

International Semester

Course Offer in English and descriptions

Fall Semester

All courses are subject to change.

Update: August 2026

Available Modules in English		
01-INT	Academic Writing & Presentation Skills: Academic Writing, Presentation and Communication Skills	5 ECTS
02-INT	Business Culture in Germany and Europe: Cultural Aspects for Business in Germany and Europe, Globalization & EU	5 ECTS
03a-INT	Current Topics I: European Politics and International Relations, Cultural Awareness, Corporate Social Responsibility	5 ECTS
04a-INT	Strategic Management I: Strategy Essentials, Strategic Management with Game Theory, Strategic Management in Marketing	5 ECTS
05-INT	International Topics of Social Work German Foreign Policy and Its Role in International Social Work	3 ECTS
06-INT	Applied Management: Leadership, Change Management	5 ECTS
07-INT	Business Ethics and Corporate Governance: Business Ethics, Introduction to Corporate Governance	5 ECTS
21-WIB	Macroeconomics I: Fundamentals of Macroeconomics ^{1 2}	3 ECTS
22-WIB	Principles of Business Administration ¹ Introduction to Business Administration Marketing	5 ECTS
40-WIB	Introduction to economics and fundamentals of microeconomics ¹	3 ECTS
41-WIB	Mathematics ¹	3 ECTS
23-WIB	International Business and its Environment ¹ International Business Environment Principles of International Business Models and Operations	5 ECTS
24-WIB	Intercultural Management I: ¹ Principles of Intercultural Management	3 ECTS
25-WIB	Applied Intercultural Management I ^{1 2} : Leadership, Ethics and Sustainability	3 ECTS
26-WIB	International Financial Management ^{1 2}	4 ECTS
Additional Modules in German		
13a-INT-D	Business Management & Organization I: Management, Organization and HRM / Management, Organisation und Personalwirtschaft	5 ECTS
20-WWI-D	Calculus and Linear Algebra ¹ / Analysis und Lineare Algebra	3 ECTS
Language Courses		
15a-INT	German Language basic	3 ECTS
16a-WTM	Business English ¹ (Product Management & Sales)	2 ECTS

¹ Subject to timetable restrictions.

² Previous knowledge of the topics required

Module descriptions

~~01-INT Academic Writing, Presentation and Communication Skills~~

Number of ECTS: 5

Total workload (in h): 150 (50 h attendance time / 100 h self-study)

~~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.~~

~~Form of examination: Paper and presentation~~

02-INT Business Culture in Germany and Europe

Number of ECTS: 5

Total workload (in h): 150 (54 h attendance time / 96 h self-study)

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

Form of examination: Presentation

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)

Form of examination: Presentation

~~03a-INT Current Topics I:~~

~~European Politics and International Relations, Cultural Awareness, Corporate Social Responsibility~~

~~Number of ECTS: 5~~

~~Total workload (in h): 150 (56 h attendance time / 94 h self-study)~~

~~Lecture series with different topics from the areas of European Politics and International Relations, Cultural Awareness, Corporate Social Responsibility (exact topics to be confirmed each semester)~~

~~Form of examination: to be defined~~

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

Number of ECTS: 5

Total workload (in h): 150 (56 h attendance time / 94 h self-study)

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

Form of examination: Paper and presentation in groups

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.

Form of examination: Written group assignment

Strategic Management in Marketing

The course covers key concepts including strategic marketing decision-making, situation analysis, market segmentation, targeting, and positioning. Students will explore the integration of marketing with broader business functions such as finance, production, and HR, emphasizing a sustainable approach that balances financial, social, and environmental objectives.

1. Introduction to Strategic Marketing
 - Definition and scope of strategic marketing
 - Marketing management in a dynamic environment
 - Role of marketing in organizational strategy
2. Marketing and Corporate Strategy Alignment
 - Levels of strategy: corporate, business, and marketing
 - Developing strategic marketing plans
 - Marketing's contribution to competitive advantage
3. Market and Environmental Analysis

- Analyzing market trends and competitive environment
- Tools for strategic marketing analysis (SWOT, PESTEL)
- Customer and stakeholder insights
- 4. Segmentation, Targeting, and Positioning
 - Market segmentation techniques
 - Target market selection
- Branding and positioning strategies
- 5. Marketing Strategy Formulation
 - Strategies for market leaders, challengers, and followers
 - Product life cycle and growth strategies
 - Digital and ethical considerations in marketing strategy
- 6. Integrated Marketing Mix
 - Product, price, place, and promotion decisions
 - Designing integrated marketing communications
 - Channel management and digital marketing tools
- 7. Implementation and Control
 - Organizing and planning marketing activities
 - Measuring marketing performance and metrics
 - Marketing audits and feedback control systems
- 8. Case Studies and Practical Applications
 - Real-world examples and strategic marketing plan development
 - Group discussions and online quiz

Form of examination: online quiz

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

Number of ECTS: 3

Total workload (in h): 90 (30 h attendance time / 60 h self study)

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.

Form of examination: Presentation

06-INT Applied Management: Leadership, Change Management

Number of ECTS: 5

Total workload (in h): 150 (50 h attendance time / 100 self-study)

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.

Form of examination: Written test (30 minutes) and presentation

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

Form of examination: Presentation

07-INT Business Ethics and Corporate Governance

Number of ECTS: 5

Total workload (in h): 150 (50 h attendance time / 100 h self-study)

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.

Form of examination: Presentation

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.

Form of examination: Presentation and online quiz

21-WIB Macroeconomics I: Fundamentals of Macroeconomics

Number of ECTS: 3

Total workload (in h): 76 (28 h attendance time / 48 self-study)

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)

Form of examination: Written exam

22-WIB Principles of Business Administration

Number of ECTS: 5

Total workload (in h): 150 (60 h attendance time / 90 self-study)

Form of examination: Written exam

The students are able to understand the fundamental interrelations of business-management thinking and acting. They gain an understanding of the tasks and modes of operation of the individual functional areas of business administration and their interdependencies and are thus able to outline the basic steps of a company's economic value creation process. They know and understand the key performance indicators associated with this and are able to calculate and evaluate them. The students can explain the basic ideas, tasks and methods of operational and strategic marketing. They have gained an overview of the components and steps of the marketing planning process. They know the fundamental marketing strategies as well as the elements of the marketing mix. They have developed an understanding of how these interact, in particular against the background of customer experience and customer journey. They are able to apply and discuss various marketing

strategies and instruments using simple case examples. The students acquire fundamental subject-specific academic knowledge.

Introduction to Business Administration

The following topics are covered:

Subject of Business Administration

- The enterprise as an economic and social system
- Entrepreneurial action in the market economy
- Decision-oriented business administration
- Constitutive decisions: legal forms, location decisions and corporate combinations

Introduction to operational business administration functions, e.g.:

- Materials management
- Production and supply chain management
- Financial management
- Human resource management
- Accounting and corporate control

Introduction to fundamental issues of strategic management

- Business model and business plan
- Sustainable economy
- Shaping change
- Social responsibility

Introduction to business administration as a science

- Scientific models and methods in business administration
- Fundamental positions of the theory of science in business administration

Marketing

The following topics are covered:

- Fundamentals, objectives and tasks of marketing
- Consumer behavior: identifying, analyzing and understanding customer needs
- Process of marketing planning and marketing organization
- Marketing research
- Marketing strategies
- Instruments of the marketing mix and management along the customer journey
- Approaches and recent developments in marketing

40-WIB Introduction to economics and fundamentals of microeconomics

Number of ECTS: 3

Total workload (in h): 75 (30 h attendance time / 45 h self-study)

The course will cover the following topics:

- Basic questions and concepts of economics
- Content, scope and methods of economics
- Demand, supply and market equilibrium on a goods market
- Factor market
- Market efficiency under perfect competition
- Government interventions in price formation

Form of examination: Written exam

41-WIB Mathematics

Number of ECTS: 3

Total workload (in h): 75 (30 h attendance time / 45 h self-study)

The course will cover the following topics:

- Fundamental concepts of mathematics (e.g. numbers, sets, set operators and relations, arithmetic)
- Fundamentals of linear algebra (e.g. vectors, matrices, linear mappings, systems of linear equations)
- Fundamentals of analysis (e.g. functions, differential and integral calculus for functions with one and several independent variables)
- Fundamentals of applied financial mathematics (e.g. financial equivalence, simple and compound interest calculation, financial and redemption plans)

Form of examination: Written exam

23-WIB International Business and its Environment

Number of ECTS: 5

Total workload (in h): 150 (60 h attendance time / 90 h self-study)

Form of examination: Written exam

The students use various explanatory models to understand the development of international trade and foreign direct investments and classify them according to their causes and dimensions. They examine and interpret government influence and the significance of international organizations for international trade and foreign direct investments (liberalization, protectionism, forms of regional integration). They analyze geopolitical, technological, economic and social trends and their impact on international companies and their resilience. They are able to explain the internationalization process from market selection through market entry strategies and allocation strategies up to coordination mechanisms using selected examples.

International Business Environment

The course will focus on the following topics:

- Development of globalization (dimensions, causes, dynamics)
- Development of international trade and foreign direct investment and explanatory models
- Government influence and the role of international organizations (liberalization, protectionism, forms of regional integration)
- Current geopolitical, economic and social trends and their effects on international companies

Principles of International Business Models and Operations

The course will cover the following topics:

- Market selection (methods and criteria)
- Market entry strategies (export/import, FDI, licensing)
- Allocation strategies (configuration of the value chain, standardization vs. differentiation)
- Organization and coordination
- Influence of digitalization or innovative digital business models and sustainability on the internationalization process
- Effects of globalization on selected business functions (e.g. HR, marketing, finance)

24-WIB Intercultural Management I: Principles of Intercultural Management:

Number of ECTS: 3

Total workload (in h): 75 (30 h attendance time / 45 h self-study)

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.

Form of examination: Portfolio

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

Number of ECTS: 3

Total workload (in h): 90 (33 h attendance time / 57 h self-study)

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: Principles of Intercultural Management or similar knowledge

Form of examination: Portfolio

26-WIB International Financial Management

Number of ECTS: 4

Total workload (in h): 120 (44 h attendance time / 76 h self-study)

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)

Form of examination: Written exam (75 minutes)

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.

20-WWI-D Calculus and Linear Algebra / Analysis und Lineare Algebra

Using economic issues as examples, the following concepts are taught:

- Calculus: functions, properties of functions, differential calculus in one and several variables (including limits, continuity, optimization problems, derivatives), integral calculus
- Linear Algebra: matrix operations, determinant, systems of linear equations, solution methods for systems of linear equations

Depending on the students' prior knowledge, the following topics from financial mathematics are additionally offered: application of arithmetic and geometric sequences and series, compound interest calculation, net present value methods, redemption (amortization) calculation, annuity calculation, pension (perpetuity) calculation.

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