

# Course Offer

## International Semester Program

### Spring Semester

All courses are subject to change.

**Update July 2024**

Available Modules in English		
01-INT	<b>Academic Writing &amp; Presentation Skills:</b> Academic Writing, Presentation and Communication Skills	5 ECTS
02-INT	<b>Business Culture in Germany and Europe:</b> Cultural Aspects for Business in Germany and Europe, Globalization and the EU	5 ECTS
03b-INT	<b>Current Topics II:</b> Sustainability and Environment, New Technologies & Trends, Culture & Society	5 ECTS
04b-INT	<b>Strategic Management II:</b> Business Model Innovation, Strategic Management with Game Theory	5 ECTS
07-INT	<b>Business Ethics and Corporate Governance:</b> Business Ethics, Introduction to Corporate Governance	5 ECTS
08-INT	<b>Business Leadership:</b> Innovation Management, Business Leadership / Leading Teams, Entrepreneurship	5 ECTS
10-INT	Principles of Marketing	2 ECTS
12-INT	Economic Policy	2 ECTS
40-SSW	Perspectives of Social Work in post-conflict societies *	5 ECTS
41-SSW	International Topics of Social Work *	2 ECTS
27-WIB	International Operations Management *	5 ECTS
28-WIB	Human Resource Management, Organization and Project Management *	5 ECTS
29-WIB	International Organizational Behavior *	3 ECTS
30-WIB	Applied Intercultural Management II: * Intercultural Management in Selected Operational Areas	3 ECTS
31-WIB	Macroeconomics II: * Macroeconomics, Money & Banking	3 ECTS
32-WIB	Business Financial Management: Investment and Financing *	3 ECTS
Additional Modules in German		
13b-INT-D	<b>Business Management &amp; Organization II:</b> Business Management, Marketing Issues / Betriebswirtschaftslehre und Marketing	5 ECTS
14-INT-D	Business Communication / Kommunikation in Wirtschaftsunternehmen	2 ECTS
20-WIN-D	Production Management & Logistics / * Produktionswirtschaft und Logistik	5 ECTS
Language Courses		
15a-INT	German Language basic	3 ECTS
15b-INT	German Language advanced	3 ECTS
16b-WTM	Business English: International Project Management *	2 ECTS

\* Subject to timetable restrictions.

## Module descriptions

### 01-INT 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-INT 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)

### 03b-INT Current Topics II: Sustainability and Environment, New Technologies & Trends, Culture & Society

Lecture series with different topics from the areas of Sustainability and Environment, New Technologies & Trends, Culture & Society (exact topics to be confirmed each semester)

### 04b-INT Strategic Management

#### Business Model Innovation

An accelerating pace of change and associated market dynamics are affecting organizations worldwide. The challenge is for decision-makers to identify relevant changes in good time to transform their organizations accordingly. New business models with the potential to change the competitive landscape of entire industries are constantly emerging.

The course "Business Model Innovation" is designed to give students the possibility to get acquainted with

megatrends such as sustainability and/or digitization including associated complex changes, innovations, and effects on the future viability of business models. Participants familiarize themselves with management tools such as the Business Model Canvas or the Business Model Navigator enabling them to analyze a business of their choice. In addition, students will take on the role of a consultant or managing director in order to develop a convincing business model that ensures the future competitiveness of the company.

### **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.

## **07-INT Business Ethics and Corporate Governance: Business Ethics, Introduction to Corporate Governance**

### **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.

### **Introduction to 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.

## **08-INT 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.

## **10-INT Principles of Marketing**

This course provides students with an introduction to marketing essentials e.g. marketing planning process, overview of marketing strategies and marketing mix. 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.

## **12-INT Economic Policy**

The course content will cover the following topics:

- Introduction to economic policy (and repetition of microeconomic concepts and welfare economics)
- Different views on economic policy
- Selected current topics in economic policy: e.g., environmental policy (policy instruments), social policy, labour market policy, growth policy, distribution policy, etc.

## **40-SSW Perspectives of Social Work in post-conflict societies**

Student will gain social-reflective competences regarding academic, personal and social skills in the field of international social work. The course is an offer to reflect one's own (world) knowledge, experiences and pedagogical practice.

It will give an insight into Social Work in post-conflict societies and postcolonial relations regarding South Africa, Rwanda and Germany. The topics include:

- Identification of social problems in each country and their global connectedness.
- History of Social Work in Rwanda, South Africa, Germany and common international standards of Social Work
- Relations of power in Social Work, especially colonial continuities / strategies of de-colonizing Social Work
- Critical whiteness
- Empowerment / powersharing / allyship
- Environmental and epistemic justice / eco-social transformation

## **41-SSW International Topics of Social Work**

Students will gain social-reflective competences regarding academic, personal and social skills in the field of international social work. The course will be given in the form of a lecture series that includes selected discourses of international Social Work, such as

- Political Perspectives on 'Social Europe'
- Rethinking Power, Powerlessness and Empowerment
- Capoeira – Community Arts and Social Transformation
- Music and queer-feminism – Intersectional and black feminist perspectives
- 'Girls will be Boys and Boys will be Girls'. Popular Music and the Transformation of Gender.
- 'Music and Climate' – Power Relations in popular youth cultures
- Children's environmental rights and the responsibility of Social Work in Child and Youth Welfare Associations in times of ecological crisis

## **27-WIB 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.

## **28-WIB 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

#### **29-WIB International Organizational Behavior**

With the influence of the increasing internationalization of business activities and immigration, the students focus 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.

#### **30-WIB Applied Intercultural Management II: 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 develop 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

#### **31-WIB Macroeconomics II: Macroeconomics, Money & 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

### **32-WIB Business Financial Management: Investment and Financing**

The course content includes the following topics:

- Fundamentals of investment and financing
- Operational investment decisions, in particular static and dynamic methods of investment calculation
- Financing alternatives
- Financial and liquidity planning

### **13b-INT-D Business Management & Organization II: Business Management, Marketing Issues / Betriebswirtschaftslehre und Marketing (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

### **13b-INT-D Business Communication / Kommunikation in Wirtschaftsunternehmen**

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.

## 20-WIN-D Production Management & Logistics / Produktionswirtschaft und Logistik (in German)

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.*