Description of BACHELOR Modules

2018/2019
Fachbereich Wirtschaft / School of Business
Summer semester / Semester II

Modules in English language
Modules in German language

(October 2018)
### Bachelor modules taught in English language

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<th>Module</th>
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### German Language and Culture (Deutsche Sprache und Kultur)

| Deutsch Sprache und Kultur (Beginner A1.1)                          | 907015      | 4   | 5   | 12           |
| Deutsch Sprache und Kultur (Beginner A1.2)                          | 907025      | 4   | 5   | 12           |
| Deutsch Sprache und Kultur (Intermediate A2)                        | 907105      | 4   | 5   | 12           |
| Deutsch Sprache und Kultur (Intermediate B1)                        | 907205      | 4   | 5   | 12           |
| Deutsch Sprache und Kultur (Advanced B2)                            | 907305      | 4   | 5   | 12           |
| Deutsch Sprache und Kultur (Academic German C1)                     | 907405      | 4   | 5   | 12           |

### Additional Languages

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### Course selection and Course choice

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### Kursangebot in deutscher Sprache

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### Bachelor courses taught in English language
Course: 021-2105 English 1 and 021-2205 English 2  
Semester: winter semester and summer semester  
Hours per week: 2  
ECTS-credits: 2  
Objectives: Students take a test at the beginning of the semester in order to form three different levels, from beginners to advanced learners. As there will be three levels offered, the learning objectives in each level will differ somewhat depending on the needs and the abilities of the students. In general, the course is a continuation of the previous course (English 1) regarding the level and the emphasis. The learning objectives include  
- improved written and oral skills,  
- reading and listening comprehension at an academic level,  
- good command of important business related terms,  
- ability to communicate in the foreign language in front of a group,  
- general understanding of the Anglo-American cultures.  

Assessment: written examination  
Contents: Whereas weaker students will continue to develop their basic knowledge of the English language, working on their grammar and writing skills, higher level students will focus more on fine-tuning their writing and presentation skills. Class discussion on a variety of topics such as M&A, marketing and advertising, international trade, business ethics, etc. will be encouraged. As in the first course (English 1), a wide range of audio-visual media will be incorporated in the course, as well as group and partner work.

Course: 021-2254 Project Management  
Semester: winter semester and summer semester  
Hours per week: 2  
ECTS credits: 5  
Learning Objectives: The students are familiar with the typical challenges of projects and project management. They can identify and specify project scopes and goals, define project phases and have an overview over different project planning methods. In addition, the students are familiar with additional tools like risk analysis and stakeholder management and they know how to implement them. They can use common software tools like Microsoft Project to solve planning tasks. The students are familiar with project management standards.  
Competences  
By learning and experiencing planning and management methods the students acquire skills to plan and manage smaller projects or to carry out management tasks in bigger projects. During the term the students define and plan a fictional project facing realistic challenges. They enhance their presentation skills by preparing and performing their project presentations. Media skills are being trained by exploring and using different software tool  
Contents  
Introduction: Projects and Project Management, Examples  
Project models (e.g. Prince2) (e.g. Prince2), Agile Models  
Management and coordination, project roles and organization  
Phases and tasks  
Defining goals and stakeholder management  
Project Planning, methods, work breakdown structures  
Scheduling, resource and cost planning, time/network schedules  
Project controlling, Earned Value Analysis  
Risk management  
Key Success factors

Type of Study: Course is organized as a combination of lecture and tutorial in a workshop style  
Assessment: Project, presentation and documentation
Course: 000-780 Social competence, Business Etiquette and Business Ethics

Semester: winter semester and summer semester
Hours per week: 4
ECTS-credits: 3

Objectives: The aim is to build efficient language skills. Participants should already have reached B1 or B2 level according to the CEFR. The workshop is aimed at students who are looking for an option in addition to the mandatory courses English I and English II and is another way to expand their English language skills.

Assessment: written examination and/or presentation and/or case study analysis

Contents:
- Basic rules of good behavior (on a linguistic basis)
- Rules of small talk
- Business communication by letter and e-mail or on the phone
- General linguistic conflict prevention or conflict resolution on an intercultural basis
- The ability to compromise and negotiate
- Decision-making
- Solving problems creatively
- Understanding cultures
- Ethical aspects of the importance of CSR

Course: 000-13 Applied Rational Decision Making

Semester: summer semester
Hours per week: 4
ECTS credits: 5

Objectives: - to understand the general process of arriving at correct decisions
- to learn about the specific nature of rational decisions (as opposed to other ways of finding solutions to problems)
- to learn about the roles of aims in the decision making process
- to learn about instruments used to solve decision problems
- to understand the role of information and risk on the decision making process

Teaching method: lecture with active student participation, exercises
Assessment: written examination and/or essays with presentation

Contents:
- Decisions in economic transactions 1: consumption
- Decisions in economic transactions 2: production
- Decisions involving risks or uncertainty
- Decisions involving strategical thinking
<table>
<thead>
<tr>
<th>Course:</th>
<th>Intercultural competence and English Language</th>
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<tbody>
<tr>
<td>Semester:</td>
<td>winter and summer semester</td>
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<tr>
<td>Hours per week:</td>
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<td>ECTS-credits:</td>
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Objectives: Two different modules will be offered on B2/ C1 level

001-908505: Negotiation Skills
001-908605: Working in Intercultural Teams

Assessment: written examination and/or presentation

Contents:

**001-908505: Negotiation Skills**
We negotiate every day. Whether you negotiate a $20 million contract with a partner in Singapore or your salary increase, whether you negotiate where to have dinner or whether your children can stay up half an hour longer—negotiation is at the heart of a high number of daily situations. But how to negotiate effectively? How to get what you want? How to overcome obstacles? We look at the Harvard method of negotiating but will also include other sources that help us become refined negotiators. And as negotiating can be learned best by doing it, you will negotiate in various situations and on a weekly basis. A large negotiation case will serve as basis for the presentation.

**001-908605: Working in Intercultural Teams**
By February 2010 Toyota had recalled c 8.5m cars “for problems related to gas pedals and brakes.” Costs: c. $2bn. The president of the company, Akio Toyoda, apologized to the public and took personal responsibility. In the U.S. this apology was hotly discussed; apparently it was not enough. If in today’s global village more and more people from different cultures work together—be in in geographic proximity or in virtual rooms—are there culture clashes? These and more questions will be answered in this module.

In order to successfully run an international team or be an effective team member you will need specific interpersonal skills. Case studies and culture specific information through the Online program “GlobeSmart” will help understand the theory behind team work and cultural dimensions.
Course: 021-2354 - Marketing
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5

Learning Objectives:
The students get to know marketing as the basis for all corporate activities and not as a separate function. Marketing comprises the entire enterprise seen from the point of view of the final result – i.e. from the customer's standpoint. The students are taught about insights, methods and techniques suitable for positioning products or services on the market in such a way that these stand out from competing offers and are preferred.

Content:
- Principles of marketing and marketing ethics
- Purchaser behaviour and marketing environment
- Market segmentation
- Marketing targets and strategies
- Marketing instruments/mix

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination

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Course: 021-2352 – Investment and Finance
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5

Learning Objectives:
The students will
- get a systematic, application-oriented overview of the most important methods and instruments of corporate finance,
- be able to identify the correlation between finance and investment including investment and financial planning,
- be able to explain and assess static and dynamic investment calculation methods,
- be able to explain and assess the fundamental alternatives of raising capital

Content:
Fundamental terms and targets of corporate finance
Investment and financial planning
Static investment calculation methods
Dynamic investment calculation methods
External financing
Internal financing

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination
Course: 021-2324 Material Supply/Logistics/Production  
Semester: summer semester  
Hours per week: 4  
ECTS credits: 5  

Learning Objectives:  
The course provides the students with an overview of the operational areas of production, materials management and logistics. They will learn, understand and be able to apply  
1. important terms and definitions  
2. targets and target conflicts  
3. application of fundamental (quantitative) analysis and problem solution methods in materials management and production management and assessment of the results  
4. current developments in materials management and production management and the effects thereof  

Content:  
Introduction to production  
Materials management  
Production management  
Logistic structures and systems  
Cross-company concepts (supply chain management)  

Type of Study: Course is organized as a combination of lecture and seminar  
Assessment: written examination  

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Course: 021-1451/ IV Human Resource Management  
Semester: winter semester and summer semester  
Hours per week: 4  
ECTS credits: 5  

Learning Objectives:  
The students will get an overview of the operational area of human resource management and organization. They know and understand the basic terms. They gain an overview of all important functions and areas of arrangement of human resource management in the company. They learn basics in Organizational structure, process oriented organization and process organization and methods of human resource management and organization. The self management of the students is very important. They learn to critically handle the contact with academic material and get to know how to structure the own activities during the studies and how to goal-oriented design concepts for content.  

Contents  
Introduction to human resources management  
Recruitment, personnel selection  
Human resources management  
Personnel development and management  
Operational, organizational and process structure  
Methods of organization  

Type of Study: Course is organized as a combination of lecture and seminar  
Assessment: written examination
Course: 021-1453 Strategic Management
Semester: winter semester and summer semester
Hours per week: 4
ECTS-credits: 5
Learning Objectives:

The students will learn to recognise, analyse and evaluate the conditions necessary for lasting business success. Furthermore, they can handle the instruments of strategic management. This includes the basic understanding of the vision/mission statement, the business policy, organisational culture, corporate identity and business ethics. They should also develop a basic understanding of business strategies, become acquainted with and apply important methods of strategic analysis, and gain an understanding of business processes of strategy development and implementation.

Learning objectives concerning the key competences relate to the self-management in case of the roughing and review of the material provided and the ability to critically decide during the lectures. The ability to work in groups and to stand conflicts as well as the ability to decide and present will be trained by working on case studies in small groups.

Content:

• Principles in management
• Vision, business policies and ethics
• Organisational culture
• Basic principles of corporate strategy
• Processes and methods for strategic analysis and strategy development
• Strategy implementation and concepts to control

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination

Course: 021-1551 International Management
Semester: winter semester and summer semester
Hours per week: 2
ECTS-credits: 5
Learning Objectives:

The course will provide students with an overview of the challenges and consequences of internationalisation and globalisation in the economy as a dynamic field of entrepreneurial activity. Focus is on recognizing and understanding international developmental trends and their influence on the management of internationally operating firms.

Content:

• Internationalisation and globalisation – driving forces, regional integration, consequences
• Strategic management in international corporations, internationalisation strategies, alternative strategies, transnational acquisitions/mergers, international and global organisational structures, integrated networks
• Human resource management in international corporations, planning requirements and job-filling, foreign deployment policy, reintegration of foreign executives, international personnel development
• Intercultural management, intercultural management behaviour, training intercultural competence, values in intercultural comparison, management as an international competitive factor

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination
Course: 021-1651 Business Planning  
Semester: winter semester and summer semester  
Hours per week: 3  
ECTS credits: 5  
Learning Objectives:  
The students learn in teams in five development phases to create an own corporate enterprise, to check the marketability, to reflect and to create a business plan. Competences will be raised, the connection of different perspectives is trained, collective intelligence is activated and sustainable transfer of knowledge among each other, the coaches and the consultants is forced. Corporate and collaborative thinking and acting is trained.

Contents:  
Corporate conception (objective, mission statement, vision, mile stone planning, strategy, benefit/advantage, pricing, market research, market and industry analysis, target group analysis, competitors analysis, location study, sales, organization, communication, SWOT analysis, operative planning, customer planning, sales planning, cost planning, investment planning, forecast of cost-effectiveness, liquidity planning, business ratio, plausibility check, funding, reflection, business plan)  
Cooperate decision / presentation of decision / preparation and implementation

Type of Study:  
Impulse presentation from lecturers, impulse presentation, coaching, dialogue, discussion, brainstorming, lecture, presentation, group work, business game, case studies  
There are relevant lectures of consultants for the different modules of the stages of development to get some real life orientation

Assessment:  
Presentation and documentation of a Business Plan

The course requires active cooperation in the teams at any time. Therefore a later start is not possible and missing more than one session will result in failing the course.

Course: 12029 Case studies in Management (Option)  
Semester: winter semester and summer semester  
Hours per week: 4  
ECTS-credits: 5  
Learning Objectives:  
• Ability to analyze descriptions and data of a business situation  
• Ability to recognize problem situations  
• Ability to define appropriate objectives  
• Ability to develop and evaluate alternative solutions using basic theoretical principles  
• Ability to persuasively present and give reasons for the selected solution

Teaching method: lecture and exercises  
Assessment: written examination and/or team work & group presentation  
Contents:  
Students receive a general introduction to case processing. Depending on the selected problem, the instructors will provide additional in-depth input. Focus is the transfer of the learning matter to business management. Students process and present practical cases or take on consulting requests to concrete problems from businesses.
### Course: 20039  Marketing II – Product Management (Option)

**Semester:** winter semester and summer semester  
**Hours per week:** 4  
**ECTS credits:** 5  
**Objectives:**
- Understand Product Management as integral part of Marketing  
- Understand Product Management options and decisions  
- Develop Product Management competencies  
**Teaching method:** Lecture, exercises, team-presentations, excursions/guest-speakers  
**Assessment:** Team presentation // written coursework or project report  
**Contents:**
- The Anatomy of a Product: Dimensions of Product and Management, Strategic Product Analysis, Products in Marketing  
- The Life of a Product: Development, Variation, Relaunch, Elimination  
- The Design of a Product: Shape, Function, Packaging, Guarantee  
- The Product as Communicator: Quality and Branding  
- The Management Challenge: Business Planning, the Product Manager

### Course: 17046/ International Social Responsibility (Option)

**Semester:** winter semester and summer semester  
**Hours per week:** 4  
**ECTS credits:** 5  
**Objectives:**
- Join international student networks  
- Learn about the value of social responsibility  
- Develop concepts for local and international help projects  
- Work in teams to implement what you have developed and finally be part of a minimission adventure  
**Teaching method:** Workshop character  
**Assessment:** Project plan presentation & learning log  
**Contents:**
- The Case for Doing at Least Some Good: Understanding poor Economies  
- Corporate Social Responsibility: Theoretical Perspectives  
- The Competitive Advantage of Corporate Philanthropy  
- The Dilemmas of CSR and Corporate Citizenship  
- Social Initiatives & NGOs  
- The Perils of Sustainability  
- Social Marketing: Supporting Behaviour Change Campaigns  
- Volunteering: Students Donating Their Time and Talent
Course: 11023 Business Creativity (Option)
Semester: 5 / summer semester
Hours per week: 4
ECTS credits: 5

Objectives:
- Recognise the European market as a single entity.
- Recognise and negotiate or resolve problems encountered by new enterprise starts (or existing enterprises) within an European environment.
- Identify opportunities and apply creative thinking through a set of creative techniques and an extended creative problem solving capacity.
- Apply critical thought processes to the creative and developmental stages of entrepreneurial practice.
- Evaluate an entrepreneurial idea and make a written and oral criticism of the concept.
- Work (using a blended learning approach) effectively within an international / intercultural team.

Teaching method: Blended Learning
   a) Lecturers on site: Lecture, exercises, presentations, guest-speakers
   b) online activities: intercultural group work via online-based software

Assessment: oral project presentation + ppt-presentation online// written coursework

Contents:
- Introduction, Overview, Idea Generation and Opportunity Evaluation
- Creative Problem Solving and Innovation
- Intercultural Competencies in Europe
- Building Networks, Group Dynamics and Leadership
- Critical Thought Processes and Multi-Cultural Group Decision Making
- Resource Assessment
- Entrepreneurial Marketing Strategies
- EuroPreneurship Strategies

Presentation Skills: Making successful pitches

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Course: 17023 / Information Management (Option)
Semester: 5 / summer semester
Hours per week: 4
ECTS credits: 5

Teaching method: Teaching in interactive sessions
   - Case studies
   - Computer work

Assessment: Written Examination and/or project documentation with presentation

Contents:
- Objectives and tasks of modern Information Management
- Strategic Information Management
   - System-Architectures
   - Frameworks to develop IT-Strategies
   - Knowledge Management
   - Quality Management
- Tactical Information Management
- IT Project Management
- Security Management
- Operational Information Management
Course: 932-1310/ Anglo American Contract Law and Intercultural Competence
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5
Objectives: Learn about the Anglo American law system
Achieve Intercultural Competence
Teaching method: lecture with students participation, exercises, case studies, International guest lecturers
Assessment: case study, presentation, written exam
Contents:
- Overview of important legal terms in Anglo American law
- Focus on contract law
- Basics and legal sources of the Anglo American law systems
- Intercultural communication, negotiation skills

Course: 932-1680/ Human Interaction
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5
Objectives: Students will understand why we need models in order to understand human interaction. They know how to interpret their own perception as well as that of others alongside cognitive, emotional and motivational perspectives. They use cognitive, emotional and motivational techniques to guide people, to conduct staff talks, and to mediate in a conflict. They understand intercultural parameters that help or hinder communication. Students will also learn various negotiation strategies and are able to analyze complex negotiation situations. They know how to prepare for and negotiate straightforward and complex issues and what needs to be done once the negotiation is completed. They learn how to interpret various argumentation techniques and tricks used by negotiators
Contents: Cognitive techniques (perception, problem-oriented vs creative thinking), emotional techniques (emotional intelligence), motivational techniques (motivating self and others, centralized and decentralized motivation) negotiation skills ("Harvard Method"); body language
Staff talks, communication in change management, conflict resolution
Assessment: Short presentations of results from group tasks with written summary
German Language and Culture / Deutsche Sprache und Kultur

Kurs/Code: Deutsche Sprache und Kultur (German Language and Culture)
Semester: Wintersemester und Sommersemester
Std./Woche: 4
ECTS credits: 5
Ziele:
- Erreichung von Handlungsfähigkeit in deutschsprachiger Umgebung
- Vermittlung der Fertigkeiten Hörverstehen, Leseverstehen, Sprechen und Schreiben
- Verbesserung grammatikalischer Fertigkeiten
Lehrmethoden:
- Vorlesung, Übungen, Fallstudien, Präsentationen der Studierenden
Leistungsnachweis:
Klausur und/oder Referat mit Präsentation im Unterricht
Inhalt:
1. Grammatische Übungen
2. Landeskundliche Inhalte
3. Deutsche und Europäische Kultur
4. Wirtschaftsstandort Deutschland

German will be offered on different levels: es werden verschiedene Niveaustufen angeboten:

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<td>Deutsche Sprache und Kultur (Advanced B2)</td>
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<tr>
<td>Deutsche Sprache und Kultur (Academic German C1)</td>
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Additional Languages on request (see page 1)

Other language courses (French, Spanish, Russian, Polish, Chinese etc.) possible, details can be given at the beginning of the semester. Please consider that you will have a German approach (especially in the beginner courses).

Course selection and Course Choice

As an exchange student you can choose your individual programme from the whole study programme offered by the business department, maximum workload of 30 ECTS credit points per semester (6 courses to 5 ECTS points). Bachelor students select only modules on Bachelor level, Master students only modules on Master level.

Exchange students who do not speak German are able to select only modules offered in English. Please make sure that your English language skills are good enough to be able to follow lectures, hold presentations and write assignments and examinations in English.

Please contact your home university to make sure that you comply with any requirements stipulated by them, as to which modules you are allowed to take at Hochschule Mainz (course contents, course hours, study year etc.). To help you to plan your timetable in advance please fill in the Course Choice and upload it in mobility online (by 15th of December). **This Choice is binding**. Changes of the modules are only possible in case that a module will not be offered (e.g. options have to be elected by you and Mainz students, minimum 15 participants. The elections will take place in February 2019) or any time clashes. That could happen because you may choose modules from different programs and different study years. For that reason please add two alternative modules on the form Course Choice. Your individual timetable will be discussed with you after your arrival during the introduction week.

FORM COURSE CHOICE (next page)
### Preliminary COURSE CHOICE – 2018/19

**Winter semester:** ☐  **Summer semester:** ☐  **Academic Year:** ☐

**Name of student:**  ____________________________________________________________  
**Sending institution:** _________________________________ **Country:** ____________________________

### DETAILS OF THE PROPOSED STUDY PROGRAMME ABROAD/ COURSE CHOICE

**Hochschule Mainz (D Mainz 08), School of Business, Germany  Bachelor ☐  Master ☐**

<table>
<thead>
<tr>
<th>Course unit code</th>
<th>Course unit title (as indicated in the information package)</th>
<th>Number of ECTS credits</th>
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**Alternative Modules:**  
**Course unit Code**

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If necessary, continue this list on a separate sheet

**Student's signature:** .......................................................... **Date:** ..........................................................

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**SENDING INSTITUTION**  
We confirm that this proposed programme of study / learning agreement is approved.  
*Date, Co-ordinator’s signature*

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**RECEIVING INSTITUTION**  
We confirm that this proposed programme of study / learning agreement is approved.  
*Date, Co-ordinator’s signature*

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### Bachelor Kursangebot in deutscher Sprache / Bachelor courses taught in German Language

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<th>ECTS credits</th>
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<td>BWL Basics</td>
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Optionen siehe Modulhandbuch

Wahlpflichtfächer siehe Modulhandbuch
https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_TZ/pdf/Modulhandbuch_BSc_BWL_VZ_WPF.pdf

Kursauswahl und Course choice
12 and 13

Detaillierte Modulhandbücher auf unserer Webseite [www.hs-mainz.de](http://www.hs-mainz.de)