

Module Descriptions International Study Program

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Module Descriptions

International Study Program

Business-oriented Courses

Management Courses

Corporate Management I – Company Management			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 30 Independent study: 60		
Course description	Normative management – strategic management – operating management – management systems		
Aims and skills	Students are familiar with diverse methods of enterprise leadership and can relate this knowledge to recent research in the field. They learn to deal with primary factors of leadership success and develop an overall understanding of situational interpretations of leadership.		
Prerequisites	Fundamentals of business administration, basic functions of business administration, accounting, organization and human resources		
Examination	Written exam or term paper		

Corporate Management II – Personnel Leadership			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 30 Independent study: 60		
Course description	Corporate culture – styles of management – management models – incentive programs – conflict management – communication and motivation		
Aims and skills	Students are familiar with diverse methods of personnel leadership and can relate this knowledge to recent research in the field. They learn to deal with primary factors of leadership success and develop an overall understanding of situational interpretations of leadership.		
Prerequisites	Fundamentals of business administration, basic functions of business administration, accounting, organization and human resources		
Examination	Written exam or term paper		

International Finance & Accounting

ECTS Points	3	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 30 Independent study: 60		
Course description	Transactions in foreign trade (e.g. Letter of credit, incoterms, customs) – International finance management (e.g. financial and hedging instruments, cash management) – Portfolio management (e.g. asset evaluation, strategic and tactical asset allocation)		
Aims and skills	The students get to know the diversity, significance and complexity of the tools used for transactions, payments and financing of international trade contracts. They can identify the currency and interest risks that global players face. In addition they are capable of applying appropriate tools to control such financial risks. They are familiar with parts of special financing methods in export trade. The students know and understand the principles of portfolio management in the context of financial markets and institutions.		
Prerequisites	Principles and Functions of Business Administration		
Examination	Written exam or term paper		

Advanced International Controlling & Financial Accounting

ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 40 Independent study: 80		
Course description	In-depth internal accounting, especially process costing, marginal costing, internal transfer pricing, each in an international context – Budgeting – International controlling (e.g. approaches, tasks, tools, organization)		
Aims and skills	Students understand the relevance of strategic and operative controlling in an enterprise and possess knowledge of approaches, tasks, tools and organization of controlling, as well as KPI-oriented operation. They are able to make decisions from a controlling perspective, to justify and reflect and evaluate the consequences for various functions in a company. Students have a broad understanding of socio-ethical consequences of decision-making processes that have been developed and implemented in controlling sectors of companies.		
Prerequisites	Advanced knowledge of business administration and accounting		
Examination	Written exam or term paper		

International Human Resource Management			
ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 40 Independent study: 80		
Course description	Goals and strategies of international HR activities – Personnel department, Personnel / Human Resource Management – International human resource planning and development management – International personnel marketing and advertising – International recruitment and e-recruitment – Performance appraisal (Performance management) and potential evaluation – International compensation and incentive programs (reward systems) – Personnel controlling – HRM in selected countries / cultures (Comparative HRM)		
Aims and skills	Students understand the relevance of human resource strategies and decisions for an entire enterprise and can evaluate them. They know and accept the role of human resources as a partner in business. Their use of this knowledge is target-oriented, e.g. a balanced scorecard for HR. They can formulate and evaluate HR goals for various HR targets. Students possess in-depth knowledge of enterprise-wide (including international) HR work and can recognize and put to use their knowledge of the relevant HR environments, as well as their developments (e.g. international HR markets, organization as a framework). They are able to solve complex problems independently and make decisions, justify and reflect them. Students can recognize and assess the effects of such decisions on various stakeholders and functional areas in an enterprise. They possess in-depth knowledge of HR methods and are able to implement and evaluate them.		
Prerequisites	Fundamental knowledge in human resource management		
Examination	Written exam or term paper		

Advanced International Human Resource Management			
ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 40 Independent study: 80		
Course description	Seconding abroad (Expatriation) and international personnel development – employee relationships and representatives (Employment Relations), rights to representation in an international context – selected (international) work laws, welfare laws in depth – HRM in selected countries / cultures (Comparative HRM) – HRM in M&A (mergers and acquisitions) processes – Projects on selected (international) HRM topics– current development in (international) HRM – Organization of a personnel department		
Aims and skills	Students understand the relevance of human resource strategies and decisions for an entire enterprise and can evaluate them. They know and accept the role of human resources as a partner in business. Their use of this knowledge is target-oriented, e.g. a balanced scorecard for HR. They can formulate and evaluate HR goals for various HR targets. Students possess in-depth knowledge of enterprise-wide (including international) HR work and can recognize and put to use their knowledge of the relevant HR environments, as well as their		

	developments (e.g. international HR markets, organization as a framework). They are able to solve complex problems independently and make decisions, justify and reflect them. Students can recognize and assess the effects of such decisions on various stakeholders and functional areas in an enterprise. They possess in-depth knowledge of HR methods and are able to implement and evaluate them.
Prerequisites	Advanced knowledge in human resource management
Examination	Written exam or term paper

Selected Management Topics			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 20 Independent study: 40		
Course description	It is the goal of the seminar to work on current developments of management theory and alternative developments in specific fields in an academic/scientific manner and to relate the results to current management practices.		
Aims and skills	Students gain insight into past and current theories of management, general and specific aspects of enterprises and HR management, and theoretical as well as practical concepts of enterprise management. Students have the possibility to reason and defend their own point of view using well-founded argumentation. They are able to develop a feeling for multi-faceted problems and can deal constructively with complex, poorly structured situations.		
Prerequisites	Fundamentals of business administration, basic functions of business administration, accounting, organization and human resources		
Examination	Seminar with group presentations		

International Business

International Business			
ECTS Points	4	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 36 Independent study: 54		
Course description	Globalization: development, evaluation and influences from an entrepreneurial point of view – Reactions of enterprises to differences among national, political and economic systems – Multinationals – Internationalization and market-entry strategies		
Aims and skills	Upon completion of this module students have gained insight into fundamental aspects of globalization and its influence on international activities of businesses. They have dealt with reactions of businesses to various political, legal and economic phenomena in business environments. The students have developed a basic understanding of multinationals and their characteristics. They possess an overview of possible international strategies and market-entry forms and can analyze them. As opposed to the lecture series “Determinants of international business” students are exposed to content that lies within the direct responsibility of enterprises, i.e. is relevant for internal decision-making processes.		
Prerequisites	Fundamentals of business administration, basic functions of business administration and organization.		
Examination	Written exam or term paper		

Case Studies in International Business I

Case Studies in International Business I			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 75 Mandatory attendance: 25 Independent study: 50		
Course description	Examples of topics: Case studies drawing on various international business disciplines – Corporate governance – Future developments		
Aims and skills	Students should acquire fundamental subject-specific knowledge, methodological certainty, understanding of correlations, as well as the ability to transfer theoretical knowledge from the areas of corporate governance and international business into their own practical experience.		
Prerequisites	Fundamentals of business administration, basic functions of business administration and organization.		
Examination	Written exam or term paper		

Case Studies in International Business II

ECTS Points	3	Graded	Yes
Workload in hours	Total: 75 Mandatory attendance: 25 Independent study: 50		
Course description	Examples of topics: Influencing variables and complexity of international operations – Case studies of international operations		
Aims and skills	Students should acquire fundamental subject-specific knowledge, methodological certainty, understanding of correlations, as well as the ability to transfer theoretical knowledge from the areas of corporate governance and international business into their own practical experience.		
Prerequisites	Fundamentals of business administration, basic functions of business administration and organization.		
Examination	Written exam or term paper		

International Marketing

International Marketing I - Introduction

ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 30 Independent study: 60		
Course description	Introduction to international marketing – Advantages and disadvantages of standardization vs. localization – Idiosyncrasies of the international marketing-mix (product/program policy, price and terms policies) – simulation game		
Aims and skills	Students have insight into the theoretical foundations of international marketing and learn about the primary decision fields in international marketing strategies. They are aware of the most important characteristics of such tools as product/program, price/terms, distribution/sales, communication policies in an international context. They recognize the controversy between standardization and differentiation, with which multi-nationals are confronted, and understand which aspects speak for standardization and which for localization.		
Prerequisites	Fundamentals of business administration		
Examination	Written exam or term paper		

International Marketing II - Strategies			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 30 Independent study: 60		
Course description	International marketing strategies – Advantages and disadvantages of standardization vs. localization – Idiosyncrasies of the international marketing-mix (distribution/sales policies, communication policies) – simulation game		
Aims and skills	Students have insight into the theoretical foundations of international marketing and learn about the primary decision fields in international marketing strategies. They are aware of the most important characteristics of such tools as product/program, price/terms, distribution/sales, communication policies in an international context. They recognize the controversy between standardization and differentiation, with which multi-nationals are confronted, and understand which aspects speak for standardization and which for localization.		
Prerequisites	Fundamentals of business administration		
Examination	Written exam or term paper		

Advanced International Marketing – Marketing Tools & Research			
ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 40 Independent study: 80		
Course description	In-depth study of marketing tools in international context – market research in international markets – case studies		
Aims and skills	Students acquire in-depth knowledge of market research in international markets and are able to develop a problem-oriented approach for an empirical research project. They deepen their knowledge of selected tools from the marketing mix in an international context (e.g. market-oriented design of company performance, introduction of situation specific communication concepts, marketing planning and positioning and launching, vertical marketing or price and business terms policies). The perspective focused on is international with institutional aspects. Students are able to realistically evaluate legal constraints on marketing efforts. Finally students are capable of utilizing all available study and research sources and applying suitable market research methods for an independent project.		
Prerequisites	Advanced knowledge of marketing and business administration		
Examination	Written exam or term paper		

Intercultural Management

Cultural-specific aspects of Germany			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 20 Independent study: 40		
Course description	Cultural-specific aspects of Germany – The phenomenon of German culture - Diversity management – in-depth cultural studies of German culture		
Aims and skills	In this module the students have analyzed specific cultural aspects of Germany in case studies. The students have reflected the characteristics that define German culture. They realize when and where certain behaviors are called for and are able to integrate them in intercultural situations appropriately and effectively. The students have learned to adapt themselves readily to continuously changing situations.		
Prerequisites	Fundamentals of business administration.		
Examination	Group work or term paper		

Intercultural Management I - International Collaboration			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 76 Mandatory attendance: 28 Independent study: 48		
Course description	Cultural-specific aspects of international collaboration - Collaboration in international teams – Virtual collaboration – In-depth cultural studies		
Aims and skills	In this module the students have analyzed specific cultural aspects of international cooperation forms in case studies, thereby evaluating central concepts of the integration of corporate cultures. The students have discussed the concept of competence and have critically reflected the characteristics that define intercultural competence. In addition to the staged model for acquiring competence they have derived possible methods for gaining intercultural skills and have evaluated them on the basis of intra-organizational and inter-organizational learning in multinational companies. They realize when and where certain behaviors are called for and are able to integrate them in intercultural situations appropriately and effectively.		
Prerequisites	Fundamentals of business administration		
Examination	Group work or term paper		

Intercultural Management II - Intercultural Learning and Intercultural Competence			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 76 Mandatory attendance: 28 Independent study: 48		
Course description	Concepts of intercultural competence – Methods of acquiring competence – Diversity management – in-depth cultural studies		
Aims and skills	They are familiar with primary effects of dynamic group processes in multicultural teams and have developed a comprehensive understanding of the potential for synergies and conflicts in such teams. Moreover, they are aware of additional complexities stemming from virtual cooperation made possible by modern information and communication technologies. Furthermore, the students have studied central concepts of diversity management and discussed the current status of implementation in companies. Through their in-depth cultural studies the students possess focused background knowledge of selected country cultures and corporate cultures. They are able to transfer and apply their knowledge proactively in intercultural work situations.		
Prerequisites	Fundamentals of business administration.		
Examination	Group work or term paper		

Economics

Economics - Economic Policy			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 86 Mandatory attendance: 26 Independent study: 60		
Course description	Introduction to economic policy – Value judgment difficulties – Controlling supply and demand – Employment – Price levels – Growth and demographic change – Balance of trade – Globalization		
Aims and skills	Students have the opportunity to apply their theoretical knowledge of microeconomics, macroeconomics, money and currencies. Students understand why economic intervention can be necessary. They are capable of analyzing and assessing intervention possibilities in the presence of external effects, indivisibilities and asymmetrical information. Course members are able to evaluate the most important influences derived from taxes and transfers and can thus assess the complex effects of taxation policy solutions.		
Prerequisites	Fundamentals and basic functions of economics and business administration		
Examination	Written exam or term paper		

Law

International Law			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 86 Mandatory attendance: 26 Independent study: 60		
Course description	Application of Law - International/Global Trade – Trade Theories – Trade Policies (terms & conditions) – Foreign Exchange Policies - International Tax Law (Taxation agreements)		
Aims and skills	<p>As a result of this course, the students should be familiar with international commercial treaties and recognize international organizations and various international judicial systems. Differentiate among various types of contract law, including common law, civil law</p> <p>Understand the basic concepts of agency law as applied to international transactions. Comprehend the UN organizations, as they effect international business.</p> <p>The focus of this course is on the development of skills usable for business people/managers (not for lawyers), that are crucial for achieving results in today's increasingly international business world.</p>		
Prerequisites	Fundamentals of business administration		
Examination	Written exam or term paper		

Methods & Skills

Academic Research & Writing			
ECTS Points	1	Graded	No
Workload in hours	Total: 36 Mandatory attendance: 12 Independent study: 24		
Course description	Characteristics and forms of academic writing in Germany – Choice and designation of a topic – Turning a topic into a problem/solution formulation – Evaluating sources – Determining structure and segmentation of the topic (outline) – Formal configuration of the manuscript (language, citations, figures/tables, table of contents, title page, limiting remark, statement of honor, appendix)		
Aims and skills	Upon completion of this module students know the basic characteristics of academic research and writing, as well as the primary theories and are familiar with academic terminology. They know the phases of research processes and have insight into methods of empirical social research. Students maintain a critical attitude towards schools of thought, research of others and their own. Students can formulate an academic hypothesis, are able to conduct academic research, can carry out a sharply discriminating evaluation of literature, can design and implement an appropriate research project, meeting the required standards of academic research and writing.		
Prerequisites	None		
Examination	Course achievement		

Methodological Skills			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 70 Mandatory attendance: 20 Independent study: 50		
Course description	Examples of topics: project management – SPSS – methods of empirical social research – basics of behavioral science – negotiating techniques/mediation – moderation & presentation techniques – business manners – business communication – conflict management – simulation game – rhetoric		
Aims and skills	The aim of this module is for students to gain further skills and develop those already acquired, particularly in the areas of methods, personal and social skills, as well as to attain optional subject-related language qualifications. In addition students acquire other skills related to various topics such as communication, rhetoric, conflict management, moderation techniques or training as an industrial trainer. They are able to work through complex issues, break down and prepare information on them and present their material professionally. Students are able to adjust their information basis, as well as their methods, to a given situation.		
Prerequisites	Fundamentals and basic functions of business administration		
Examination	Report and active participation		

Business Simulation			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 30 Mandatory attendance: 30 Independent study: -		
Course description	Development of a business vision – Building a competent personnel, organizational and planning infrastructure – Testing the quality of strategic product decisions – Planning of time constants in business decisions– Recognizing and using propitious times for market entry and exit – Situational use of marketing instruments, as well as coordination of these efforts with each other and with other business areas – Finance and Accounting in management (budgeting, financial planning, key figures) – Methods of efficient, constructive, communicative teamwork		
Aims and skills	The aim of this module is for students to gain further skills and develop those already acquired, particularly in the areas of methods, personal and social skills, as well as to attain optional subject-related language qualifications. Working with simulation games they have become versed in the control of complex and dynamic business situations using the appropriate instruments within a given time-frame. They have thus learned to work goal-oriented in teams. They are able to make decisions as a team on the basis of incomplete information. They can deal with complex, multi-faceted situations and are at the same time aware of the correlation and consequences of entrepreneurial decisions.		
Prerequisites	Fundamentals and basic functions of business administration		
Examination	Report and active participation		

Branch-specific Business Courses

Media & Communication Management

Social Media Marketing			
ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 40 Independent study: 80		
Course description	Key elements of a social media marketing plan – monitoring the social media presence of an organization – conduct a competitive analysis – identify target markets – determine social media marketing strategies		
Aims and skills	<p>In this module the students will develop an eight-step model to create a social media marketing planning cycle. A real or fictitious company will serve to illustrate how to effectively apply each of these steps in constructing the plan. Instruments in order to do a competitive analysis – SWOT-Analysis will be applied. In addition students will evaluate a social media marketing plan of a real or fictitious company in terms of a budget listing and a return on investment analysis. Furthermore the core components for building a winning social media marketing plan are discussed and applied to a real company.</p> <p>Students acquire in-depth knowledge of social media marketing in international markets and are able to develop a problem-oriented approach for an empirical research project. They deepen their knowledge of selected tools from social media marketing in an international context (e.g. market-oriented design of company performance). In addition they understand how long-term relationships with clients can be built through customer social media management and are capable of introducing the necessary measure to do so. Students are capable of utilizing all available study and research sources and applying suitable market research methods for an independent project. They are aware of complexities and can propose solutions. They assume responsibility for their own work. They can evaluate it and handle critical comments constructively. They can participate in critical discourse and are open to suggestions. Students can defend their own position drawing on well-founded argumentation. Students are capable of transferring their theoretical knowledge of social media marketing, as well as skills acquired to new situations and to develop professional solutions to real problems. They can independently plan marketing projects, realize them and reflect the project's methods and success critically.</p>		
Prerequisites	Fundamentals of marketing and business administration		
Examination	Project work and presentation		

Crisis Management / Crisis Communication			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 18 Independent study: 42		
Course description	TBD		
Aims and skills	TBD		
Prerequisites	Fundamentals of business administration		
Examination	Term paper and presentation		

NGO-Communication			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 20 Independent study: 40		
Course description	TBD		
Aims and skills	TBD		
Prerequisites	Fundamentals of business administration		
Examination	Presentation		

Corporate Communication / Sports Communication			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 20 Independent study: 40		
Course description	TBD		
Aims and skills	TBD		
Prerequisites	Fundamentals of business administration		
Examination	Term paper and presentation		

Retail Management

International Retail Management			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 20 Independent study: 40		
Course description	Country-specific aspects of different topics, such as merchandise management, supply chain management, procurement and logistics, stock keeping, sales and distribution.		
Aims and skills	Students gain insight into current theories of retail management in general and specific in different countries. Students get an overview of theoretical as well as practical concepts of retail management. Students have the possibility to reason and defend their own point of view using well-founded argumentation. They are able to develop a feeling for the differences of international markets and can deal constructively with country-specific situations.		
Prerequisites	Fundamentals of business administration		
Examination	Term paper and presentation		

Business Simulation: Marketing for Retailers			
ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 50 Independent study: 70		
Course description	TBD		
Aims and skills	TBD		
Prerequisites	Fundamentals of business administration		
Examination	Project work and presentation		

Hospitality Management

Tourism Management Topics			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 26 Independent study: 64		
Course description	Examples of topics: the business of tourism - the development on growth of tourism – the demand for tourism – the travel and tourism product - the economic impacts of tourism – e-tourism – sustainable tourism		
Aims and skills	The aim of this module is for students to gain further skills and develop those already acquired, particularly in the areas of tourism management. They examine the subject of tourism its benefits and costs. The students are able to evaluate the contribution and impacts of tourism in social, economic, environmental, political, cultural and other terms and they have an understanding of the issues and principles of sustainability and social responsibility in the context of tourism. They know the characteristics of tourism demand and the influences on such demand.		
Prerequisites	Fundamentals of business administration		
Examination	Term paper and presentation		

Hotel Management Topics			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 15 Independent study: 45		
Course description	Examples of topics: service quality in the hotel industry - development, construction and operation of hotel properties - characteristics of hotel properties - trends and theories on the future of the hotel industry - sustainable operation of hotels and resorts.		
Aims and skills	The aim of this module is for students to gain further skills and develop those already acquired, particularly in the areas of hotel management. On completion of this course students are familiar with the basics in the field of development and management of hotels. They are familiar with the entire real estate lifecycle and can define hotel related services and assign the different processes and actors involved. Furthermore, they know how hotel projects can be financed. The students are able to consider the environmental aspects of hotel management.		
Prerequisites	Fundamentals of business administration and hotel management		
Examination	Term paper		

Trade Fair, Conference & Event Management

Event Management			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 26 Independent study: 64		
Course description	Organizational, conceptual and international aspects concerning the MICE Industry – Meetings, Incentive Travel, Conventions and Events		
Aims and skills	<p>In this module the students have recognized the players (supplier, customer, intermediary) and their particular roles. They have analyzed the specific run of process (IDEA = investigate-design-execute-assess) and differentiated between main and supporting units. The students have questioned the contribution of MICE to both the economy and the corporate communication. They have sketched a scheme for a scientific conference, valued the achievement of objectives and related the organizational subtasks to boards, key personnel and external experts. The students have contrasted international and domestic events as well as corporate and associational events. In addition they have identified supporting institutions (such as international MICE associations, e.g. MPI) and aspects of future trends (such as virtual and hybrid events).</p>		
Prerequisites	Fundamentals of business administration		
Examination	Project work and presentation		

Language Courses

Business English B1			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 62 Mandatory attendance: 22 Independent study: 40		
Course description	Presentation of a company (products, services, organigram, own tasks) – Understanding and drafting different types of correspondence – Focus on subject-related vocabulary – Grammar revision		
Aims and skills	Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise while traveling in an area where the language is spoken. Can produce simple connected text on topics that are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.		
Prerequisites	Minimum 5 years of school English (Level A2, CEFR)		
Examination	Written or oral examination		

Business English B2.1			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 62 Mandatory attendance: 22 Independent study: 40		
Course description	Giving presentations on various business topics - Creating and using visual aids - Basics of intercultural communication - Focus on subject-related vocabulary - Grammar revision		
Aims and skills	Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.		
Prerequisites	Minimum 7 years of school English (Level B1, CEFR)		
Examination	Written or oral examination		

Business English B2.2			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 62 Mandatory attendance: 22 Independent study: 40		
Course description	Giving presentations on various business topics - Creating and using visual aids - Basics of intercultural communication - Focus on subject-related vocabulary - Grammar revision		
Aims and skills	Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.		
Prerequisites	Minimum 7 years of school English (Level B2.1, CEFR)		
Examination	Written or oral examination		

German as a Foreign Language – A1.1 (Beginner)			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 45 Mandatory attendance: 30 Independent study: 15		
Course description	Introducing oneself, first contact with others/getting to know each other; introducing family, shopping dialogues, asking for prices, talking about your home, expressing likes and dislikes		
Aims and skills	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help		
Prerequisites	None		
Examination	Written and oral examination		

German as a Foreign Language – A1.2 (Adv. Beginner)

ECTS Points	3	Graded	Yes
Workload in hours	Total: 45 Mandatory attendance: 30 Independent study: 15		
Course description	Talking about daily routines, expressing likes and dislikes, asking for opening times, telling the time, talking about the weather and hobbies, talking about things you would like to do and things you can do, talking about activities in the past		
Aims and skills	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help		
Prerequisites	Basic knowledge of German – level A1.1		
Examination	Written and oral examination		

German as a Foreign Language – A2 (Elementary)

ECTS Points	3	Graded	Yes
Workload in hours	Total: 45 Mandatory attendance: 30 Independent study: 15		
Course description	Talking about ones profession or work, job ads, talking about events in the past; giving advice; what is allowed and forbidden; sorry, I don't understand; body parts, talking about pain in your body, making an appointment at the doctor's. Talking about transport; asking for the way, giving directions, reading timetables, at the station; talking to customer service, being polite, giving time frames; talking about clothes, expressing likes and dislikes, dialogue in a department store; reading and writing invitations, the date.		
Aims and skills	Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.		
Prerequisites	Basic knowledge of German – level A1		
Examination	Written and oral examination		

Spanish A1 (Beginner)			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 62 Mandatory attendance: 22 Independent study: 40		
Course description	Greeting and introductions, questions about origin, addresses and phone numbers. Making suggestions, talking about plans and leisure activities. Answering the phone and speaking with customers. Grammar and vocabulary of Business Spanish. Please note: Language of instruction is <u>German!!</u>		
Aims and skills	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.		
Prerequisites	None		
Examination	Written or oral examination		

Spanish A2			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 62 Mandatory attendance: 22 Independent study: 40		
Course description	Introduction of a company (products, services, organigram, own tasks). Current information from diverse text and audio sources. Understanding and writing of different types of business correspondence. Grammar and vocabulary of Business Spanish. Please note: Language of instruction is <u>German!!</u>		
Aims and skills	Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.		
Prerequisites	Level A1, CEFR		
Examination	Written or oral examination		

Media Design Courses

Design / Layout

Form Design I			
ECTS Points	3	Graded	Yes
Workload	Total: 90 Mandatory attendance: 36 Independent study: 54		
Course description/ Aims and skills	Students obtain a wide range of both cognitive and manual skills for visual expression, such as observation, visual thinking, means of visual transformation, drawing techniques, composition and printmaking (etching, intaglio). A strong focus is on drawing from observation as a foundation for any design process.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Form Design II			
ECTS Points	3	Graded	Yes
Workload	Total: 90 Mandatory attendance: 36 Independent study: 54		
Course description/ Aims and skills	Deepen the competence in Form Design. Students obtain a wider range of both cognitive and manual skills for visual expression, such as observation, visual thinking, means of visual transformation, drawing techniques, composition and printmaking (etching, intaglio). A strong focus is on drawing from observation as a foundation for any design process. In addition students will obtain specific skills such as anatomy for portrait and life drawing, experimental intaglio printing and drawing in landscape		
Prerequisites	Fundamental knowledge in Form Design		
Examination	Project work		

Design Concepts			
ECTS Points	4	Graded	Yes
Workload in hours	Total: 120 Mandatory attendance: 40 Independent study: 80		
Course description/ Aims and skills	Students deal with multimedia design conception. They develop concepts and visual approaches for brands and identities in multi-dimensional visual systems. They learn about elements of continuity (graphic repertoire), elements of change (multiplication/ reduction, variation, plasticity, movement) – intermedia experiments (media characteristics as style-defining factors) and media-specific formal characteristics.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Color Design			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 20 Independent study: 40		
Course description/ Aims and skills	Students learn and apply a wide range of theoretical and practical skills concerning the use of color. They obtain skills of manually mixing colors, applying them for certain purposes, learn about their effect both as single color as well as their dependency and interaction with other colors.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Screen Typography			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 20 Independent study: 40		
Course description/ Aims and skills	Type in digital light-media, internet and motion design. Characteristics, possibilities and limitations of screen typography. Specific behavior of perception. Selection of suitable type for application.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Visual Systems			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 33 Independent study: 57		
Course description/ Aims and skills	Students learn to comprehend design as a visual system where the whole is more than the sum of its parts, and each element is in relation with the whole. Design is a game with rules: use of intervals from nature, music, geometry as a proportional key to define both a graphic repertoire as well as rules for configuration. Result is a highly flexible and extendable visual system with formal character.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Introduction to Film Design			
ECTS Points	3	Graded	Yes
Workload in hours	Total: 90 Mandatory attendance: 33 Independent study: 57		
Course description/ Aims and skills	Students learn methodical approaches and basics in planning films, film design and production, as well as possibilities of post-production.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Cross Media			
ECTS Points	2	Graded	Yes
Workload in hours	Total: 60 Mandatory attendance: 24 Independent study: 36		
Course description/ Aims and skills	Students obtain fundamental skills in visual transformation. They learn about similarities between the non-visual and the visual and how to bridge different media with a visual language, based on abstraction, graphic neutrality and reduction.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Main Projects

Design Awards			
ECTS Points	9	Graded	Yes
Workload in hours	Total: 270 Mandatory attendance: 90 Independent study: 180		
Course description/ Aims and skills	Students work mainly on briefs of international design awards.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Graphic Design			
ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance: 60 Independent study: 90		
Course description/ Aims and skills	Students work mainly on real briefs for projects with focus on graphic design. Design as part of a holistic process which includes scientific, economic and technical aspects to create professional results for real application.		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Multimedia Design			
ECTS Points	7	Graded	Yes
Workload in hours	Total: 210 Mandatory attendance: 77 Independent study: 133		
Course description/ Aims and skills	Students work mainly on real briefs for projects with focus on multimedia and interface design. Design as part of a holistic process which includes scientific, economic and technical aspects to create professional results for real application		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Motion Design			
ECTS Points	7	Graded	Yes
Workload in hours	Total: 210 Mandatory attendance: 77 Independent study: 133		
Course description/ Aims and skills	Students work mainly on real briefs for projects with focus on motion design and animation. Design as part of a holistic process which includes scientific, economic and technical aspects to create professional results for real application		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		

Selected Project			
ECTS Points	5	Graded	Yes
Workload in hours	Total: 150 Mandatory attendance: 30 Independent study: 120		
Course description/ Aims and skills	Subject is to be determined together with the tutor		
Prerequisites	Fundamental knowledge in Media Design		
Examination	Project work		