

# International Semester

## Course Offer in English and descriptions

### Spring 2022

Update: September 2021, subject to change

01	Workshop Cultural Awareness and Team Building	1 ECTS
02	Management Seminar	10 ECTS
	Selected Business and Economics Topics in Theory and Practice	
03	Academic Writing	2 ECTS
04	Cultural Aspects for Business in Germany and Europe	3 ECTS
05	Marketing Communication	3 ECTS
06	Corporate Governance	2 ECTS
07	Intercultural Communication	2 ECTS
08	Leadership	2 ECTS
09	International Human Resource Management	2 ECTS
10	Consumer Behavior	2 ECTS
11	International Topics of Social Work II tbc	2 ECTS
12	Sustainability and environment / New technologies & trends	5 ECTS
13	International Organizational Behavior	3 ECTS
14	Intercultural Management in Selected Operational Areas	3 ECTS
15	Human Resource Management	1 ECTS
16	Economics – Money and Banking	3 ECTS
17	International Project Management	2 ECTS
18	Business Simulation: "Working Internationally in English"	2 ECTS
19	German Language (basic)	4 ECTS
20	German Language (advanced)	4 ECTS
21	Grundzüge Unternehmensorganisation (in German) (Principles of Organization and Management)	2 ECTS

#### **01 Workshop Cultural Awareness and Team Building: 1 ECTS**

In this course participants are becoming familiar with issues and knowledge about „Groups vs Teams?“ Additionally participants are learning which aspects in this respect are involved with international, intercultural or multinational groups and teams.

The learning outcome will include various exercises and critical incidents as well as theoretical input and concepts covering groups vs teams, cultural diverse teams, cultural Dimensions in Teams and Group Dynamics. In a second part of the workshop participants are learning about skills and methods working in (intercultural & international) teams. The learning outcome is including learning and reflection about team development stages, feedback processes in teams, team roles, team conflicts in intercultural teams and effective communication in teams.

## **02 Management Seminar - Selected Business and Economics Topics in Theory and Practice: 10 ECTS**

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:

- **Logistics and Supply Chain Management:** The students will get a basic understanding of logistic processes and the decisive parameters to describe, evaluate and control logistic systems. Therefore, the core drivers of logistic values and logistic cost will be provided. Based on the contribution of inventory management and Supply Chain Management decisions on business success the students will learn to understand and use various managerial methods to achieve cost effectiveness and increase customer value. Process innovation due to the development of Industry 4.0 will be highlighted and explained.  
One of the main goals of the lecture is, to enable the students to identify, understand and evaluate best practices of existing logistic solutions (for example; Amazon, Porsche, UPS) and equip them to adapt and adopt those as a benchmark for their own business process. The knowledge of the most important technical terms of logistics will help the students to discuss logistical problems with logistics experts on a professional level.
- **Finance Theory:** This lecture examines the behavior of the financial markets (money market, bond market, stock market) and the valuation of financial instruments like bonds, stocks, and derivatives. Last, but not least we use stocks and bonds to construct efficiently diversified portfolios.  
Students are encouraged to understand the connection between the theoretical concepts of finance and their real world applications. Instead of focusing on mass of dull facts that will become obsolete, this lecture emphasizes a unifying, analytic framework for studying financial markets and financial instruments. This framework uses a few basic concepts to help organize your thinking about the determination of asset prices, and the structure of financial markets. The basic concepts are time value of money, basic supply and demand analysis to explain the behavior in financial markets and basic concepts of financial mathematics and statistics.
- **Entrepreneurship:**  
basic understanding of how to turn an idea into a product or business.  
The students will understand the basic layout of a business plan and its contents. They will develop an idea into a business plan; determine the necessary steps, legal obligations and further regulations. Students will collect relevant data by conducting market research and develop realistic strategies and a financial analysis. Case studies will help to understand the proceeding when writing a business plan and highlight difficulties.
- **Personal Career Strategy :**  
The course "Personal Career Strategy" is designed to motivate students to look to the future with the confidence to take on the challenge of developing an individual career strategy. Participants familiarize themselves with tools enabling them to recognize opportunities and to achieve personal goals. They learn, among other things, how to enrich their individual career with a meaningful purpose, promising a high level of satisfaction.
- **Company visits and excursions:** depending on availability and current Covid19 regulations

### **03 Academic Writing: 2 ECTS**

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.

### **04 Cultural Aspects for Business in Germany and Europe: 3 ECTS**

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

Assessment and Evaluation: Students carry out a research in one of the communication areas and present their findings.

### **05 Marketing Communication: 3 ECTS**

Students acquire knowledge in the field of marketing communication and will

- Discuss the objectives of marketing communications.
- Understand the marketing communications mix and its role.
- Explain the key elements of the marketing communications process.
- Discuss the seven steps in the marketing communications planning process.
- Demonstrate awareness of some of the key ethical and legal issues related to marketing communications.

### **06 Corporate Governance: 2 ECTS**

- 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
- Main methodological approaches used in corporate governance- business models and corporate governance
- Relationship between internal and external stakeholders- presentation of different stakeholders such as suppliers, employee representatives, banks, institutional representatives, etc.
- Agency theory Stakeholder theory, stewardship theory and other theories- Classic and contemporary theories of Corporate Governance, literature review.

- Corporate governance systems across the world, the current level of corporate governance in selected European countries- Corporate Governance codes in the UK, US, Germany, Finland, France, Russia, Japan, China and India.
- Qualitative methods for assessing the level of corporate governance, OECD principles and good governance codes, quantitative measures of the level of corporate governance, rating systems.
- The board members, their role, performance and remuneration- board characteristics, diversity of top management teams, pay gender gap, etc.
- The role of institutional investors in corporate governance. The role of financial institutions in Corporate Governance. Best practices on Corporate Governance from the financial sector.
- Corporate social responsibility and corporate social performance. Corporate Governance and CSR- contemporary developments.
- Governance of non-listed, family and other corporate entities, non-profit organizations. Corporate Governance in Family Firms, SMEs and non-listed companies.
- Types of owners, shareholder activism, protection of minority owners. Case Studies on Apple and Google Ownership structure.
- The failures of corporate governance, corporate governance impact on the financial crisis. Case Studies on Enron, Parmalat and Wells Fargo companies

### **07 Intercultural Communication: 2 ECTS**

This course will provide an introduction to 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.

### **08 Leadership: 2 ECTS**

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 should note that the experiences, perspectives and insights of their fellow students are a valuable resource. As such, students are strongly encouraged to share their own experience and seek knowledge from others.

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 behavior.
- Develop new skills and techniques to support effective leadership.
- Acquire critical thinking regarding various leadership approaches.

### **09 International Human Resource Management: 2 ECTS**

The course will focus on the following topics

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

### **10 Consumer Behavior: 2 ECTS**

Consumer Behavior is a course that seeks 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.

### **11 International Topics of Social Work: 2 ECTS**

The course content will focus on International and intercultural perspectives on social injustice. The exchange of ideas and change of perspectives will help reflect individual perceptions of social injustice. We will also analyze situations, in which imbalanced power relations matter, including both everyday life experience and Social Work projects.

The course will be taught by Dr. Stefan Hoffmann (Landesreferent ejw-Weltdienst with focus on Nigeria and Eritrea. Experience: international workcamps, finances, project management).

### **12 Sustainability and environment / New technologies & trends: 5 ECTS**

International guest lectures will discuss current topics with local and international students, and share their expertise in the field of sustainability and environment as well as new technologies and trends. Further details and topics will be delivered later.

### **13 International Organizational Behavior: 3 ECTS**

The course will focus on the following topics: Corporate culture and climate; Cultural influences on business design; Influence of culture on management and management styles; Motivation; Conflict management and resolution; cultural diversity and its impact on productivity and innovation performance in enterprises; Expectations and satisfaction in the profession.

### **14 Intercultural Management in Selected Operational Areas: 3 ECTS**

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

### **15 Human Resource Management: 1 ECTS**

Students learn to evaluate the relevance of personnel decisions for an entire enterprise. They learn the fundamentals of Human Resource Management, and the role of HRM in a company. They develop an understanding of personnel planning, leadership styles, internal and external recruitment, role of assessment centers, staff development, training and qualification of employees.

### **16 Economics – Money and Banking: 3 ECTS**

The students learn to deal with macroeconomic data and information and evaluate their relevance for their economic decisions. They will be capable of logical argumentation using macroeconomic models and can derive the effects of exogenous shocks, monetary and fiscal-political decisions and diverse currency systems independently.

Main topics are:

- Basic monetary terminology
- Theory of monetary supply and demand
- Inflation
- Monetary policy
- Monetary policy of the European Central Bank
- Theory of exchange rates
- Currency markets
- International monetary system

### **17 International Project Management: 2 ECTS**

The course content will focus on:

Working in teams; assigning roles and responsibilities in projects; Setting and meeting deadlines; allocating resources and budgets in projects; Dealing with conflict; trouble shooting; handling complaints; Communication across cultures in international projects.

Company organization: types of company; legal forms and structures with respect to projects; roles and responsibilities

Project Management in Production: product design and attributes; R&D; product lifecycle, Sales and distribution; distribution channels, B2B, supply/value chain; payment and delivery terms and

Marketing: market research; marketing mix; marketing strategy

### **18 Business Simulation: "Working Internationally in English": 2 ECTS**

This course will be based on in-class activities, group work and business simulation. The aim is to develop a professional international profile. Activities include:

- discussing factors that contribute to success as an auditor in Germany;
- producing a job advertisement (in groups) for an international position in the field;
- writing an email applying for the job;
- discussing factors that make a candidate suitable to working in an international environment
- critically analysing a sample CV from the perspective of a recruitment agency
- producing a convincing CV or online professional profile (e.g. for LinkedIn) - own or invented (students receive feedback on this)

### **19 German Language (basic): 4 ECTS**

German language course for student with no or basic German knowledge.

### **20 German Language (advanced): 4 ECTS**

German language course for student with an advance level of German language skills.

German language level of at least A2/B1 is required.

## **21 Principles of Organization and Management (in German): 2 ECTS**

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. Students consolidate, expand and apply their knowledge of business, especially with regard to entrepreneurship and organization, and they become more competent and confident users of German for professional purposes. They also develop their thinking skills, and learn about different cultural perspectives.

Content:

- Einführung in die Unternehmensorganisation  
(Introduction to company organization)
- Grundlagen der Organisation  
(basics of organization)
- Gestaltungsparameter der Aufbauorganisation  
(parameters of organizational structures)
- Grundformen der Aufbauorganisation  
(Basic forms of organizational structures)
- Grundlagen der Prozessorganisation  
(basics of process management)

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

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