



WIRTSCHAFT  
**HOCHSCHULE MAINZ**  
UNIVERSITY OF  
APPLIED SCIENCES

# Description of BACHELOR Modules

**2019/2020**

**Fachbereich Wirtschaft / School of Business  
Summer semester / Semester II**

**Modules in English language**

**Modules in German language**

[November 2019]



**Bachelor modules taught in English language**

Module	Code	SWS h/w	ECTS credits	page
English 1	021-2105	2	2	2
English 2	021-2205	2	2	2
Project Management	021-2254	2	5	2
Social Competence , Business Etiquette and Business Ethics	000-780	4	3	3
Applied Rational Decision Making	000-13	4	5	3
<i>Intercultural competence (English level C1)</i>				
Intercultural Communication Skills	001-908405	4	5	4
Negotiation Skills	001-908505	4	5	4
Working in Multicultural Teams	001-908605	4	5	4
Marketing	021-2354	4	5	5
Investment and Finance	021-2352	4	5	5
Strategic Management	021-2453	4	5	6
International Management	021-2551	2	5	7
Business Planning	021-1651	3	5	7
Business Model Playground (Option)	11005	4	5	8
International social responsibility (Option)	17046	4	5	9
Business Creativity (Option)	11023	4	5	9

**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)	907115	4	5	10
Deutsche Sprache und Kultur (Intermediate B1)	907215	4	5	10
Deutsche Sprache und Kultur (Advanced B2)	907315	4	5	10
Deutsche Sprache und Kultur (Academic German C1)	907415	4	5	10

**Additional Languages**

French (A1.2)	900023	4	3	
French A2	900103	4	3	
French ( B1)	900205	4	5	
French (B2)	900305	4	5	
Spanish (A1)	901003	4	3	
Spanish (A2)	901103	4	3	
Spanish (B1)	901215	4	5	
Chinese A1.2	902023	4	3	
Russian A1.2	904023	4	3	
<b>Course selection and Course choice</b>				10+11
<b>Kursangebot in deutscher Sprache</b>				12

## Bachelor courses taught in English language

Course:	<b>021-2105 English 1 and 021-2205 English 2</b>
Semester:	<b>winter semester and summer semester</b>
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 <ul style="list-style-type: none"><li>-improved written and oral skills,</li><li>-reading and listening comprehension at an academic level,</li><li>-good command of important business related terms,</li><li>-ability to communicate in the foreign language in front of a group,</li><li>-general understanding of the Anglo-American cultures.</li></ul>

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:	<b>021-2254 Project Management</b>
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 set 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: **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 good decisions
- to learn about the roles of known problems with rational decision making such as procrastination, the effect of the status quo, the effect of social norms, the influence of expectation etc.
- to apply these concepts to typical student decisions such as allocating time budgets or choosing a schedule for the preparation for an essay (and sticking to it!)

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

**Contents:**

- Core concepts and ideas from both
- Decision Theory and
- Behavioral Economics
- In particular:
- Rational decisions in economics and in everyday life, including decisions involving risks or uncertainty
- Barriers to rational decision making: The new insights from Psychology and Behavioral Economics

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

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:**

**001-908405: Intercultural Business Skills**

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.

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.

**001-908505: Negotiation Skills**

Understand negotiation situations—its players and issues, recognize and use strategies and tactics in negotiation, practice negotiation in interactive role-plays

Harvard theory on negotiating cooperatively, negotiation strategies and tactics; conflict management; core concerns; international negotiation; gender issues while negotiating; role-plays

**001-908605: Working in Intercultural Teams**

Understanding organizational structures that foster team work; the role and nature of teams; understanding and ability to deal with the complexity of team work on a global level; appreciating intercultural issues and working in virtual teams.

Organizations and teams; team roles (Belbin and other theories); culture dimension; culture shock, globalization and ethics; conflict management. Virtual teams project with students in other countries.

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: **021-2453 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
- 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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Course: **021-2551 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. Therefor a later start is not possible and missing more than one session will result in failing the course.**



Course:	<b>11005 Business Model Playground (Option)</b>
Semester:	summer semester
Hours per week:	4
ECTS-credits:	5
Teaching method:	The course combines seminar-style teaching with team work. Various learning material will be provided
Assessment:	Seminar paper and presentation

**Learning Objectives:**

***Knowledge & Understanding:*** The students gain an insight into the variety of modern business models; they understand the differences between various groups of customers and forms of market access, between different value propositions and value chain architectures as well as between different revenue models. They are especially aware of the interdependencies of the single elements of a business model. The students learn about several approaches of business model design and business model innovation.

***Analysing & Evaluation:*** The students are able to identify and systematically describe business models of real businesses. They can compare and evaluate different business models.

***Application & Creation:*** The students develop new fictive business models and elaborate business model innovations for established companies in an agile and dynamic way based on gamification.

***Scope:*** The students learn about a wide spectrum of business models – within the context of the theoretical framework as well as the game-based development. By the use of practical application(s), the students deepen their knowledge of individual types of business models as well as their skills and experiences of the learned methodology.

***Competencies:*** The application of the playful approach stimulates creativity and problem-solving skills. The team work strengthens social skills and divergent thinking and behaviour. In the course of the presentation of the final results, the students improve their communication skills, concise phrasing and visualisation skills.

***Knowledge:*** The students possess specialised knowledge about business model design and business model innovation.

***Skills:*** The students learn playful methods for problem solving, creativity and entrepreneurship.

***Social Skills:*** The students work independently in teams. They learn how to jointly develop, implement and communicate their ideas and solutions.

***Independence:*** The students learn to develop own ideas, an ‘out of the box’ thinking and practise to evaluate these ideas.

**Contents:**

Nowadays, companies are not only forced to develop new products or services or improve their internal processes – they have to reconsider their entire business model. Automotive OEMs, which once have produced one single physical product and sold it to private consumers or business clients, nowadays like to think of themselves as mobility service providers which grant access to different kinds of vehicles. Companies like Interface rent out carpet tiles to other companies, withdraw damaged areas and recycle the respective material. Philipps no longer sells lightbulbs (and lamps), but “light”.

Especially established market players find it hard to radically reconsider their well-established business model. This is why tools that strengthen creativity like design thinking or dynamic approaches like agile methods are gaining in importance.

By using a generic model kit, students will be taught that a playful approach can help a company to escape its (over-)ripe industry and develop a more promising business model. In addition, a wide spectrum of technically possible target groups, value propositions, value chain architectures and revenue models are being taught.

Course:	<b>17046/ International Social Responsibility (Option)</b>
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:	<ul style="list-style-type: none"><li>• The Case for Doing at Least Some Good: Understanding poor Economies</li><li>• Corporate Social Responsibility: Theoretical Perspectives</li><li>• The Competitive Advantage of Corporate Philanthropy</li><li>• The Dilemmas of CSR and Corporate Citizenship</li><li>• Social Initiatives &amp; NGOs</li><li>• The Perils of Sustainability</li><li>• Social Marketing: Supporting Behaviour Change Campaigns</li><li>• Volunteering: Students Donating Their Time and Talent</li></ul>

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Course:	<b>11023 Business Creativity (Option)</b>
Semester:	5 / summer semester
Hours per week:	4
ECTS credits:	5
Objectives:	<ul style="list-style-type: none"><li>• Recognise the European market as a single entity.</li><li>• Recognise and negotiate or resolve problems encountered by new enterprise starts (or existing enterprises) within an European environment.</li><li>• Identify opportunities and apply creative thinking through a set of creative techniques and an extended creative problem solving capacity.</li><li>• Apply critical thought processes to the creative and developmental stages of entrepreneurial practice.</li><li>• Evaluate an entrepreneurial idea and make a written and oral criticism of the concept.</li><li>• Work (using a blended learning approach) effectively within an international /intercultural team.</li></ul>
Teaching method:	Blended Learning a) <i>Lecturers on site</i> : Lecture, exercises, presentations, guest-speakers b) <i>online activities</i> : intercultural group work via online-based software
Assessment:	oral project presentation + ppt-presentation online// written coursework
Contents:	<ul style="list-style-type: none"><li>• Introduction, Overview, Idea Generation and Opportunity Evaluation</li><li>• Creative Problem Solving and Innovation</li><li>• Intercultural Competencies in Europe</li><li>• Building Networks, Group Dynamics and Leadership</li><li>• Critical Thought Processes and Multi-Cultural Group Decision Making</li><li>• Resource Assessment</li><li>• Entrepreneurial Marketing Strategies</li><li>• EuroPreneurship Strategies</li></ul>

Presentation Skills: Making successful pitches

## German Language and Culture / Deutsche Sprache und Kultur

Kurs/Code:	<b>Deutsche Sprache und Kultur (German Language and Culture)</b>
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
<b>Inhalt:</b>	<ol style="list-style-type: none"><li>1. Grammatische Übungen</li><li>2. Landeskundliche Inhalte</li><li>3. Deutsche und Europäische Kultur</li><li>4. Wirtschaftsstandort Deutschland</li></ol>

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

Deutsche Sprache und Kultur (Beginner A1.1)	001-907015
Deutsche Sprache und Kultur (Beginner A1.2)	001-907025
Deutsche Sprache und Kultur (Intermediate A2)	001-907115
Deutsche Sprache und Kultur (Intermediate B1)	001-907215
Deutsche Sprache und Kultur (Advanced B2)	001-907315
Deutsche Sprache und Kultur (Academic German C1)	001-907415

### 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 15<sup>th</sup> 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)

ECTS- EUROPEAN CREDIT TRANSFER SYSTEM  
 Preliminary COURSE CHOICE – 2019/20



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

Course unit code	Course unit title (as indicated in the information package)	Number of ECTS credits
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<b>Alternative Modules: Course unit Code</b>		
.....	.....	.....
.....	.....	.....

If necessary, continue this list on a separate sheet

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

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

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

Bachelor Kursangebot in  
deutscher Sprache  
Academic Year 2019/2020



WIRTSCHAFT  
**HOCHSCHULE MAINZ**  
UNIVERSITY OF  
APPLIED SCIENCES

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

Kurs / Course	Code	SWS h/w	ECTS credits	Page
Pflichtfächer siehe Modulhandbuch <a href="https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_VZ/pdf/Modulhandbuch_BSc_BWL.pdf">https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_VZ/pdf/Modulhandbuch_BSc_BWL.pdf</a>				
BWL Basics	021-2101	4	5	
Mathematik	021-2102	4	5	
Grundzüge des Rechnungswesens	021-2103	4	5	
Recht I	021-2104	4	5	
Wahlpflichtfach Studium Integrale und Sprachen, z.B. Soziale Kompetenz, ECDL Licence, Querdenker	Individual codes	4	2	
Methodik, Systematik&Präsentation	021-2106	4	5	
Statistik	021-2201	4	5	
Kosten und Leistungsrechnung	021-2202	4	5	
Recht II	021-2203	4	5	
Personalmanagement und Organisation	021-2206	4	5	
Mikroökonomie	021-2301	4	5	
Investition und Finanzierung	021-2352	4	5	
Materialwirtschaft/ Logistik /Produktion	021-2353	4	5	
Unternehmen und IT	021-2305	4	5	
Steuern	021-2303	2	2	
Jahresabschluss	021-2402	4	5	
Makroökonomie	021-2404	4	5	
Digitale Wirtschaft	021-2405	4	5	
Optionen siehe Modulhandbuch <a href="https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/LLB_WR_VZ/pdf/Modulhandbuch_Optionen_BSc.pdf">https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/LLB_WR_VZ/pdf/Modulhandbuch_Optionen_BSc.pdf</a>				
Wahlpflichtfächer siehe Modulhandbuch <a href="https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_TZ/pdf/Modulhandbuch_BSc_BWL_VZ_WPF.pdf">https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_TZ/pdf/Modulhandbuch_BSc_BWL_VZ_WPF.pdf</a>				
Kursauswahl und Course choice				
				9 and 10

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