cold War and German reunification, it took some time for the country to define its foreign policy. However, there have always been certain aspects, which have been part of the foundation in which ways Germany wants to pursue its international interests: peacekeeping, human rights, international development, foreign trade, NATO and EU membership.

Germany has always been keen to strengthen its soft power as much as its more basic power needs. Therefore, it is not surprising that Germany also plays a bigger role in International Social Work, as part of its European politics as much as in its development aid in the so-called Third World. There are numerous areas, which can be explored in order to understand Germany's role in this field of political activity and connect such findings Berlin's more general foreign policy.

In the first part, the seminar will deal with questions and topics concerning the historical and current development of German foreign policy from a general perspective. This should help to lay the foundation to understand how Germany approaches its interactions with foreign countries. The second part deals with International Social Work in a more general context, helping us to understand the theoretical and practical basics of the field. Moreover, it gives us an idea what role Social Work can play in the context of foreign affairs. The last part is about connecting German International Social Work with German foreign policy. This way, we enhance our understanding of Germany's actions as well as its perspective in International Politics and International Social Work.

06-INT Applied Management: Leadership, Change Management, Marketing

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 their leadership behaviour, and how to develop 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

Marketing Issues

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.

21-WIB Fundamentals of Macroeconomics

Students are able to describe short and long-term macroeconomic developments in the economy and analyze them using models.

Topics include:

- Economic cycle and national accounts
- Basic ideas of macroeconomic paradigms: Keynesian vs. neoclassical approaches
- Model-based macroeconomic analysis of the closed economy (e.g. IS-LM model, AS-AD model, Solow model)
- Economic policy implications (e.g. fiscal and monetary policy)

22-WIB Principles of Business Administration

Students learn to understand the basic interrelationships of business thinking and acting. Based on this, they will be able to describe and exemplify the essential constitutive decision fields and know the subtasks in the entrepreneurial decision cycle. To the same extent, students will be able to outline the basic steps of the economic performance process of a company.

Topics include:

- The enterprise as an economic and social system
- Scientific-theoretical basic positions of business administration
- Models and methods of business administration
- Business environment: goals and decisions
- Core functions of management: legal forms, rights of disposal and corporate constitution, concentration and cooperation
- Location decisions
- Overview of the dimensions of the value creation process

23-WIB Principles of International Business 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

24-WIB Principles of Intercultural Management:

The students deal with the influences of the increasing internationalization of business activities on different cultural levels. They get to know the key concepts for strengthening the perception of their social and cultural environment. As a basis for their orientation in the international environment, the students get to know the central concepts of culture and gain an overview of the possibilities and limitations of essential traditional and modern cultural theories. They learn the basics of acculturation theory and are able to assess the limitations and possibilities of different cultures or groups that collide with each other. They analyze the central variables influencing situations of intercultural communication and develop a fundamental understanding of cultural influences in interpersonal situations.

Topics include:

The multicultural society: effects of internationalization and immigration;

Cultural theory in transition: from anthropology to management theory;

traditional and modern approaches to cultural theory; ethnocentrism/ethno-relativism;

"The Perceptual Lens": self-image/foreign-image; stereotyping; diversity; social and cultural intelligence;

Acculturation theory; Intercultural communication.

25-WIB Applied Intercultural Management I: Leadership, Ethics and Sustainability

The cultural background of managers and the corporate culture represent a complex entity that has a profound influence on the prevailing management and leadership styles in the company. Building on the basic knowledge already gained, students acquire further knowledge of the complex interplay of cultural levels and their influence on corporate management and strategic orientation.

Topics include:

- Cultural management and leadership styles: In-depth studies
- Cooperation in international teams
- Basic understanding of ethics
- International ethical viewpoints
- Sustainability
- Ethics and sustainability: an international comparison.

Prerequisites: Principle of Intercultural Management or similar knowledge

26-WIB International Financial Management

Students understand the financial implications of internationalization decisions. They can assess the financial risks and recommend suitable hedging instruments and strategies. They know the instruments for carrying out and financing international trade transactions. They master common procedures for the financial optimization of the flow of goods in the company.

Topics include:

- Determination of risk exposures for internationalization strategies (e.g. transaction risk, translation risk, economic currency risk)
- Hedging risk exposures via derivatives (hedging strategies, forwards, futures, options)
- Documents in foreign trade (customs documents, certificates of origin, shipping documents, order papers, insurance papers, SGS and PSI certificates)
- Foreign trade financing (Hermes guarantees, international export and investment guarantee cover, forms of risk cover, foreign credit institutions, KfW project financing, forfaiting, buyer credits)
- International payment transactions (international bill of exchange transactions, BOE versus promissory notes, discounting of bills of exchange, acceptances, drafts and endorsements, documentary collection transactions, letters of credit)
- Use of supply chain financing to optimize business processes (e.g. factoring, leasing, cash forwarding)
- Optimization of working capital (e.g. cash management, receivables management, payables management, capital structure management)

13a-INT-D Business Management & Organization I: Management, Organization and HRM / Management, Organisation und Personalwirtschaft

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.

14-INT-D Communication in business and society

German language level of at least B1 is required.

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.

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