

# **Module Descriptions**

## **International Study Program**

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## Management

Principles of Int. Business and its Environment			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 30 Independent study: 45		
<b>Course description</b>	Explanations for international trade and direct investment; development of international trade and direct investment; state influence on international trade: Causes and instruments (e.g. protectionism); regional economic integration; significance and tasks of selected international organizations; responses of companies to differences between national policies and economic systems.		
<b>Aims and skills</b>	<p>Students will recognize and understand the determinants of international business. They can analyze the framework conditions of internationally operating companies and evaluate them critically. Students recognize how international trade and direct investment are developing. Students gain an overview of theoretical explanations for international trade and direct investment and can compare these approaches.</p> <p>The students deal with the possibilities of companies reacting to different forms of political, legal, and economic business environments. Students can explain internationalization decisions. They have an overview of possible internationalization strategies and forms of market entry and can compare them. They can analyze and evaluate the opportunities and risks of global business activity.</p>		
<b>Prerequisites</b>	None		
<b>Assessment</b>	Term paper		

Principles of Int. Business - Models and Operations			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 30 Independent study: 45		
<b>Course description</b>	Globalisation: development, evaluation and impact from a business perspective;		

	The International Enterprise: internationalisation and strategies for market entry; configuration of the global supply chain regarding the conflicting areas of flexible reaction, costs, environmental and social responsibility; outsourcing versus vertical integration; global sourcing strategies; global logistics strategy; structuring processing orders; inventory management in a global supply chain; supply chain coordination and cooperation.
<b>Aims and skills</b>	Students will learn different ways of structuring value creation in a global context. They will be able to classify and to critically evaluate make-or-buy-decisions and strategies for procurement in case studies using their own partner company. They will get to know the alternative methods of processing orders, they will be able to identify and evaluate push-and-pull-control in their own partner company considering multifaceted goals. They will understand the importance of coordination and process synchronisation and their influence on buffer and transport.
<b>Prerequisites</b>	None
<b>Examination</b>	Written examination or Term paper

<b>Selected Management Topics</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40		
<b>Course description</b>	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.  Changing contents.		
<b>Aims and skills</b>	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.		
<b>Prerequisites</b>	Fundamentals of business administration, basic functions of business administration, accounting, organization and human resources		

<b>Assessment</b>	Seminar with group presentations
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<b>Logistics and Supply Chain Management</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40		
<b>Course description</b>	This course provides students with experiential learning opportunities in solving relevant logistics and supply chain management (LSCM) issues. Topics include transportation, warehousing, inventory control, materials handling and packaging, plant and warehouse location decisions, sourcing, and supply chain performance and financial analysis. Additional emphasis is placed on concepts and practices that provide firms with a global competitive advantage.		
<b>Aims and skills</b>	Students learn to: think critically as a business professional; develop an understanding of the role and importance of logistics and supply chain management in private and public organizations; develop an understanding of the basic functional processes of the logistics system that are critical in managing the supply chain; understand the mathematics and rationale behind selected supply chain problems; identify innovative and value-added approaches to logistics and supply chain management and critically analyze strategies, opportunities and risks associated with doing business in another country		
<b>Prerequisites</b>	Fundamentals in Business Administration		
<b>Assessment</b>	Written examination or Term paper		

<b>Business Model Analyses (Strategic Management)</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	No
<b>Workload in hours</b>	Total: 40 Mandatory attendance: 24 Independent study: 16		
<b>Course description</b>	A business model describes the logic of how an organization creates, delivers, and controls value and how money is made in an enterprise. (Osterwalder & Pigneur, 2009).		

	<p>A business model analysis takes a high-level look at the business as a whole and then focuses on areas that are perceived to have significant performance.</p> <p>In the Business Model Analysis module, we analyze the business model of international companies based in Germany, mainly situated in the area of Ravensburg.</p>
<b>Aims and skills</b>	<p>The analysis is based on the Business Model Canvas, a strategic management template used to develop new business models and document existing ones.</p> <p>It provides a visual map of elements describing a company or product's value proposition, infrastructure, customers, and finances, and helps companies align their activities by illustrating potential trade-offs.</p> <p>The nine "building blocks" of the business model design template, which became known as the business model canvas, are (1) customer segments, (2) value propositions, (3) channels, (4) customer relationships, (5) revenue streams, (6) key resources, (7) key activities, (8) key partners, and (9) costs.</p> <p>After completing this module, you will be able to use the Business Model Canvas tool and be able to explain how companies make money.</p>
<b>Prerequisites</b>	None
<b>Assessment</b>	Term Paper

<b>International Operations Management</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 65 Mandatory attendance: 24 Independent study: 41		
<b>Course description</b>	Processes involved in managing operations and supply chains; ways of structuring global supply chains; order processing; capacity and inventory management; make-or-buy; sourcing; international transactions; risk exposure in international supply chains		
<b>Aims and skills</b>	<p>In this unit, students will learn about ways of structuring international supply chains. Students will learn to distinguish and compare alternative concepts of order processing. They will know different concepts of coordinating demand and replenishment and will be able to critically evaluate them. They will gain an understanding of the crucial importance of forecasts to coordinating demand and replenishment in the supply chain. They will be able to identify and justify the chances and risks of outsourcing decisions in case studies. They will be familiar with concepts of strategic purchasing in global markets for creating value, e.g. bundling or partnerships. They will know about the benefits of IT-based tools for operational purchasing. They will be able to discern and judge the challenges of the</p>		

	international exchange of goods to the supply chain and will be able to identify its risks.
<b>Prerequisites</b>	Fundamentals in Business Administration
<b>Assessment</b>	Written examination

<b>International Financial Management</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 65 Mandatory attendance: 24 Independent study: 41		
<b>Course description</b>	<p>International financial risk management: identifying risk exposure due to internationalisation strategies and hedging policy using forwards, futures and options.</p> <p>International financial management: cash management; receivables management; payables management; capital structure management.</p>		
<b>Aims and skills</b>	<p>In the lectures on international financial risk management students will get to know important instruments for conducting and financing international business transactions. In particular, they will be able to identify the interest and exchange rate risks in internationally operating organisations and will be able to select suitable instruments for controlling these financial risks. They will also know the advantages and disadvantages of certain types of financing and hedging used in foreign trade. In the lectures on international financial management students will learn about common procedures for optimising an organisation's financial management, such as cash management, receivables management or capital structure management. They will be able to determine optimal positions using theoretical models and they will be able to point out ways of optimising their company.</p>		
<b>Prerequisites</b>	Fundamentals in Business Administration		
<b>Assessment</b>	Written examination		

<b>Corporate Management (International Business)</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Normative management – strategic management – operating management – management systems		
<b>Aims and skills</b>	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.		
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Assessment</b>	Written examination		

<b>Corporate Management: CSR Reporting</b>			
<b>ECTS Points</b>	1	<b>Graded</b>	no
<b>Workload in hours</b>	Total: 10 Mandatory attendance: 10 Independent study: 0		
<b>Course description</b>	In the course you will learn about corporate sustainability management with focus on sustainability accounting and reporting		
<b>Prerequisites</b>	Fundamentals of Corporate Management		
<b>Examination</b>	Active Participation		

<b>Corporate Management (Digital Business Management)</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Fundamentals of holistic corporate management - Corporate management models (levels, functions) - Normative corporate management - Sustainable, value-orientated corporate management - Strategic corporate management (planning and implementation) and business models - Operational corporate management and controlling interface - Selected management systems/instruments - Current developments (e.g. disruption, digitalisation, networking)		
<b>Aims and skills</b>	Students will gain an overview of the various approaches and/or components of employee and company management and will be able to categorise these into an overall "integrative" understanding. They will acquire an understanding of the relationships and dependencies between these approaches in integrated management. They will have analysed the key factors influencing corporate/management success and developed a comprehensive understanding of a situational interpretation of corporate management. They will also be able to present the individual approaches in a structured manner, illustrate them using examples and summarise their content. In their assessment, they will be able to separate the causes and effects of success.		
<b>Prerequisites</b>	None		
<b>Examination</b>	Written examination		

<b>International Strategy Development and Implementation</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Basics of international strategy development and implementation; strategic planning (planning, setting targets, environmental analysis, organisational analysis); strategic choice; implementation strategy; strategic control; current case studies.		



<b>Aims and skills</b>	Students should gain a sound theoretical knowledge and understanding of general interdependencies as well as the ability to apply the theoretical knowledge of international strategy development, implementation and international corporate governance to organizational practice. Students should be able to independently apply the theories and methods imparted to specific hypothetical problems in international strategy development, implementation strategy and in the area of corporate governance. Students should be able to process hypothetical problems of these areas using the set criteria and be able to evaluate them in a methodically sound way.
<b>Prerequisites</b>	Fundamentals and basic functions of business administration
<b>Assessment</b>	Portfolio

<b>Change Management</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40		
<b>Course description</b>	The importance of change management for digital transformation - Psychological factors in change management processes - Motivation and incentive systems - Process flows Methods, instruments and formats of change management - Communication concepts		
<b>Aims and skills</b>			
<b>Prerequisites</b>	Human resources management, organization and project management		
<b>Examination</b>	Written examination		

<b>International Human Resource Management</b>			
<b>ECTS Points</b>	5	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 150 Mandatory attendance: 50 Independent study: 100		

<b>Course description</b>	<p>Fall and winter: Goals and strategies of national and international personnel work; deployment systems; core processes of national and international personnel work (requirements planning and competence management); employee recruitment; employee selection and preparation (onboarding); staff assignment, performance management and assessment of potential; international reward systems and compensation; employee retention; employee redundancy.</p> <p>Spring and summer: Employee relations and representation; organisation of human resources; technological developments in national and international HRM (digitalization); personnel development and training in an international environment; personnel controlling; HRM in the context of mergers and acquisitions; change management; HRM in selected countries or cultural circles (comparative HRM); behavior- and personality-orientated basics; selected projects in HRM.</p>
<b>Aims and skills</b>	
<b>Prerequisites</b>	experience of HRM topics
<b>Assessment</b>	assignment in fall and winter, written examination in spring and summer

<b>International Managerial &amp; Financial Accounting</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	<p>Fall/Winter: Total: 96 Mandatory attendance: 32 Independent study: 64</p> <p>Spring/Summer: Total: 102 Mandatory attendance: 34 Independent study: 68</p>		
<b>Course description</b>	<p>Fall and winter: Fundamental concepts of cost accounting and cost accounting systems; concepts of planning, budgeting and prognosis (top down versus bottom-up budgeting, zero-base budgeting, prognosis models); controlling and cost management concepts (variance analysis, cost center controlling, customer and product profitability analyses, multidimensional break-even analysis, internal control systems); decision and management concepts (transfer price systems, incentive systems, Verrechnungspreissysteme, Anreizsysteme, value-based management).</p> <p>Spring and summer: Comparison of the principles of international accounting systems; creation of an individual financial statement based on IFRS (compulsory reporting requirements, components of</p>		

	the annual accounts - balance sheet, income statement, OCI, statement of changes in equity, selected IFRS standards - tangible assets (IAS 16), inventories (IAS 2), revenue recognition (IFRS 15), leasing (IFRS 16), currency translation (IAS 21), financial instruments and hedging (IAS 39 and IFRS 9), provisions (IAS 37), etc.); creation of a consolidated financial statement, according to IFRS (consolidation of foreign subsidiaries, currency conversion, elimination of internal transactions; company analysis of an IFRS consolidated financial statement, using selected indicators.
<b>Aims and skills</b>	
<b>Prerequisites</b>	experience of finance subjects
<b>Assessment</b>	presentation in falls and winter, written examination in spring and summer

<b>Business Simulation</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75   Mandatory attendance: 25   Independent study: 50		
<b>Course description</b>	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		
<b>Aims and skills</b>	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.		

<b>Prerequisites</b>	Fundamentals and basic functions of business administration
<b>Assessment</b>	Report and <b>active</b> participation

<b>International Operations &amp; Supply Chain Management</b>			
<b>ECTS Points</b>	6	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 150 Mandatory attendance: 50 Independent study: 100		
<b>Course description</b>	Supply chain strategy; international Make-or-Buy decisions; strategic sourcing; international production and distribution structure; logistic service provider; supply chain Management (eg e-procurement, VMI, ECR, CPFR); Risk management; procurement-relevant legal areas.		
<b>Aims and skills</b>	Students will be able to systematically identify customers, suppliers, intermediaries and service providers with whom intensive cooperation is beneficial. They will be able to evaluate the benefits of cooperative approaches such as cooperative inventory management, cooperative sales forecasting, cooperative transport management or postponement across organisations. They will be able to outline what information needs to be exchanged between the parties involved and how benefits and risks must be distributed in order for co-operation to be successful. Students will recognise the risks associated with the exchange of information, particularly in asymmetric collaborations and will be aware of the importance of mutual trust in this context. They will be able to create alternative plans to harmonise supply and demand, evaluate them and compare them. This will enable students to identify strategy-compliant planning, which then serves as the basis for synchronised service provision by those involved. They will systematically identify and classify the risks in international supply chains and develop and assess risk management measures.		
<b>Prerequisites</b>	Fundamentals and basic functions of business administration		
<b>Examination</b>	Written examination or term paper		

## Marketing

Marketing			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 50 Mandatory attendance: 20 Independent study: 30		
<b>Course description</b>	Introduction to Marketing – Advantages and disadvantages of standardization vs. localization – Idiosyncrasies of the marketing-mix (product/program policy, price and terms policies) – simulation game		
<b>Aims and skills</b>	Students have insight into the theoretical foundations of marketing and learn about the primary decision fields in 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.		
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Examination</b>	Written examination		

Principles of International Market Research			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 50 Mandatory attendance: 20 Independent study: 30		
<b>Course description</b>	Fundamental methods and characteristics of international research; demand for data in international organisations; ideal research process regarding the market, legal and organisational research studies; methods of data collection; selection processes, analysis, documentation and presentation of research results; practical application.		
<b>Aims and skills</b>	Students will learn about the specific requirements of international market research. In particular, they will get to know all stages, processes, methods and contents of relevant empirical research on		

	order to be able to apply this knowledge in their research studies, independently or in a team.
<b>Prerequisites</b>	Basic knowledge of marketing and statistics
<b>Assessment</b>	Project work and presentation

<b>Applied International Market Research</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 33 Independent study: 57		
<b>Course description</b>	Realization of a short, time-based empirical research project. Possible themes could be: <ul style="list-style-type: none"> <li>• Comparative studies of the legal differences between countries</li> <li>• Comparative cultural analyses from the organizational/company perspective</li> <li>• Customer satisfaction studies</li> <li>• Analysis of the willingness to innovate of employees</li> <li>• Cross-country analysis of consumers and target groups</li> </ul>		
<b>Aims and skills</b>	By means of an empirical project, students learn and practice the essential steps in the planning and realization of a market, legal or organizational study – conception, surveying, data analysis (with the use of data analysis software), presentation. Students experience regular active collaboration in a group project, whereby their contribution to the resulting presentation is apparent. Outputs include not only the presentation, but also documentation of the analysis phase and the development of recommendations.		
<b>Prerequisites</b>	Basic knowledge of marketing and statistics		
<b>Assessment</b>	Presentation		

<b>International Marketing / International Communication</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes

<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40
<b>Course description</b>	Micro and macro-economic basics of international trade -importance, structure and particularities of international trade flows and trading floors -potentials of international trade, cost advantages, economies of scale -risks of international trade, distribution effects, potential winners and losers, protectionism -development of international trade policy peculiarities of international market development -strategic options of market selection and market entry strategies -international marketing-mix management ---international product policy ---international price policy ---international distribution policy ---international communication strategy
<b>Aims and skills</b>	Transfer of in-depth knowledge of international industrial goods marketing. At the end of the module students know the micro- and macro-economic basics of international trade and -can make economic analysis methods usable -describe structures of international monetary financial policy -assess the importance of international trade agreements -detect the potential and areas of conflict in international trade -select and use market segmentation techniques as well as country risks -select and use market segmentation techniques as well as country risks - select suitable market entry strategies -consider cultural influence on marketing plans and the use of individual marketing mix
<b>Prerequisites</b>	Fundamental of Marketing
<b>Assessment</b>	Written Examination

<b>International Marketing &amp; Sales</b>			
<b>ECTS Points</b>	6	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 150 Mandatory attendance: 50 Independent study: 100		

<b>Course description</b>	Fundamental concepts of international marketing and sales; features of international marketing research (international marketing research plan, cultural bias, comparability and equivalence, multi-country scales and data, challenges and future directions); features of international marketing- and sales strategies (internationalization decision and theories, international competitiveness, market selection process, market entry strategies, the coordination and standardization decisions associated with being international); instrumental features of international marketing and sales (designing the global marketing program in product politics, price politics, communication politics and sales politics); realization and coordination of international marketing and sales programs (implementing and coordinating the global marketing program in product politics, price politics, communication politics and sales politics).
<b>Aims and skills</b>	
<b>Prerequisites</b>	experience of marketing subjects
<b>Assessment</b>	Assignment

## Law

<b>Comparative Labor Law</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	No
<b>Workload in hours</b>	Total: 40 Mandatory attendance: 16 Independent study: 24		
<b>Course description</b>	The legal basis of trading contracts across borders; private international law; CISG; aspects of commercial law in the EU; German labor law; international and European aspects of employment contracts; international labor organizations.		
<b>Aims and skills</b>	The students recognize and understand the principles of international commercial law and comparative labor law. They differentiate uniform law from contractual agreements and define which law is applicable to a trans-border contract, as well as recognize and deal with international procedural law when a case goes to court. Comparative labor law will focus on comparing German law with other jurisdictions. Students are trained to recognize the requirements of trans-border		



	employment contracts within and outside the European Union. The students understand the principles of international labor organizations and their impact on labor law in their respective countries.
<b>Prerequisites</b>	None
<b>Assessment</b>	Active participation

## Intercultural Management

<b>Principles of Intercultural Management</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 30 Independent study: 45		
<b>Course description</b>	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 / external image; stereotyping; diversity; social and cultural intelligence; acculturation theory; intercultural communication.		
<b>Aims and skills</b>	The students deal with the influences of the increasing internationalization of business activities and immigration on the characteristics of different cultural levels. They have learned about the central concepts for strengthening the perception of their social and cultural environment and reflected on how they deal with "strangers". As a basis for their orientation in the international environment, the students are acquainted with the central concepts of the term of culture and have an overview of the possible uses and limitations of essential traditional and modern cultural theories. They get to know the basics of acculturation theory and are able to estimate the limitations or possibilities of different cultures or groups that come together to approach each other. They have analyzed the central influencing factors on situations of intercultural communication and developed a basic understanding of cultural influences in interpersonal situations.		
<b>Prerequisites</b>	None		

<b>Assessment</b>	Portfolio
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<b>International Organizational Behavior</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 30 Independent study: 45		
<b>Course description</b>	Organisational culture and climate; cultural influences on organisational structure; influence of culture on management and management style; motivation; conflict management and conflict resolution; cultural diversity and its influence on companies' productivity and innovative performance; job expectations and satisfaction.		
<b>Aims and skills</b>	In the setting of global business activities, students will deal with the complex interplay of cultural backgrounds and their influence on staff and organisational culture. Furthermore, they will be able to discern the influence of cultural differences on organisational strategy and structure as well as on management concepts and negotiation strategies and will be able to act goal-oriented regarding each situation. Students will have become aware of the multifaceted influences and impact of culture on business interaction. They will be able to reflect on their behaviour considering other value systems and will be able to analyse the behaviour of others from different perspectives. Students will be able to work constructively as part of an international team.		
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Assessment</b>	Portfolio		

<b>Cultural Aspects of Germany</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 20 Independent study: 40		
<b>Course description</b>	Cultural-specific aspects of Germany – The phenomenon of German culture - Diversity management – in-depth cultural studies of German culture		

<b>Aims and skills</b>	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.
<b>Prerequisites</b>	None
<b>Assessment</b>	Group work or term paper

<b>Basics of Intercultural Management</b> <b>(focusing on the field of tourism, hospitality, and gastronomy)</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 20 Independent study: 100		
<b>Course description</b>	Examples of topics: Definitions and delimitations, development and significance of intercultural management, cultures and cultural dimensions, cultural intelligence and intercultural skills, diversity management, intercultural communication		
<b>Aims and skills</b>	The aim of this module is for students to gain further skills and develop those already acquired in intercultural management. On completion of this course students are familiar with the basics of management and communication in intercultural situations. They understand the significance of gaining intercultural skills, especially for members of internationally active organisations (e.g. from the tourism and hospitality industry). Furthermore, they know how to deal with people from foreign cultures and in different settings.		
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Assessment</b>	Oral exam and case study		

<b>Intercultural Management in Selected Operational Areas</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 33 Independent study: 57		
<b>Course description</b>	Discussion of the influence of culture on specific business operations		
<b>Aims and skills</b>	<p>Due to the increasing heterogeneity of staff and increasing internationalisation of organisations, a basic understanding of the employees' expectations and their motivation is as important as understanding their decision-making and their willingness to take risks.</p> <p>In case studies and group work, students will gain detailed knowledge of the influencing factors of culture and cultural differences on specific business operations.</p>		
<b>Prerequisites</b>	Principles of intercultural management		
<b>Assessment</b>	Portfolio		

## Branch Specific Management

<b>Tourism Management Topics</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 25 Independent study: 65		
<b>Course description</b>	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		
<b>Aims and skills</b>	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
<b>Prerequisites</b>	Fundamentals of business administration
<b>Assessment</b>	Term paper and presentation

<b>Event Management - Seminar &amp; Project Work</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 24 Independent study: 66		
<b>Course description</b>	Organizational, conceptual and international aspects concerning the MICE Industry; Meetings, Incentive Travel, Conventions and Events		
<b>Aims and skills</b>	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).		
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Assessment</b>	Project work and presentation		

<b>Crisis Management / Crisis Communication</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes

<b>Workload in hours</b>	Total: 90 Mandatory attendance: 24 Independent study: 66
<b>Course description</b>	The course on crisis communication gives an overview of the communication issues before, during and after a crisis and aims to let participants reflect on the most effective strategies during these various phases. The module starts with an overview of the field of crisis management showing the differences between crisis and issues. For the prevention of communication crisis, issues management is essential and within this module the students will gain practical experiences with some tools of issues management.
<b>Aims and skills</b>	This module will explore the foundations of an effective crisis response including decision criteria and levers of trust. Participants will learn the core principles of effective crisis response. We'll address the drivers of trust in the context of fulfilling expectations. What would reasonable people appropriately expect a responsible organization to do in this situation? Learn how to quickly prevent reputational harm with the core expectation that the organization cares. Some session will show crisis of the past to discuss how to bring them to a good end. Key learning of this module is how relations with stakeholders can be restored when a scandal, issue or crisis has taken place. Also part of this course is developing a strategic communication plan for a certain crisis.
<b>Prerequisites</b>	Fundamentals of business administration
<b>Assessment</b>	Written examination or term paper

<b>Corporate Communication / Sports Communication</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 24 Independent study: 66		
<b>Course description</b>	<p>The aim of this module is to develop the students' applied competence in sport communication. Applied competence implies the acquisition, analysis, interpretation and application of communication principles related to the context of sport communication in relevant sectors of the sport communication industry.</p> <p>The module focuses on the methods and techniques for communicating about sports in a variety of formats, media, and contexts; and that prepares individuals to be sports reporters and writers, photojournalists, radio and television announcers and public</p>		

	relations specialists. The module Includes instruction in sports writing, photography, media and public relations and sports promotion.
<b>Aims and skills</b>	Students will develop the ability to internalize, reflect on and communicate strategic decisions and applications effectively through the correct and suitable use of technical terminology associated with sport communication. The qualification will facilitate effective learning through exposure to, and the application of, appropriate learning styles, thereby enabling them to navigate and holistically manage the dynamic context of sport communication.
<b>Prerequisites</b>	Fundamentals of business administration
<b>Assessment</b>	Written examination or term paper

<b>Principles of Hospitality &amp; Gastronomy Management</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 30 Independent study: 90		
<b>Course description</b>	Examples of topics: Facts and figures of the German hotel and restaurant industry, definition and differentiation between various forms of hotel ownership, development and significance of the German hotel rating system, definition of hotel brand and forms of brand affiliations		
<b>Aims and skills</b>	The aim of this module is for students to gain basic knowledge of the German hotel industry. On completion of the course “service creation in hotels and restaurants” (Leistungserstellung Hotellerie), students are familiar with current issues, topics and the structure of the German lodging and restaurant industry. They understand the significance of brand affiliations, service quality management and the relevance of teamwork for successful service creation in the food & beverage department.		
<b>Prerequisites</b>			
<b>Assessment</b>	Examination		

<b>Hotel Management Topics</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 15 Independent study: 45		
<b>Course description</b>	Examples of topics: tourism architecture and architectural tourism, megatrends concerning the future of the hotel industry, hotel architecture and design, case examples of hotels with a particular focus on architecture and design, excursion to the Hotel Competence Center in Munich		
<b>Aims and skills</b>	The aim of this module is for students to gain further skills in hospitality management, particularly in the areas of hotel properties and developments. On completion of this course students see the interaction between tourism and architecture. They are familiar with the basics in the field of architecture and design of hotels and understand the impacts of megatrends on the lifecycle of hotel developments.		
<b>Prerequisites</b>	Fundamentals of business administration		
<b>Assessment</b>	Written examination (30 minutes)		

<b>Sustainability &amp; Corporate Social Responsibility</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 40 Independent study: 20		
<b>Course description</b>	Examples of topics: basics of climate change and biodiversity, definitions and basic principles of sustainable development; concepts and challenges of sustainable tourism (e.g. food waste in hospitality), CSR in hospitality and gastronomy, (sustainable) consumer behaviour, assessment-systems for sustainability in tourism, hospitality and gastronomy		
<b>Aims and skills</b>	The aim of this module is for students to understand the fundamentals of sustainable development and the significance of the tourism industry in this area. On completion of this course, students will know the scientific foundations of climate change as well as causes and effects of biodiversity loss. They will understand the possibilities and challenges with regards to the sustainable development of the		



	industry. Moreover, they will learn about sustainable consumer behaviour and means to support it. Lastly, students will gain an overview of different assessment-systems (e.g. certification schemes) in tourism, hospitality and gastronomy and will be able to compare their criteria and working principles.
<b>Prerequisites</b>	Fundamentals of business administration
<b>Examination</b>	Written examination

<b>Customer Orientation in Digital Business</b>			
<b>ECTS Points</b>	6	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 150 Mandatory attendance: 55 Independent study: 95		
<b>Course description</b>	<p>New concepts in marketing and sales</p> <p>Buyer behaviour - Customer journey - Data-based product, price, communication and distribution policy - Social media marketing - eCommerce - Customer loyalty and CRM</p>		
<b>Aims and skills</b>	<p>Students will gain in-depth knowledge of selected marketing and sales topics related to digital challenges. They will recognise how purchasing decisions are made by consumers or organisations and know the options for influencing them along the customer journey. Students will be able to assess and critically reflect on the importance of data for well-founded market and customer-related decisions. They will also deepen their knowledge of the possibilities and limitations of using selected marketing instruments, with particular consideration of current concepts in the context of digitalisation (e.g. digital products and services, development of situation-specific communication concepts with particular consideration of social media, new concepts of pricing and conditions policy and e-commerce).</p> <p>They will also recognise the particular challenges of long-term customer loyalty and the possibilities for supporting this through customer relationship management systems.</p>		
<b>Prerequisites</b>	<p>Grundlagen der Betriebswirtschaftslehre (Fundamentals of Business Administration); Grundlagen der digitalen Wirtschaft (Fundamentals of the Digital Economy); Informationsmanagement in der digitalen Wirtschaft (Information Management in the Digital Economy); Business Analytics.</p>		
<b>Examination</b>	Presentation and written examination		

<b>Intercultural Management in Tourism and Hospitality</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 120 Mandatory attendance: 20 Independent study: 100		
<b>Course description</b>	Examples of topics: National cultures versus social cultures, from interdisciplinary to intercultural management, applied intercultural management in selected cultural environments, communication with international guests, collaboration in intercultural teams, intercultural case studies from the tourism and hospitality industry		
<b>Aims and skills</b>	The aim of this module is for students to gain further skills and develop those already acquired in intercultural management, particularly in the areas of tourism and hospitality. On completion of this course the students are aware of the importance of intercultural management for tourism and hospitality and are familiar with the areas of application within the industry. Students also understand how to apply intercultural management in selected national and cultural environments. They know how to deal with international guests as well as colleagues and team members from different cultures.		
<b>Prerequisites</b>	Basics of Intercultural Management		
<b>Assessment</b>	Draft design with presentation and case study		

<b>International Project Management</b>			
<b>(consisting of the 3 following courses: International Project Management, International Event Management and Intercultural Management; focusing on the field of MICE)</b>			
<b>ECTS Points</b>	5	<b>Graded</b>	Yes
<b>International Project Management</b>			
<b>Workload in hours</b>	Total: 30  Mandatory attendance: 10 Independent study: 20		
<b>Course description</b>	The course International Project Management provides an introduction into the differences between national and international project management; the specific characteristics of international		

	project management will be defined and described. The course then dives into each aspect of international project management; including the set-up of project teams from different cultural backgrounds, advantages and potential challenges. Key performance indicators and success factors will be explained including methods to measure and analyse such indicators. Finally, the course will present a holistic overview of intercultural management which also includes conflict management and intercultural team motivation methodologies.
<b>Aims and skills</b>	The course will arm students with a deep insight into international and intercultural project management. Students will learn how to plan, manage and execute projects with participants from different countries, cultural backgrounds and different organisations. The course provides methods to quantify and qualify those aspects to enable structured management of an international project. Students will learn about the benefits but also challenges of managing international projects and how to deal with them including all organisational and conflict management aspects. Overall, students will learn to ensure success in highly complex and diverse international projects through the right management methods.
<b>Prerequisites</b>	Fundamentals in Business Administration
<b>Assessment</b>	Written examination
<b>International Event Management</b>	
<b>Workload in hours</b>	Total: 60  Mandatory attendance: 20 Independent study: 40
<b>Course description</b>	The course International Event Management provides detailed and holistic insights into all relevant strategies and management techniques that are required to organise international trade shows and events. This will be provided through course chapters such as strategy building, market entry strategies, team motivation, budgeting, marketing and sales. To bring the content to life, each course chapter will be presented in context of the event life-cycle phases by using modern event portfolio management methodologies based on global industry best practices.
<b>Aims and skills</b>	Students will learn about the differences of developing and managing an international event portfolio including aspects from the strategy, budgeting, market entry, event execution and result analysis phases. Course material will use industry best practice case studies combined with management methodologies on how to run cross border event businesses. Students will be able to qualify various event strategies and use this knowledge to adapt to different markets and competitive situations in the event industry.

<b>Prerequisites</b>	Fundamentals in Business Administration
<b>Assessment</b>	Written examination
<b>Intercultural Management</b>	
<b>Workload in hours</b>	Total: 60  Mandatory attendance: 20 Independent study: 40
<b>Course description</b>	<ul style="list-style-type: none"> <li>- Cultural differences in work organisations, management and work behaviour</li> <li>- Areas of application of intercultural management</li> <li>- Cultural theories according to Hofstede, Schwarz, Thomas</li> <li>- Intercultural competence</li> <li>- Determinants of intercultural success</li> <li>- Types and phases of acculturation in foreign assignments</li> <li>- Cultural standards</li> <li>- Acquisition of intercultural competence: culture training, culture assimilator, self-management techniques</li> <li>- Categorisation of cultural variables into cultural tendencies and patterns</li> <li>- Behavioural patterns of selected international business partners and behavioural suggestions</li> <li>- Culturally critical interaction situations and their analysis</li> </ul>
<b>Assessment</b>	Written examination

<b>Sustainability &amp; Corporate Social Responsibility</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 60 Mandatory attendance: 40 Independent study: 20		
<b>Course description</b>	Examples of topics: basics of climate change and biodiversity, definitions and basic principles of sustainable development; concepts and challenges of sustainable tourism (e.g. food waste in hospitality), CSR in hospitality and gastronomy, (sustainable) consumer behavior, assessment-systems for sustainability in tourism, hospitality and gastronomy		
<b>Aims and skills</b>	The aim of this module is for students to understand the fundamentals of sustainable development and the significance of the tourism industry in this area. On completion of this course, students will know the scientific foundations of climate change as well as causes and effects of biodiversity loss. They understand possibilities and		

	challenges of sustainable development of the industry. Moreover, they learn about sustainable consumer behaviour and means to support it. Lastly, students gain an overview of different assessment-systems (e.g. certification schemes) in tourism, hospitality and gastronomy and can compare their criteria and working principles.
<b>Prerequisites</b>	Fundamentals of business administration
<b>Examination</b>	Written examination

<b>Business Analytics</b>			
<b>ECTS Points</b>	6	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 150 Mandatory attendance: 55 Independent study: 95		
<b>Course description</b>	<ul style="list-style-type: none"> <li>- Definition and categorisation of terms (Business Intelligence, Business Analytics, Data Science, Big Data, etc.)</li> <li>- Framework conditions and objectives of business analytics</li> <li>- Business management</li> </ul> Relevance in different branches und corporate functions <ul style="list-style-type: none"> <li>- Selected aspects of Data management: data warehouse, data lake, etc.</li> <li>- Statistical fundamentals for Business Analytics</li> <li>- Business Analytics instruments and tools: OLAP – Data Mining – software tools – Tools for Data visualisation</li> <li>- Business Analytics application fields (social media analytics, predictive analytics etc.)</li> </ul>		
<b>Aims and skills</b>	<p>After completing the module, students will be able to describe the functions of business analytics, explain the generic business analytics process and categorise the instruments of business analytics.</p> <p>Students will become familiar with selected methods for designing and using data warehouses as well as various procedures, technologies, architectures and tools for analysing, using, collecting, exploiting, and marketing digital mass data. Building on this, they will be able to understand how selected business analytics application fields work.</p>		
<b>Prerequisites</b>	Mathematics and statistics; Grundlagen der digitalen Wirtschaft (Fundamentals of the Digital Economy); Informationsmanagement in der digitalen Wirtschaft (Information Management in the Digital Economy)		
<b>Examination</b>	portfolio		

<b>Customer Orientation in Digital Business</b>			
<b>ECTS Points</b>	6	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 150 Mandatory attendance: 55 Independent study: 95		
<b>Course description</b>	<p>New concepts in marketing and sales</p> <p>Buyer behaviour - Customer journey - Data-based product, price, communication and distribution policy - Social media marketing - eCommerce - Customer loyalty and CRM</p>		
<b>Aims and skills</b>	<p>Students will gain in-depth knowledge of selected marketing and sales topics related to digital challenges. They will recognise how purchasing decisions are made by consumers or organisations and know the options for influencing them along the customer journey. Students will be able to assess and critically reflect on the importance of data for well-founded market and customer-related decisions. They will also deepen their knowledge of the possibilities and limitations of using selected marketing instruments, with particular consideration of current concepts in the context of digitalisation (e.g. digital products and services, development of situation-specific communication concepts with particular consideration of social media, new concepts of pricing and conditions policy and e-commerce). They will also recognise the particular challenges of long-term customer loyalty and the possibilities for supporting this through customer relationship management systems.</p>		
<b>Prerequisites</b>	<p>Grundlagen der Betriebswirtschaftslehre (Fundamentals of Business Administration); Grundlagen der digitalen Wirtschaft (Fundamentals of the Digital Economy); Informationsmanagement in der digitalen Wirtschaft (Information Management in the Digital Economy); Business Analytics.</p>		
<b>Examination</b>	Presentation and written examination		

<b>Intercultural Cooking</b>			
<b>ECTS Points</b>	1	<b>Graded</b>	possible
<b>Workload in hours</b>	Total: 8 Mandatory attendance: 8 Independent study: 0		
<b>Course description</b>	<p>Course concept:</p> <p>The Intercultural Cooking laboratory exercise was further developed, documented and trialed as part of a teaching and research project to promote nutritional competence. The aim is to give participants the opportunity to interact and promote skills through practical</p>		

	<p>implementation. Intercultural competences in particular are to be promoted, with personal and social competences as well as overarching action competences playing a role. Learning objectives, teaching objectives, learning content:</p> <p>Course objectives</p> <ul style="list-style-type: none"> <li>- Promotion of intercultural communication skills in small groups.</li> <li>- Identification of recipes that take sufficient account of the diversity and country-specific characteristics of the group members.</li> <li>- Promoting creativity through the modification and fusion of selected recipes or recipe components.</li> <li>- Raising awareness of the importance of sustainable aspects of food selection and preparation.</li> </ul> <p>Translated with DeepL.com (free version)</p>
<b>Aims and skills</b>	<p><b>EXPERTISE</b></p> <ul style="list-style-type: none"> <li>- Knows and shares typical national and cultural dishes, foods and table manners of other cultures.</li> <li>- Knows suitable cooking methods typical of the country (baking, steaming, frying).</li> <li>- Can distinguish between local and imported goods and can assess possible uses and evaluate limitations (depending on the season).</li> </ul> <p><b>METHODOLOGICAL COMPETENCE</b></p> <ul style="list-style-type: none"> <li>- Can prepare typical national and cultural dishes properly.</li> <li>- Use kitchen appliances and helpers to optimize work processes.</li> <li>- Can make quality-conscious purchasing decisions based on criteria (e.g. organic, regional, seasonal, culturally typical).</li> </ul>
<b>Prerequisites</b>	None
<b>Assessment</b>	Active participation

## Methods & Skills

Introduction to Research & Academic Writing			
<b>ECTS Points</b>	2	<b>Graded</b>	No
<b>Workload in hours</b>	Total: 20 Mandatory attendance: 16 Independent study: 4		
<b>Course description</b>	<p>The course provides essential knowledge and skills required to comprehend the characteristics and forms of academic writing in Germany like - 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,</p>		

	figures/tables, table of contents, title page, limiting remark, statement of honor, appendix)
<b>Aims and skills</b>	By the end 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.
<b>Prerequisites</b>	None
<b>Assessment</b>	Active participation

<b>Foundations of Communication in Business</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 30 Independent study: 45		
<b>Course description</b>	Communication in a foreign language in a professional context: Business letters, phone calls, presentations, meetings		
<b>Aims and skills</b>	After completing the module, students will have learned to use methods for acquiring and applying business-related language skills effectively. They will also be able to select relevant and appropriate techniques for professional communication and will have some experience in applying them. After completing the module, students will be able to contribute to multilingual teams by identifying and solving problems using appropriate technical terminology in the foreign language. Therefore, they will be able to communicate competently in an international professional context.		
<b>Prerequisites</b>	English B2		
<b>Assessment</b>	Portfolio		



<b>Applied Communication in Business</b>			
<b>ECTS Points</b>	4	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 90 Mandatory attendance: 33 Independent study: 57		
<b>Course description</b>	Communication in a foreign language in a professional context: Business letters, phone calls, presentations, meetings		
<b>Aims and skills</b>	After completing the module, students will have learned to use methods for acquiring and applying business-related language skills effectively. They will also be able to select relevant and appropriate techniques for professional communication and will have some experience in applying them. After completing the module, students will be able to contribute to multilingual teams by identifying and solving problems using appropriate technical terminology in the foreign language. Therefore, they will be able to communicate competently in an international professional context.		
<b>Prerequisites</b>	English B2		
<b>Assessment</b>	Portfolio		

<b>Interdisciplinary Communication in Business</b>			
<b>ECTS Points</b>	3	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 75 Mandatory attendance: 25 Independent study: 50		
<b>Course description</b>	Technical basics of interdisciplinary business in the international context, exemplary selection of topics: leading interdisciplinary teams, chairing, sustainability, information technology, engineering science and technology, business psychology.		
<b>Aims and skills</b>	After completing this module, students will have developed a thorough understanding of possible problems that can arise when working with colleagues from other professional disciplines. Students will be able to analyse and evaluate certain interdisciplinary scenarios and interdependencies within selected fields of business. Furthermore, after completing the module, they will have learnt to identify and analyse conflicting goals and ambiguities in interdisciplinary cooperation and be able to develop appropriate concepts in dealing with them competently.		

<b>Prerequisites</b>	Fundamentals and basic functions of business administration
<b>Assessment</b>	Portfolio

## Language courses

<b>German for Beginner (Part I and Part II – Level A1.1)</b>			
<b>ECTS Points</b>	4 (2 x 2)	<b>Graded</b>	Yes
<b>Workload in hours</b>	Total: 50 Mandatory attendance: 42 Independent study: 8		
<b>Course description</b>	Part I: this is me – alphabet – numbers – family – food and shopping Part II: eating out – free time – my day – my week – my		
<b>Aims and skills</b>	Part I: introducing oneself (name/age/country/place of living/languages/family/studies/hobbies) - first contact with others - getting to know each other - spelling - talking about family - shopping dialogues – asking for prices Part II: ordering food at a restaurant - arranging free time activities with friends - telling the time – talking about daily routines - expressing likes and dislikes - talking about your week – talking about your home (flat/rooms/furniture)		
<b>Prerequisites</b>	None		
<b>Examination</b>	Written examination		

<b>Business English B2.1</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Mandatory attendance: 21		

<b>Course description</b>	You have already put a great deal of time and effort into the study of the English language and are looking for a course to maintain this level. Business English B2.1 affords you this opportunity. In this course, students will be given ample chances to speak and be corrected with the goal of finding a balance between fluency and accuracy. Discussions will cover a variety of topics including business topics relevant to your studies, the importance of cultural awareness in business, idioms, and current events.
<b>Examination</b>	Written examination

<b>English for Presentation</b>			
<b>ECTS Points</b>	2	<b>Graded</b>	Yes
<b>Workload in hours</b>	Mandatory attendance: 21		
<b>Course description</b>	Making a presentation is often stressful. Having to do so in English only increases the level of stress. In English for Presentations, topics covered include; the stages of a presentation, signposting, using your voice, describing trends and answering questions. Students will be given ample chances to present in front of the class. By the end of the course, students will have more confidence with regards to preparing and making presentations.		
<b>Examination</b>	Presentation		