Description of BACHELOR Modules

2019/2020
Fachbereich Wirtschaft / School of Business
Winter semester / Semester I

Modules in English language
Modules in German language

(April 2019)
Bachelor modules taught in English language

<table>
<thead>
<tr>
<th>Module</th>
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<td>Principles of Behavioral Economics</td>
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German Language and Culture (Deutsche Sprache und Kultur)

| Deutsche Sprache und Kultur (Beginner A1.1) | 907015 | 4   | 5   | 10           |
| Deutsche Sprache und Kultur (Beginner A1.2) | 907025 | 4   | 5   | 10           |
| Deutsche Sprache und Kultur (Intermediate A2) | 907105| 4   | 5   | 10           |
| Deutsche Sprache und Kultur (Intermediate B1) | 907205| 4   | 5   | 10           |
| Deutsche Sprache und Kultur (Advanced B2) | 907305 | 4   | 5   | 10           |
| Deutsche Sprache und Kultur (Academic German C1) | 907405| 4   | 5   | 10           |

Additional Languages

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Course selection and Course choice  
11+12

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 tools.

**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: Intercultural competence and English Language
Semester: winter and summer semester
Hours per week: 4
ECTS-credits: 5

Objectives: Our globalized world demands intercultural communication skills that go beyond our regular Business, Economic, and English courses. In this course you will gain understanding of intercultural competence at both a theoretical level and in specific contexts, reflect on self-reference as a starting point for understanding other cultures, identify intercultural challenges in the professions and reflect on the role of cultures for business practices as well as show awareness of the function of communication in different cultural contexts in business and beyond.

Three different modules will be offered on C1 level
001-908405: Intercultural Business Skills: German and American Business Style
001-908505: Negotiation Skills
001-908605: Working in Intercultural Teams

Assessment: written examination and/or presentation

Contents:

**001-908405: Intercultural Business Skills:**
This module explores the role of languages and cultures in business and beyond. We will cover the following topics: notions of culture, intercultural leadership, intercultural politeness as well as languages and persuasion across cultures. In addition, you will gain insight into Asian (Chinese) business culture.

**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**
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: 021-1352 – 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
<table>
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<tr>
<th>Course:</th>
<th>021-2453 Strategic Management</th>
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<td>ECTS-credits:</td>
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<tr>
<td>Learning Objectives:</td>
<td>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.</td>
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</tbody>
</table>
| Content:           | • Principles in management  
• Vision, business policies and ethics  
• Organizational 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 |

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<tr>
<th>Course:</th>
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<tr>
<td>Learning Objectives:</td>
<td>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.</td>
</tr>
</tbody>
</table>
| 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. Therefor 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: Work shop 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: 15017 / Principles of Behavioral Economics – Are You a Homo Oeconomicus? (Option)
Semester: only winter semester
Hours per week: 4
ECTS credits: 5
Short description
This class tries to make students familiar with important, basic findings of a new branch of Economics called “Behavioral Economics” (BE). Drawing from psychology and decision theory, BE attempts to shed light on the behavior of real members of the species Homo Sapiens in decision making (and contrasting this with what Homo oeconomicus, the agent of many economic models, is assumed to do). The class will focus on mental biases like, for example, Framing (the decision is depending on the wording of the decision problem – not on the actual available options), or Anchoring (the impact of initial values, even arbitrary ones, on the estimation of important values). The theoretical core concepts of BE, like Prospect Theory, are also discussed.
Outcome:
- Students are familiar with important, basic findings of a Behavioral Economics
- Students are aware of common mental pitfalls resulting in misguided decisions in business life and everyday life
- Students are able to better cope with problems like procrastination
- Students have a better understanding of the decision making process
Teaching method: Lecture with active student participation, team work, in-class exercises
Assessment: Written examination and/or essays with presentation
Course: 24015 Risk and Sustainability Management
Semester: only winter semester
Hours per week: 4
ECTS credits: 5
Objectives: Students understand the nature of risks and are able to apply basic methods to assess and measure risks, and to make decisions under uncertainty. Sustainability issues can be regarded as reputational risks. Students will understand the concept of sustainability, its implications for companies, the approaches to handle them and the controlling and reporting systems for it. The course will strengthen the analytical and decision making capabilities of the students. It will enable students to reflect ethical aspects and conflicts and consider them in decision making in their professional life.
Teaching method: lectures, group
Assessment: Project plan presentation & learning log
Contents:
- Risks in Business- Terms and Definitions
- Risk management systems – Methods for Risk Assessment – Handling of crisis and continuity
- Decision making considering the risks
- Sustainability- Terms and Definitions
- Environmental Management systems
- Sustainability reporting according to GRI

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

Did you know?
German is one of an official language of six European countries (Germany, Austria, Switzerland and Liechtenstein, as well as small parts of Belgium and Italy).

German is the second-most used language on the internet, ranking ahead of French, Japanese and Spanish. There are numerous reasons why German was, is and will be worth learning, especially for Business students:

- Germany plays a significant role in world-wide trade relations
- Germany has a historical influence on and importance in European Union and world politics
- German is a primary language used in science
- German is the original language of many masterpieces in world literature and philosophy, for example by authors such as Goethe, Marx, Freud or Einstein.

Here at Hochschule Mainz, we aim at giving students the opportunity of improving their language skills on all levels. To find the best course for you, you will be asked to take a written online test before being invited to a short interview, so that the right course can be found for you. The courses are divided up according to the Common European Framework (Gemeinsamer Europäischer Referenzrahmen) from level A1 to C1

A1: The user can communicate in basic German with help from the listener
A2: The user can communicate in German within a limited range of contexts
B1: The user can communicate essential points and ideas in familiar contexts
B2: The user can use German effectively, with some fluency, in a range of contexts
C1: The user is able to use German fluently and flexibly in a wide range of contexts

The courses take place once a week for four lecture hours. They are mainly intended for MA International Business and international Incoming students. All other international students are invited to join!

In addition to the courses during the semester, our university offers a two-week intensive course for students arriving before the start of the semester (only in September).

For questions and further information, please contact Tilman Kromer or see our homepage.

Wir freuen uns auf Euch!

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<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 (most of the courses are offered in our Business study programme BSc), 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 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 – 2019/20

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

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**Name of student:** ________________________________________________________________

**Sending institution:** _______________________________  **Country:** ______________________

## Details of the Proposed Study Programme Abroad/ Course Choice

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<th>Number of ECTS credits</th>
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**Alternative Modules:**

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If necessary, continue this list on a separate sheet.

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

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<tr>
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**Optionen siehe Modulhandbuch**

[Link](https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/LLB_WR_VZ/pdf/Modulhandbuch_BSc_Optionen.pdf)

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