



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Description of MASTER Modules

2019/2020

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

Modules in English language [See page 1]

Modules in German language [See page 15]



Academic Year 2019/20 / Semester II

Modules taught in English language	Code	SWS h/w	ECTS credits	Page
Supply Chain Management	A23-60256	4	6	2
International Financial Reporting	996-60151	4	6	3
Brand Management	000-56392	4	6	4
Corporate Controlling	000-56332	4	6	5
Leadership and Human Resource Management in international companies	000-56337	4	6	6
Strategic Management	996- 60251	4	6	7
International Corporate Finance	B09/964-60252	4	5	8
International Marketing (Intensive block)	B09/964-60253	4	5	9
International Business Law (Intensive block)	B09/ 964-60254	2	5	10
Export Management	B09/964-60255	2	5	11
World Economic Issues: New Regionalism (Intensive block)	B09-60255	4	6	12
Innovation and IT	A09-60151	4	6	13
Business Models and IT Strategy	A09-60351	4	6	13

German Language and Culture (Deutsche Sprache und Kultur)

Deutsche Sprache und Kultur (Beginner A1.1)	907015	4	5	14
Deutsche Sprache und Kultur (Beginner A1.2)	907025	4	5	14
Deutsche Sprache und Kultur (Intermediate A2)	907115	4	5	14
Deutsche Sprache und Kultur (Intermediate B1)	907215	4	5	14
Deutsche Sprache und Kultur (Advanced B2)	907315	4	5	14
Deutsche Sprache und Kultur (Academic German C1)	907415	4	5	14

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	
Course selection and Course choice				14+15
Kursangebot in deutscher Sprache				16

Modules taught in English language

Module: A23-60256 Supply Chain Management

Semester: summer semester

Hours per week: 4

ECTS credits: 6

Learning outcomes: Students know main objectives in operations management, the trade-offs between these objectives and methods for problem solving and optimization. They understand how supply chains (SCs) are managed by coordinated design, planning, planning across company borders: Supply Chain Management (SCM). They are able to analyze and explain how a fit between the competitive strategy, branch specific factors and the external environment and the specific SCM concept is achieved. Students can evaluate, assess and critically diagnose objectives and key elements of a SCM. They draw conclusions about diverse SCs using the most popular SCM classification schemes. They know selected strategic and operational concepts in SCM, are familiar with basic planning methods for SCs and are able to assess important optimization methods. They know how to assess the performance of an SC and how to control and measure it with specific KPIs.

Competences: In case discussions students will train their capabilities in analysis, rhetoric and reasoning. In group works students will train team competencies and decision skills.

Teaching Methods: The course includes lectures, presentations, case studies, assignments and Excel exercises

Assessment: written examination (120 minutes)

Content:

- Introduction: objectives and trade-offs in operations management
- Overview on operational processes in a supply chain
- Simulation of a supply chain in the beer game, introduction in specific problems of supply chain management
- Objectives (profit, service level, sustainability, risk limitation) in supply chain management
- Steering and control using supply chain specific KPIs.
- Strategic fit between competitive strategy and supply chain strategy, generic supply chain strategies
- Driver of supply chain -performance: facilities, inventories, transports, information, sourcing, pricing
- Selected examples for coordination problems and solutions (lot sizing, single orders, price-demand curve)

Module:	996- 60151/ International Financial Reporting
Semester:	summer semester
Hours per week:	4
ECTS credits:	6
Learning Outcomes:	Students understand and differentiate between relevant International Financial Reporting Standards (IFRS) that have to be applied in financial reports of listed groups in Europe. Furthermore, they apply tools and interpret key ratios used in a financial analysis. They apply the standards to practical accounting problems and case studies for different companies and industries and can conclude on their implications for decision-making.
Competences:	At the end of the unit, the students are able to appraise current practice in various industries critically and have further developed their ability of critical thinking. Due to the discussion of the case studies in class, the students also train to present their arguments in groups.
Teaching Methods:	lectures, seminar discussions, team work
Assessment:	Written examination (120 minutes)
Prerequisites:	Basics of double-entry bookkeeping and financial accounting under German GAAP (HGB)
Contents:	Basics of international financial reporting, including the content of financial statements under IFRS IFRS-accounting rules in annual financial statements Consolidated accounts under IFRS Current developments in accounting

Module: 000-56392/Brand Management
Semester: Each semester
Hours per week: 4
ECTS-credits: 6

Teaching methods: Lecture, seminar, tutorial

Assessment: Written exam and assignment (essay/reflective paper)

Learning outcomes:

- Define core terms such as brand, brand equity, positioning, brand architecture.
- Comprehend the pivotal role of brands in a modern business environment.
- Be aware of important psychological mechanisms that explain brand influence.
- Develop a sound understanding of the behavioral-based perspective in brand theory and brand management.
- Understand and evaluate brand elements that help build brand equity.
- Be able to design, implement and critically analyze brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth.
- Appreciate how marketing and in particular marketing communications help build brand equity. Be able to develop and assess relevant decisions.
- Develop an appreciation of how to measure brand equity.
- Appreciate the challenges of managing a brand over time.
- Be able to converse with both academic and practitioner brand specialists on a range of brand related issues.
- Develop evidence-based lines of reasoning for brand related topics that link to academic discussions.

Competences: The learning outcomes relate to the following competence levels: Expertise, methodological skills, personal competencies.

Contents, e.g.:

- Brands: definition, relevance, challenges
- The behavioral-scientific view on brands
- Brand assets, objectives and process of brand management
- Brand positioning
- Brand elements
- Brand touchpoints and brand communications
- Brand strategies, brand architecture
- Brand stretch and brand enrichment
- Internal branding
- Brand evaluation

Module: 000-56332/ Corporate Controlling
Semester: summer semester
Hours per week: 4
ECTS-credits: 6

Learning outcomes: Students understand the background, and apply fundamental financial concepts like Cash Flow, Return on Sales, Return on Equity, Return on Assets, Capital Cost, Discount Rates, etc. and assess their implications for management. They interpret information sources like Balance Sheet, Income Statement and Cash Flow Statement of international multi-divisional corporations in English language. Participants develop know-how to evaluate complex investments using risk analysis and investment criteria (present value index, expected commercial value, decision trees, etc.). They understand the critical assumptions and data requirements. Based on the course, students are able to critically evaluate and practically apply valuation techniques for M&A transactions like Discounted Cash Flow or Multiples. They gain knowledge about strategic controlling tools and know how to apply them and analyse the basic concepts of performance measurement and Corporate Social Responsibility reporting. Also, participants analyse and discuss basic problems of international controlling of subsidiaries and are able to apply specific concepts of corporate financial portfolio analysis like the marakon matrix. They learn to make fact-based recommendations to management.

Competences: Participants develop the abilities and skills to be able to work in the corporate controlling department of large multinational companies. After citing the course will have a deep knowledge of English concerning technical terms in accounting, controlling, finance and strategy.

Teaching method: Seminar style with case studies
Assessment: Group work (25%) and written examination (75%)
Content:

Chapter 1: Introduction to Corporate Controlling
Chapter 2: The Information Base of Corporate Controlling
Chapter 3: Investment Analysis
Chapter 4: Mergers and Acquisitions
Chapter 5: Strategic Controlling
Chapter 6: International Controlling of Subsidiaries and Affilitaes
Chapter 7: Performance Measurement
Chapter 8: Controlling for Corporate Social Responsibility

Module: 000-56337/ Leadership and human resource management in international companies
Semester: summer semester
Hours per week: 4
ECTS-credits: 6

Learning outcomes: Students develop a critical understanding of international management and HRM concepts in all relevant HR and Leadership fields. They can distinguish between these concepts and assess their implications for management. They learn about the relationship between leadership and HRM in the context of multinational companies. This includes a critical assessment and understanding of HRM best practice concepts and their application and relevance in different cultural environments.

Competences: In addition, students train their own capabilities of self-management and enhance their social competences in teamwork situations. They learn about management techniques and their application in business operations. Students can critically apply the concepts and theories examined to practical international management and HRM problems; critically evaluate international management and HRM trends and developments and demonstrate a critical knowledge and awareness of varying international perspectives and practices of management and HRM

Teaching method: The module consists of lectures, working with course material and on case studies in small teams of students, presentation and discussion of their results in class. Teaching and learning is student-centred.

Assessment: Presentation (60%) and Essay/Reflection Paper (40%)

Contents e.g.:

- Management and HRM practices in important economic regions in the world
- General management issues and problems in international firms
- Human resource strategies and practices
- Management issues with regards to international mergers & acquisitions, international joint ventures
- Cross-cultural management
- Management development
- International transfers & expatriation

Module: 996-60251 Strategic Management
Semester : Summer semester
Hours per week: 4
ECTS credits: 6

Learning Outcomes: Students strengthen and deepen their knowledge of Strategic Management with state of the art theories and concepts. They can analyse and assess complex strategy processes in international companies. They are able to critically diagnose the current situation of a company or business unit, to develop strategic options, select appropriate options for implementation and plan the implementation. Students can analyse and evaluate specific strategic challenges like diversification, vertical integration, M&A and globalization and understand good practise. They are able to draw conclusions about good and bad strategies based on a specific context.

Competences: Students develop a comprehensive and current knowledge about the field of Strategic Management. They can analyse strategic challenges with a holistic perspective. Group work related to case studies supports the development of social competences, specifically teamwork, dealing with conflicts, taking a critical view, making decisions and intercultural competences. Furthermore, they improve their media competences including their presentation skills.

Teaching Methods: lectures, seminar style with case studies

Contents:

1. Overview of Strategic Management and frame of reference for the strategy process
2. Management in global companies
3. Specific strategic themes, for example:
 - Vertical integration and positioning within the value chain (network)
 - Diversification strategies
 - M&A, Alliances and Joint Ventures
 - Corporate Governance; Corporate Social Responsibility
 - Business Model Innovation and strategic agility
 - New developments, e.g. Sharing Economy

Assessment: Presentation(30%) and written examination (70%)

Module:	B09 / 964 60252 International Corporate Finance
Semester :	summer semester
Hours per week:	4
ECTS-credits:	5
Teaching method:	Lectures, case studies and presentation
Assessment:	written examination (70%) and presentation (30%)

Learning Outcomes / Competences

Students understand the international dimension of corporate finance, in particular in the framework of Multinational Firms. They are able to apply standard and advanced analytical tools to stylised and real-world cases. In contrast to their previous classes at undergraduate level, they focus on multinational companies. They are able to analyse cases from the international company world and apply their knowledge of theories to issues of corporate finance.

They are able to transfer their knowledge and analytical tools to unknown cases in changing environments. They develop skills needed to integrate the tools into the firm's Risk Management and to transfer knowledge on exchange rate risks acquired in the International Business Environment and Export Management modules to the issues debated in this class. They are able to use this capacity for deducting hypotheses for student research projects. This module adds the international aspect to Corporate Finance. It, such, broadens the students' perspective. Simultaneously, it deepens the students' ability in analysing corporate finance issues.

This module focuses on the individual analytical capability. Enhancing social competence may be achieved when students informally help each other in working on exercises and cases.

Contents:	The global financial environment Foreign exchange theory and markets Foreign exchange exposure Financing the global firm Foreign investments and operations
------------------	---

Module:	B09/ 964-60253 International Marketing
Semester :	Summer semester / offered as blocked module
Hours per week:	4
ECTS credits:	5
Teaching Methods:	lectures, seminar discussions, team work, case studies, presentations
Assessment:	student paper and student team presentation

Learning Outcomes / Competences:

Knowing and Understanding

Students know and understand the principle concepts and techniques of international marketing. They understand how the links between international marketing environment, strategy and functional aspects of marketing influence the international organisation's decision making.

Applying

They gain expertise in applying these concepts and techniques to real-world situations

Analysing and Evaluating

They are able to analyse cases from the international company world and apply their knowledge of concepts and analytical tools to international marketing problems. They are able to critically assess different methods of problem solutions. They explore ways of segmenting markets, appreciate different research techniques.

Transferring, Generating and Developing

They integrate knowledge and skills already acquired from other modules in the Masters programme. They develop their capacity to think in terms of a strategic marketing perspective.

Broadening vs. Deepening

This module deepens the students' understanding of strategic marketing. In particular, their own research enables them to go beyond "standard" knowledge and acquire advanced analytical skills. On the other hand, the module broadens the perspective by adding the international perspective.

Social competence

They develop their capacity to work in cross-cultural teams and to present the working results of the team. They improve their abilities in formulating, presenting and defending arguments and opinions. They scrutinize companies' decisions with respect to ethical questions and become sensible to ethical issues in research and business.

Self-management

They train their capabilities of self-management and reflect their own contribution to the team success. In particular, they train their ability in extracting and condensing information from different sources.

Contents:

Assessing the volatile global environment
Dilemma of standardisation versus localisation strategies
Global marketing research (Explorative and conclusive research; ethical issues)
Cultural diversity and marketing
Market entry strategies
Designing the global marketing programme (international product decisions, global branding; international price decisions, international distribution decisions; communication tools in the international context)
Marketing planning (complexity, forecasting, scenarios, formulating strategies)

Module:	B09/ 964-60254 International Business Law
Semester :	Summer semester (offered as blocked module from 9 th to 14 th March)
Hours per week:	2
ECTS credits:	5
Teaching Methods:	seminar –style class
Assessment:	written examination

Learning Outcomes / Competences

Knowing and Understanding

Students know and understand the legal basis of cross-border contracts, in particular the export contract. They know the legal environment set by EU law and the Vienna Convention on the International Sales of Goods (CISG). They know and understand the issue of applicable law, private arbitration (New York Convention), standard trade terms and L/C regulations.

Applying

They apply their knowledge to export contracts.

Analysing and Evaluating

They are able to analyse export cases with the aim of identifying problematic parts. They are not able to replace the analysis of a lawyer but develop a basic understanding of the basic legal system.

Transferring, Generating and Developing

They transfer part of this knowledge to the cases and issues analysed in the Export Management module.

Broadening vs. Deepening

This module broadens the students' understanding of international business.

Social competence

They increase their capacity of inter-disciplinary work.

Contents:

Forms of International Business Transactions; challenges of conducting trans-border business, overview of international institutions and treaties governing international business transactions. The export contract under German law, EU regulations, the Vienna Convention on the International Sales of Goods, Arbitration, Standard Trade Terms and Payment Conditions from a legal perspective.

Module: Export Management

Semester : Summer semester

Hours per week: 2

ECTS credits: 5

Teaching Methods: seminar –style class

Assessment: written examination

Learning Outcomes / Competences

Knowing and Understanding

Students know and understand the principle concepts and export techniques

Applying

They gain expertise in applying these concepts and techniques to real-world situations

Analysing and Evaluating

They are able to analyse cases from the international company world and apply their knowledge of concepts and analytical tools to export problems. They are able to critically assess different methods of problem solutions.

Transferring, Generating and Developing

They integrate knowledge and skills already acquired from other modules (in particular International Marketing, International Business Law, International Corporate Finance). They design solution patterns to standard problems and appreciate the issues of “non-standard” problems in (export and import) trade.

Broadening vs. Deepening

This module, on the one hand, broadens the students’ knowledge by adding an operational component to the rather strategy-orientated programme structure. On the other hand, it deepens their understanding of international business by applying an ‘interdisciplinary approach’ in which many aspects learned in different modules are combined in practical problems. Thus, students identify how legal aspects taught in International Business Law, policy-related issues and exchange rate related risks discussed in International Business Environment and International Corporate Finance, as well as Marketing aspects form the framework in which the daily export/import business is carried out.

Social competence

They further develop their capacity to work in cross-cultural teams and to present the working results of the Team. They improve their abilities in formulating, presenting and defending arguments and opinions.

Self-management

They train their capabilities of time management and reflect their own contribution to the team success.

Contents: Forms of export / import activities (direct/indirect; countertrade, turn-key, export flows in PPP)

Transport modes, trade terms (Incoterms), and customs issues: legal and economic viewpoints. Trade risk and trade finance - analysis of cases and a critical assessment of function and cost:

- transport and other forms of insurance contracts
- documentary collection and different L/C forms
- bonds and guarantees
- export credit insurance, factoring, and forfaiting
- hedging exchange rate risk

Module: B09-60255 World Economics Current Issues
Semester: summer semester / intensive module
Hours per week: 4
ECTS-credits: 6

Teaching Methods: Seminar-style class; three “intensive days” at the beginning of the semester – students’ own research with one feedback session in the first half of the semester – student conference in the second half of the semester.

Assessment: written paper, presentation and defence

Learning Outcomes / Competences

Knowing and Understanding

Students know and understand different concepts of world economic policies, in particular the concepts of “strategic trade” and regionalism.

Applying

They are able to apply the concepts to real-world phenomena.

Analysing and Evaluating

They are able to critically analyse real-world phenomena in the context of the above-mentioned concepts.

Transferring, Generating and Developing

They are able to analyse phenomena in different world regions and transfer them to other regions. Thus, they train their ability to transfer knowledge and research results to other fields of research

Broadening vs. Deepening

This module mainly deepens their knowledge and their capacity of critical thinking. In particular, this module aims at deepening their capacity of writing academic papers.

Social competence

Their ability to work in cross-cultural groups, in accepting viewpoints different from the own culture and political “mainstream” is being enhanced. They further develop their capacity to criticise and defend ideas in the context of a small-scale conference.

Self-management

They develop, present and defend a paper. This requires a high degree of self-management,

Contents

Multilateralism as basis of globalisation

New regionalism, in particular in Europe, South East Asia, and Latin America

The role of the United States in globalisation, new regionalism, and the design of trade and investment relations.

Comparative studies: how are the developments in different world regions comparable?

Module: A09-60151 Innovation and IT

Semester: summer semester

Hours per week: 4

ECTS-credits: 6

Students know and recognize basic digital economy concepts and IS-based business models. They are familiar with ideas concerning the application of IS-based innovations, networks and platforms for communication, inter-action and transaction in a globalized world and can analyse and apply them. Students are aware of the digital economy's main innovative concepts, methods, and instruments. Students are able to distinguish IS-based business model applications, implementations, and innovations. They are able to reflect, analyse, discuss and apply those concepts. Students are able to assess the value of digital business, trans-formation, and the economics of digitization. They are capable of assessing applied practical implementations in a competent way. Students recognize business transformations induced by IS innovations, and are able to reflect and apply concepts and models to actual cases by design. They are capable of reflecting potential social and cultural impacts and gain knowledge in a self-directed manner.

Contents: Innovation, digital economy, transformation classification in a scientific context
Current topics and best demonstrated available IS-technology
Terminology, concepts and models: innovation, digital economy, transformation, and IS-based business models
Selected case studies
Applied digital economy, transformation applications
Trends (e. g . mobile business)
Social and cultural context and impact

Teaching Methods: Seminar (lecture, practical parts, self-learning/study hours)

Assessment: written paper, presentation

Module: A09-60351 Business Models & IT Strategy

Semester: summer semester / intensive module

Hours per week: 4

ECTS-credits: 6

Assessment: written paper, presentation

Contents: Development of IT strategy and alignment with the business strategy
Business models and development strategies
Relationship between business model and IT strategy
Case studies
Typical examples of content are:
• ICT Governance: Targeting the IT strategy according to the business strategy, e.g. by means of Control Objectives for Information and Related Technology (COBIT)
B2B and B2C scenarios, eg Integrated Production, Collaboration Networks, Mass Customization
Case studies: IT as an enabler of innovative business models

Kurs/Code:	Deutsche Sprache und Kultur (German Language and Culture)
Semester:	Sommersemester
Std./Woche:	4
ECTS credits:	5
Ziele:	<ul style="list-style-type: none"> - 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:	<ul style="list-style-type: none"> • Grammatische Übungen • Landeskundliche Inhalte • Deutsche und Europäische Kultur • Wirtschaftsstandort Deutschland

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

Further information and details please find under:

<https://www.hs-mainz.de/studium/services/fachbereichsuebergreifend/sprachenzentrum/sprachenangebot/daf/>

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)

<https://www.hs-mainz.de/studium/services/fachbereichsuebergreifend/sprachenzentrum/sprachenangebot/>

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 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)

Winter semester: Summer semester
 Academic Year:

Name of student: _____
 Sending institution: _____ Country: _____

DETAILS OF THE PROPOSED STUDY PROGRAMME ABROAD

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
.....
.....
.....
.....
.....
.....
.....
.....
.....
Alternative Modules: Course unit Code		
.....
.....

If necessary, continue this list on a separate sheet

Student's signature:Date:

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

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

Kursangebot in deutscher Sprache

Wenn Sie ausreichend Deutsch sprechen und Kurse in deutscher Sprache belegen möchten, steht Ihnen unser komplettes Masterangebot zur Verfügung.
Sie können Kurse aus folgenden Studiengängen wählen:

Master Management MSc

STUDIENSTRUKTUR: MANAGEMENT M.Sc.

SEMESTER 4 30ECTS/6SWS	International Management Seminar 3 ECTS/2 SWS	Wissenschaftliches Arbeiten in der Praxis 3 ECTS/2 SWS	Masterarbeit 24 ECTS/2 SWS		
SEMESTER 3 30ECTS/19SWS	Management Simulation Workshop 6 ECTS/3 SWS	Option I 6 ECTS/4 SWS	Option II 6 ECTS/4 SWS	Option III 6 ECTS/4 SWS	Option IV 6 ECTS/4 SWS
SEMESTER 2 30ECTS/19SWS	Strategic Management 6 ECTS/4 SWS	Supply Chain Management 6 ECTS/4 SWS	Digitale Ökonomie 6 ECTS/4 SWS	Change Management 6 ECTS/4 SWS	Unternehmensprojekt 6 ECTS/3 SWS
SEMESTER 1 30ECTS/19SWS	International Financial Reporting 6 ECTS/4 SWS	Managerial Economics 6 ECTS/4 SWS	Forschungsmethoden in der BWL 6 ECTS/4 SWS	Human Resource Management & Führung 6 ECTS/4 SWS	Managementinstrumente 6 ECTS/3 SWS
TOTAL 120ECTS/63SWS	UNTERNEHMENSBEZOGENE MODULE		WAHLMODULE	PFLICHTMODULE	ENGLISCHSPRACHIGE MODULE

Die Beschreibungen der einzelnen Module finden Sie im Modulhandbuch unter

[https://www.hs-](https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/MA_Mgt_VZ/pdf/Modulhandbuch_Management_M.Sc._180220.pdf)

[mainz.de/fileadmin/Wirtschaft/Studiengaenge/MA_Mgt_VZ/pdf/Modulhandbuch_Management_M.Sc._180220.pdf](https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/MA_Mgt_VZ/pdf/Modulhandbuch_Management_M.Sc._180220.pdf)

Master Business Administration MSc

STUDIENSTRUKTUR: BUSINESS ADMINISTRATION M.Sc.

SEMESTER 4 30ECTS/6SWS	Int. Excursion & Management Seminar 3 ECTS/2 SWS	Wissenschaftl. Arbeiten in der Praxis 3 ECTS/2 SWS	Masterarbeit 24 ECTS/2 SWS					
SEMESTER 3 30ECTS/19SWS	Unternehmensplan- spiel (Blockwoche) 6 ECTS/3 SWS	Strategic Management 6 ECTS/4 SWS	Entwicklung von Führungskompetenz 6 ECTS/4 SWS	Controlling** 6 ECTS/4 SWS	Digitale Ökonomie 6 ECTS/4 SWS	Untern.projekt Controlling		
SEMESTER 2 30ECTS/20SWS		Forschungsmetho- den der BWL 6 ECTS/4 SWS	Investition & Finan- zierung 6 ECTS/4 SWS	Marketing** 6 ECTS/4 SWS	Supply Chain Management 6 ECTS/4 SWS	Rechnung- legung 3 ECTS/2 SWS	Projekt- management 3 ECTS/2 SWS	Untern.projekt Marketing
SEMESTER 1 30ECTS/19SWS		Personalmanage- ment & Organisation ** 6 ECTS/4 SWS	Econ. framework for entrepreneurial decisions 6 ECTS/4 SWS	Grundlagen & Methoden der BWL* 6 ECTS/3 SWS	Kosten- & Leistungsrechnung 6 ECTS/4 SWS	Rechtliche Rahmenbed. untern. Entscheidungen 6 ECTS/4 SWS	Untern. projekt Personalmgmt. & Organisation	
TOTAL 120ECTS/64SWS	UNTERNEHMENSBEZOGENE MODULE		ERGÄNZENDE DISZIPLINEN	FOKUSBEREICH WIRTSCHAFTSWISSENSCHAFTEN		MASTERARBEIT		

Die Beschreibungen der einzelnen Module finden Sie im Modulhandbuch unter

[https://www.hs-](https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/MSc_BA/pdf/20181015_W_Modulhandbuecher_nach_Reakkreditierung_BA_M.Sc..pdf)

[mainz.de/fileadmin/Wirtschaft/Studiengaenge/MSc_BA/pdf/20181015_W_Modulhandbuecher_nach_Reakkreditierung_BA_M.Sc..pdf](https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/MSc_BA/pdf/20181015_W_Modulhandbuecher_nach_Reakkreditierung_BA_M.Sc..pdf)

Sie können im Sommersemester 2019 nur Module aus dem Semester 2 belegen.