



Description of Master Modules

2025/26

Fachbereich Wirtschaft / School of Business
Winter semester / Semester I

Modules in English language

Modules in German language



School of Business
Master Modules offered in English

Academic Year 2025/2026 / Semester I

Course selection and course choice				2
Modules	Code	SWS h/w	ECTS credits	Page
Corporate Finance and Investment	Not yet published	2	5	3
Accounting and Management Control	Not yet published	4	5	4
Sustainable Finance and Investment	Not yet published	2	5	5
Leadership and Human Resource Management	Not yet published	4	5	6
Quantitative Analytical Methods	Not yet published	4	5	7
Financial Reporting	Not yet published	4	5	8
International Marketing	Not yet published	4	5	9
International Business Law	Not yet published	4	5	10
Business Simulation	B09-60351	3	5	11
Finance and Accounting	996-61151	4	6	12
Strategic Management	996-61551	4	6	13
Brand Management	000-56392	4	6	14
Leadership and Human Resource Management in international companies	000-56733	4	6	15
Economic framework for Entrepreneurial decisions	A23-60155	4	6	16
The Economic and Social Order of Germany	40018	4	5	17
Export Management	B09-60354	2	5	18

German Language and Culture (Deutsche Sprache und Kultur)

Deutsch A1.1 (Beginner)	001-907015	4	5	19
Deutsch A1.2	001-907025	4	5	19
Deutsch A2.1 (Intermediate)	001-907115	4	5	19
Deutsch A2.2	001-907125	4	5	19
Deutsch B1.1	001-907205	4	5	19
Deutsch B2.1 (Advanced)	001-907315	4	5	19
Deutsche C1.1 (Academic German)	001-907415	4	5	19

Other Languages

Other language courses (French, Spanish, Russian, Turkish, Chinese etc.) are offered , 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/en/academics/services/interdisciplinary/language-center/overview/>

Learning Agreement			20
Kursangebot in deutscher Sprache			20

Course selection and Course Choice

As an ERASMUS/exchange student you can choose your individual programme from the whole study programme offered by the School of Business (most of the courses are offered in our study programmes MA International Business and MSc Management), 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.

However, please **kindly be aware that our programs and modules are still subject to changes.**

STUDIENSTRUKTUR: INTERNATIONAL BUSINESS M.A.

SEMESTER 4 30 ECTS/2 HPW	Master's thesis (including Master Seminar) at Mainz University of Applied Sciences or at partner university 30 ECTS/2 HPW					
SEMESTER 3 30 ECTS/16 HPW	Option I (abroad) 5 ECTS/3 HPW	Option II (abroad) 5 ECTS/3 HPW	Option III (abroad) 5 ECTS/3 HPW	Option IV (abroad) 5 ECTS/3 HPW	Option V (abroad) 5 ECTS/3 HPW	Applied Project (incl. seminars)
SEMESTER 2 30 ECTS/21 HPW	Digital Business and Transformation 5 ECTS/4 HPW	Strategic Management 5 ECTS/4 HPW	International Corporate Finance 5 ECTS/4 HPW	International Management and Trade 5 ECTS/4 HPW	Business Research 5 ECTS/4 HPW	10 ECTS/2 HPW
SEMESTER 1 30 ECTS/20 HPW	Sustainable International Economics 5 ECTS/2 HPW	Leadership and Human Resource Management 5 ECTS/4 HPW	Quantitative Analytical Methods 5 ECTS/4 HPW	Financial Reporting 5 ECTS/4 HPW	International Marketing 5 ECTS/4 HPW	International Business Law 5 ECTS/2 HPW
	Orientation week 2 HPW					
TOTAL 120 ECTS/61 HPW	AT MAINZ UNIVERSITY OF APPLIED SCIENCES OR AT PARTNER UNIVERSITY		OPTIONS ABROAD AT PARTNER UNIVERSITY		CORE MODULES AT MAINZ UNIVERSITY OF APPLIED SCIENCES	
					INTERNSHIP PRACTICAL TRAINING PERIOD	

STUDY STRUCTURE: INTERNATIONAL MANAGEMENT - LATIN AMERICA M.A. FOCUS 2 | PARTNER UNIVERSITY LATIN AMERICA

SEMESTER 5 30 ECTS/2 HPW	Master Thesis 30 ECTS/2 HPW					
SEMESTER 4 30 ECTS/9 HPW	Programa de Desarrollo Profesional con Actividad Transversal (Applied Project) 10 ECTS/1 HPW		Option 1 5 ECTS/2 HPW	Option 2 5 ECTS/2 HPW	Option 3 5 ECTS/2 HPW	Option 4 5 ECTS/2 HPW
SEMESTER 3 30 ECTS/21 HPW	Sustainable International Economics 5 ECTS/2 HPW	Leadership and Human Resource Management 5 ECTS/4 HPW	Business Simulation 5 ECTS/3 HPW	Financial Reporting 5 ECTS/4 HPW	Business Research (Spanish CI) 5 ECTS/4 HPW	Castellano y Cultura América Latina 3: B2.2 5 ECTS/4 HPW
SEMESTER 2 30 ECTS/22 HPW	Digital Business and Transformation 5 ECTS/4 HPW	Strategic Management 5 ECTS/4 HPW	International Corporate Finance 5 ECTS/4 HPW	International Management and Trade 5 ECTS/4 HPW	América Latina: Historia y Economía Política 5 ECTS/2 HPW	Castellano y Cultura América Latina 2: B2.1 5 ECTS/4 HPW
SEMESTER 1 30 ECTS/20 HPW	Corporate Finance and Investment 5 ECTS/2 HPW	Accounting and Management Control 5 ECTS/4 HPW	Quantitative Analytical Methods 5 ECTS/4 HPW	International Business Law 5 ECTS/2 HPW	International Marketing 5 ECTS/4 HPW	Castellano y Cultura América Latina 1: B1.2 5 ECTS/4 HPW
	Induction Week 1 HPW					
TOTAL 150 ECTS/75 HPW	SPANISH LANGUAGE COURSES		APPLIED PROJECT		STUDY AT HS MAINZ	
					AT MAINZ UNIVERSITY OF APPLIED SCIENCES OR AT PARTNER UNIVERSITY	
					AT MAINZ UNIVERSITY OF APPLIED SCIENCES OR AT PARTNER UNIVERSITY	

Master modules taught in English language

Course: F39- Corporate Finance and Investment

Semester: Winter semester

Hours per week: 2

ECTS credits: 5

Learning Outcomes/ Competences:

Upon successful completion of the module, students will be able to:

- Illustrate the source of investment and finance according to a balance sheet structure.
- Describe the correlation between investment and finance decisions.
- Apply sustainable and digital factors.
- Interpret selected key figures with regard to investment and financial decisions.
- Determine the difference between static and dynamic investment calculation methods.
- Categorize the different financing terms.
- Differentiate between and evaluate internal and external finance as well as equity and debt finance.
- Formulate an appropriate financing method based on a company case.

Contents:

- Selected key figures, e.g. return on equity, return on total capital, project profitability, cash flow
- Financial Leverage Effect
- Investment planning
- Investment calculation methods
- Finance planning
- Financial terms
- External and Internal Finance
- Equity, Debt and Mezzanine Finance

Teaching Methods: Seminar style module based on a combination of lecture, group discussions, case studies and exercises

Assessment: Written examination (120 minutes)

Course: F39- / Accounting and Management Control

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes / Competences:

Upon successful completion of the module, students will be able to:

- Understand the fundamental principles of cash, cost, and financial accounting.
- Identify the relevant International Financial Reporting Standards (IFRS) that are applicable to the financial statements of public interest entities within the European Union.
- Apply selected IFRS to practical accounting problems and curated case studies.
- Evaluate selected IFRS and their application in practice, incl. the respective impact on key performance indicators and financial statements as a whole.
- Analyze the measures of financial statement analysis to the published financial statements of various public interest entities under IFRS and evaluate their respective financial performance, their financial position at year-end, and their potential future prospect.
- Develop and critically assess their rhetorical and presentation skills when presenting results of the financial statement analysis to an academic audience.
- Train their critical thinking skills and ability to work in an English-speaking environment and with internationally composed teams.

Contents:

- Fundamentals of cash, cost, and financial accounting
- Reporting instruments in (consolidated) financial statements under IFRS
- Accounting of selected balance sheet and income statements items in financial statements under IFRS
- Preparation of consolidated financial statements under IFRS
- Financial analysis of (consolidated) financial statements under IFRS
- Outlook for sustainability reporting under IFRS SDS

Assessment: Written examination, (120 minutes)

Module: **964 Sustainable International Economics**

Semester : winter semester

Hours per week: 2

ECTS credits: 5

Learning Outcomes / Competences

Upon successful completion of the module, students will be able to:

- Understand the general concepts of international trade.
- Apply theories of international economics to real world data.
- Critically assess the benefits and costs from globalization.
- Discuss feasible government intervention policies in trade.
- Analyze sustainability aspects of international trade regimes and policies.

Contents:

- Classical theory of trade and exchange rates
- Impact across economic geographies, who benefits from trade?
- Why are gains from trade different across economic areas and countries?
- Is trade protection a barrier or engine for sustainable economic development?
- Exchange rate regimes and currency crises
- Impacts on economic well-being, including nature and society

Teaching Methods:

Combined lecture and workshop sessions with active student participation, including group work

Assessment: written examination (90 minutes)

Module: **Leadership and Human Resource Management** (not possible together with Leadership and Human Resource Management in international companies)

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning outcomes/competences:

Upon successful completion of the module, students will be able to:

- Apply the relevant leadership and international Human Resource Management (HRM) theories to real-world cases.
- Analyze cases from international companies in applying their knowledge of theories to organisational challenges.
- Critically assess different methods of problem solutions.
- Build up and structure a cross-cultural team for presenting their final team project results while using digital tools.
- Develop strategies for team conflict management by reflecting their contribution to the team's success.
- Critically evaluate their behaviour in a paper by linking their own experience to academic theories and frameworks.

Contents:

- Introduction to Leadership and HRM
- The individual in the organisation, inter-cultural differences in work motivation
- Leadership behaviour (effective leadership, transformational leadership, ethical leadership)
- International vs. comparative HRM
- Sustainable HRM
- Cross Cultural Management (for example: recruiting and selection in international companies; talent management; expatriation as leadership development)
- Organisational culture and change management
- Team development in global companies

Teaching Methods: Seminar style class, teamwork on assigned case studies and own research on companies to be presented in class

Assessment: team presentation (60%) and reflection paper (Hausarbeit) (40%)

Module: Quantitative Analytical Methods

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning outcomes/competences

Upon successful completion of the module, students will be able to:

- Apply standard empirical methods of business research and explain their theoretical background.
- Interpret the results of standard empirical methods used in business research.
- Discuss the limitations of standard empirical methods in business research.
- Critically evaluate and independently assess the appropriateness of a method for different kinds of research problems in business studies.
- Use statistical software tools such as Stata to apply the empirical methods discussed (see contents) with real data.

Contents

- Descriptive statistics
- Random variables and their distributions
- Sampling, estimation, and hypothesis testing
- Comparison of two or more populations (e.g. comparing two means, contingency tables, analysis of variance)
- Multiple regression

Teaching Methods: Lectures include regular classroom instruction, the use of digital media (screencasts, statistical software) and the interactive discussion of questions and exercises.

Assessment: written exam (90 minutes)

Module: 964 Financial Reporting

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

Learning Outcomes / Competences

Upon successful completion of the module, students will be able to:

- Identify and understand the relevant International Financial Reporting Standards (IFRS) that are applicable to the financial statements of public interest entities within the European Union.
- Apply selected IFRS to practical accounting problems and curated case studies.
- Analyse and evaluate selected IFRS and their application in practice, incl. the respective impact on key performance indicators and financial statements as a whole.
- Apply the measures of financial statement analysis to the published financial statements of various public interest entities under IFRS and evaluate their respective financial performance, their financial position at year-end, and their potential future prospect.
- Develop and critically assess their rhetorical and presentation skills when presenting the results of case studies to an academic audience.
- Train their critical thinking skills and ability to work in an English-speaking environment and with internationally composed teams.

Contents:

- Fundamentals of financial accounting
- Reporting instruments in (consolidated) financial statements under IFRS
- Accounting of selected balance sheet and income statement items in financial statements under IFRS
- Financial analysis of (consolidated) financial statements under IFRS

Teaching Methods: Combined lecture/ exercise in seminar –style

Assessment: written examination (120 minutes)

Module: 964 International Marketing

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

Learning Outcomes / Competences

Upon successful completion of the module, students will be able to:

- Apply international marketing theories to real-world scenarios, considering the impact on society and the environment.
- Apply strategic thinking to develop marketing plans that integrate SDGs and ethical considerations.
- Analyze the role of international marketing in achieving sustainable development objectives.
- Evaluate the ethical implications of various marketing strategies on different stakeholders.
- Assess the ethical performance of multinational corporations operating in diverse cultural contexts.
- Comment on the impact of marketing activities on societal values and environmental sustainability.
- Develop innovative marketing strategies that prioritize both profit and sustainable development objectives.
- Create marketing campaigns that promote products or services while adhering to ethical standards and contributing to SDGs.
- Design presentations and reports outlining comprehensive international marketing plans with a focus on sustainability and ethics.

Contents:

- Assessing the volatile global environment
- Trends and challenges in the global marketplace
- Sustainable development goals
- Corporate Social Responsibility & Creating Shared Value
- Ethical considerations in international marketing
- Consumer Behaviour and sustainable consumption
- Marketing communication and ethics
- International market entry strategies with SDGs focus
- Global branding and corporate reputation management
- Innovation and sustainable product development
- Future trends in international marketing

Teaching Methods: seminar –style class, team work on assigned case studies, presentations

Assessment: Evidence-based marketing paper (Hausarbeit, 40%)
Student team presentation (40%)
Reflective learning log (20%)

Module: 964 International Business Law

Semester : winter semester

Hours per week: 2

ECTS credits: 5

Learning Outcomes / Competences

Upon successful completion of the module, students will be able to:

- Remember the multi-dimensional legal fields implicated by international business transactions.
- Understand the basic legal risks in business transactions generally and in international business specifically.
- Remember select pieces of international law affecting international business transactions.
- Apply discrete pieces of international law to a given business scenario.
- Analyze select key contractual provisions.
- Create basic business models that include international law issues.
- Summarize issues and decision points for international legal issues.
- Present business solutions consistent with requirements of international law.
- Propose and negotiate select contract clauses for international business transactions.
- Evaluate contract clauses for clarity and meaning.
- Analyze legal risk dimensions peculiar to international business transactions.
- Understand personal risk-appetite in business transactions.

Contents:

- The opportunities and limits of law in business generally
- Overview of the various forms of international business
- The nature and role of international law in international business
- Key characteristics and contents of contracts as a business tool
- How the enforcement of judgments affects contracts in international business
- The concept and importance of jurisdiction in international business
- Choice-of-law issues in international business disputes
- INCOTERMS and letters of credit as facilitating institutions of international business
- Arbitration as an alternative to national courts in international business
- The CISG as an option for international business contracts
- Tariffs as a factor in international business transactions and business design
- International and national legal restrictions on international business activity

Teaching Methods:

Lectures include regular classroom instruction; the preparation of a student-selected fictional case study throughout the semester is strongly encouraged; optional presentations of discussion summaries and case studies, and the discussion of class material and questions.

Assessment: written examination (90 minutes)

Module: **B09-60351/ Business Simulation**

Semester: Winter semester

Hours per week: 3

ECTS credits: 5

Learning outcomes/competences

Upon successful completion of the module, students will be able to:

- Apply and strengthen their managerial knowledge.
- Develop and implement a company's strategy.
- Understand interdependencies between functional areas.
- Assess external developments.
- Evaluate the sustainability of a company and its products
- Cooperate in different management teams.
- Make efficient decisions under time pressure.
- Evaluate their decisions, develop solutions to managerial problems and revise their strategy based on feedback from the market.
- Analyze markets, scenarios and reports, formulate and implement business objectives and make efficient decisions in uncertain situations.

Contents

- Strategy formulation
- Decision making process
- Marketing and sales
- Research and development
- Purchasing
- Production
- Human Resource Management
- Finance & Accounting

Teaching Methods: Business simulation with integrated feedback sessions

Assessment: Two team presentations (30% and 70%)

Module: 996-61151/ Finance and Accounting

Semester: Winter semester

Hours per week: 4

ECTS credits: 6

Learning Outcomes/Competences:

Upon successful completion of the module, participants will be able to:

- understand major concepts and principles of finance, management and financial accounting as well as financial statement analysis.
- understand the principles and methods of costing, and how cost information can be used to support decision making.
- evaluate investments using various investment criteria based on excel-based case studies. They understand critical assumptions and data requirements.
- apply the International Financial Reporting Standards (IFRS) and related sustainability standards to practical problems and case studies.
- evaluate different accounting treatments under the provisions of IFRS and their respective impact on key performance indicators and financial statements as a whole.
- evaluate financial statements by analyzing published financial statements based on specific techniques for evaluating the recent performance, financial state at year-end, and future prospects of an entity.
- develop the necessary expertise, methodological skills and problem-solving abilities to be able to work in the accounting or controlling department of large multi-national companies.
- develop the ability of critical thinking and enhance their skills in working in intercultural teams. They train their ability to research literature and understand financial reports and key performance indicators.

Prerequisites: Basics of double-entry bookkeeping and financial accounting

Content:

- Introduction: Advanced Accounting Concepts
- Investment Analysis vs. Cost Accounting vs. Accrual-Based Accounting
- Principles and Methods of Financial Accounting
- Annual Financial Statements under IFRS
- Sustainability Reporting and ISSB
- Financial Statement Analysis

Teaching Methods: seminar style lectures, discussions, group work, excel-based case studies

Assessment: Written examination (120 minutes)

Module: 996- 61251 / Strategic Management

Semester: Winter semester

Hours per week: 4

ECTS credits: 6

Learning Outcomes/Competences:

Upon successful completion of the module, participants will be able to:

- interpret and implement, both basic and modern concepts of strategic management, including the latest theories and concepts in the field.
- examine and assess strategic challenges and business problems, and make appropriate strategic decisions.
- gain practical experience in implementing strategic concepts through case studies, with a focus on various aspects such as diversification, integration, and globalization.
- differentiate between effective and ineffective strategies in different contexts, drawing valuable conclusions for strategic planning.
- employ and scrutinize modern strategic management tools, developing them further and substantiating them with sound arguments.
- enhance communication skills, especially in presenting strategic ideas and solutions, taking into account global and local challenges.

Contents:

- Role of strategy and overview of strategic management and the strategy process
- Forces having an impact on strategy, the role of organizational structure, the role of global challenges, the role of technology
- Strategy concepts, such as strategy-as-practice, open strategy, strategizing
- Decision-making and strategies at work in global companies and start-ups
- Specific strategic themes, such as integration and positioning within the value chain, diversification, mergers and acquisitions, divestments, platform business models, sharing economy, innovation management, entrepreneurship

Teaching Methods: seminar style lectures, discussions, case studies, videos, reading material

Assessment: Written examination (70%, 80 minutes) and presentation (30%)

Module: 996-Brand Management

Semester : Winter semester

Hours per week: 4

ECTS-credits: 6

Learning Outcomes:

Upon successful completion of the module, participants will be able to:

- define core terms in the brand management field such as brand, brand equity, positioning or brand architecture.
- comprehend and discuss the pivotal role of brands in a modern business environment.
- clarify important psychological mechanisms that explain brand influence.
- understand the consumer-based perspective in brand theory and brand management.
- understand the brand elements that help build brand equity, and to evaluate the quality such elements in this regard.
- design, implement and critically analyze brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth.
- understand how marketing and in particular marketing communication helps build brand equity; further to develop and to assess relevant decisions.
- measure brand assets and brand equity; and to monitor brand assets and brand performance.
- converse with both academic and practitioner brand specialists on a range of brand related issues.
- develop evidence-based and research-related lines of reasoning for branding topics.

Contents:

- Brands: definition, relevance, challenges
- The behavioural-scientific view on brands and alternative brand paradigms
- Brand assets and brand value, objectives and process of brand management
- Brand positioning
- Brand elements
- Brand touchpoints and brand communications
- Brand strategies, brand architecture
- Internal branding
- Brand monitoring I: approaches to brand evaluation
- Brand monitoring II: monitoring routines
- Brand Monitoring III: capturing components of brand equity

Teaching Methods: lecture, seminar, tutorial

Assessment: Written examination (60%, 70 minutes)
Assignment in form of an Essay/reflective paper (40%)

Module: 000-56337/ Leadership and human resource management in international companies (not together with Leadership and Organisation, page 6)

Semester: Winter semester

Hours per week: 4

ECTS-credits: 6

Learning outcomes/competences:

Upon successful completion of the module, participants will be able to:

- create a critical understanding of international management and HRM concepts in various HR and Leadership fields.
- apply the different concepts in international management and HRM and apply their implications for management.
- analyze the relationship between leadership and HRM in multinational companies.
- remember HRM best practice concepts, and know how to apply them in different cultural environments.
- analyze and evaluate the chances and risks associated with digitally enabled HRM processes.
- create enhanced capabilities of self-management and improved social competences in teamwork situations.
- apply management techniques and understand their practical application in business operations.
- apply concepts and theories to solve practical international management and HRM problems in a critical manner.
- critically evaluate international management and HRM trends and developments.
- create a critical knowledge and awareness of different international perspectives and practices of management and HRM.

Contents.:

- 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 and expatriation
- Digitization of HRM Processes and HRM Analytics

Teaching method:

The module consists of lectures, working, self-study and case studies in small teams, presentations and discussions of their results in class. Teaching and learning are student-centered

Assessment:

2 Assignments: Presentation (60 %) based on best practice application of HR concepts and theories within international companies or based on analyzing scientific articles and case studies. Assignment in form of a reflection paper (40 %), in which students combine their theoretical learnings within the module and their own experiences, analyze them and describe their impact on their future professional behaviour and goals.

Module: **A23-60155 Economic framework for Entrepreneurial decisions**

Semester: Winter semester

Hours per week: 4

ECTS-credits: 6

Learning Outcomes/ Competences

After successful completion of the module, students will be able to:

- present the basic concepts of microeconomics and their overlap with business administration,
- illustrate the demand and supply behaviour of households and firms in the price-quantity model,
- interpret the models of marginal product, marginal cost, and marginal revenue,
- calculate price and quantity changes in markets using elasticities,
- examine the effects of market forms on the behaviour of market participants,
- evaluate the objectives and instruments of competition policy in terms of market forms and efficiency,
- determine market failures and other reasons for government intervention,
- classify government regulations and evaluate them in terms of efficiency,
- use case studies to develop ideas for solving economic policy problems

Contents

- Principles of economic activity, economic systems, and entrepreneurship
- The role of competition in market-driven economies
- Competition policies, market failures and market regulation
- Selected cases

Teaching method: Combination of interactive lectures and exercises

Assessment: written examination (120 minutes)

Course: **000-440018 The Economic and Social Order of Germany / Die Wirtschafts- und Sozialordnung Deutschlands**

Hours per week: 2 plus 2
ECTS credits: 5

Contents:

The seminar is addressed to all "*international students*" at Mainz University of Applied Sciences.

Throughout 12 weeks, you discuss aspects of **German history, politics, economy, education, labour market, culture, and the social system.**

In a mixture of lectures and student presentations, you will learn in one semester about how German society works. You may take the module in German or English. You use a textbook written in simple German, English, and Spanish and discuss easy-to-understand texts about Germany.

The lecturer has worked with international students for 30 years and is sensitive to the special needs that arise from studying in a foreign environment.

Die Wirtschafts- und Sozialordnung Deutschlands
Eine Einführung für internationale Studierende



Course Code: 000-440018

Meetings: 90 minutes per week

ECTS credits: 5

Lecturer: Prof. Dr. Ulrich Schüle

Registration: via International Office or
ulrich.schuele@hs-mainz.de

Dieses Seminar richtet sich an alle „*international students*“ an der Hochschule Mainz.

Sie beschäftigen sich in zwölf Veranstaltungen mit deutscher Geschichte, Politik, Wirtschaft, Bildung, Arbeitsmarkt, Kultur, und dem Sozialsystem.

In einer Mischung von Vorlesungen und studentischen Referaten lernen Sie in einem Semester darüber, wie die deutsche Gesellschaft funktioniert. Sie können das Modul auf Deutsch oder Englisch belegen.

Sie benutzen ein Lehrbuch, das in einfachem Deutsch, Englisch und Spanisch geschrieben wurde, und diskutieren leicht verständliche Texte über Deutschland.

Der Dozent arbeitet seit 30 Jahren mit internationalen Studierenden und geht auf die besonderen Bedürfnisse ein, die sich aus dem Studium in einem fremden Umfeld ergeben.

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Throughout 12 weeks, you discuss aspects of German history, politics, economy, education, labour market, culture, and the social system.

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The lecturer has worked with international students for 30 years and is sensitive to the special needs that arise from studying in a foreign environment.

ECTS-Punkte: 5

Prüfungsnummer: 000-440018

Seminarlänge: 90 Minuten pro Woche

Dozent: Prof. Dr. Ulrich Schüle

Anmeldung: über International Office oder
ulrich.schuele@hs-mainz.de

If you wish, you may first participate in the 90-minute German version and then continue with the 90-minute English version.

The Economic and Social Order of Germany
An introduction for international students

Module: B09-60354/Export Management

Semester : winter and summer semester

Hours per week: 2

ECTS credits: 5

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

Analyzing and Evaluating

They are able to analyze 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

Teaching Methods: seminar –style class

Assessment: written examination

German Language and Culture / Deutsche Sprache und Kultur

Kurs/Code: **Deutsche Sprache und Kultur (German Language and Culture)**

Semester: Winter semester

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. You are invited to join!

For questions and further information, please contact Tilman Kromer, tilman.kromer@hs-mainz.de or see our homepage under <https://www.hs-mainz.de/studium/services/fachbereichsuebergreifend/sprachenzentrum/kursangebot/daf/>

Deutsch A1.1 (Beginner)	001-907015
Deutsch A1.2	001-907025
Deutsch A2.1 (Intermediate)	001-907115
Deutsch A2.2	001-907125
Deutsch B1.1	001-907205
Deutsch B2.1 (Advanced)	001-907315
Deutsche C1.1 (Academic German)	001-907415

Before registering for the German classes you need to take an online assessment test to find the right course level. Those who have no prior knowledge of German can directly register for one of the A1.1 courses without an assessment. All others should do the following online tests depending on their learning experience so far.

for Level A1 to B1: <https://www.hueber.de/momente/einstufungstest>

for Level B2 to C1: <https://www.hueber.de/vielfalt/einstufungstest>

At the end of the test you will receive a result with the percentage of the exercises you filled out correctly and a recommendation for the course level you should continue with. Please send the result to the following address: tilman.kromer@hs-mainz.de . Please do that before your start at the Hochschule.

Wir freuen uns auf Euch!

Additional Languages

Other language courses (French, Spanish, Russian, Turkish, Chinese etc.) are offered, 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/en/academics/services/interdisciplinary/language-center/overview/>

Learning Agreement

Your individual study program is recorded in the **Learning Agreement** and must be signed by you, your home university and Mainz University of Applied Sciences.

The ECTS (**E**uropean **C**redit **T**ransfer **S**ystem) is the foundation for your program and workload.

30 ECTS credits (ecp) is the regular workload and 32 -35 ecp the maximum you can opt in for. In general, your course choice is binding. We will always try to place you in your desired courses, however, due to possible late failures (the lecturer is ill...), time table overlaps, the course is overbooked or whatever reason we may think of, we cannot guarantee that every course will be feasible during your stay. If this is the case it will be a matter of exceptional changes **after** arrival.

Each Learning Agreement has a header with the general information about the exchange and a table A in which courses at the host university are entered, as well as a table B in which it is specified how the courses from table A will be recognized on return. It is only valid, when signed by all parties, you, the home- and host university.

In general, there are two different ways to handle the learning agreement:

- Digital Learning Agreement (only available for students from EU/Erasmus countries)
- Paper-based / PDF learning agreements (to be used by Non-EU students or if your Erasmus home university has not yet implemented a digital workflow)

Learning Agreement EU students:

If you are an Erasmus+ student, you are **obliged** to use a **digital learning agreement**. Please contact the coordinator of your home university and ask her or him, how to proceed. Within the scope of EWP (Erasmus Without Paper), the digital Learning Agreement is implemented in the workflow your home university uses.

A paper-based/PDF will only be accepted, if your home university is not yet connected to the EWP network. (if this is the case, please proceed as described below)

Learning Agreement non-EU and non-EWP students:

If you are from a non-European university or your European home university is not yet connected to the EWP network, please download the form ([LA non EU/non EWP](#)).

- Fill in the header
- Fill in table A with the courses you want to take at Hochschule Mainz (max 30 ecp)
- and fill table B, with the courses you want to have recognized after return.
- Sign it
- Have it signed by your coordinator and upload it to Mobility Online

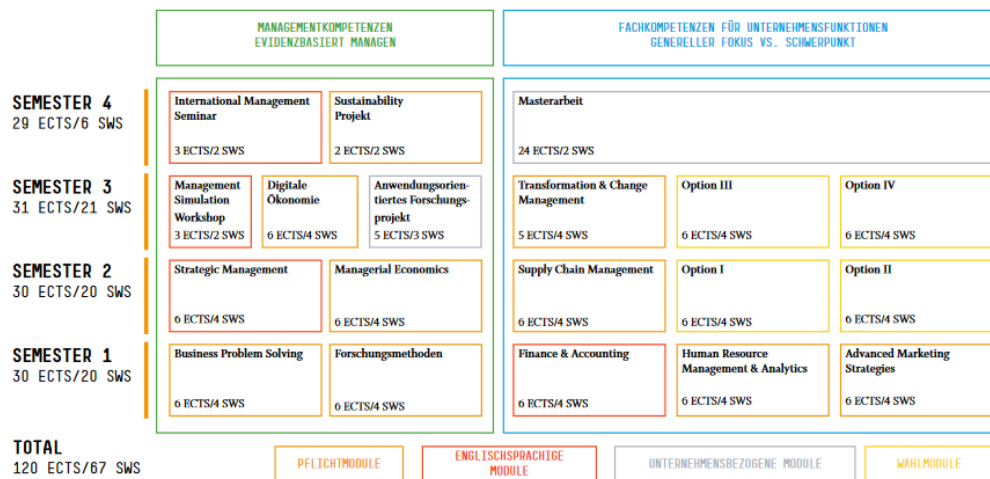
Your individual timetable will be discussed with you after your arrival during the introduction week.

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.

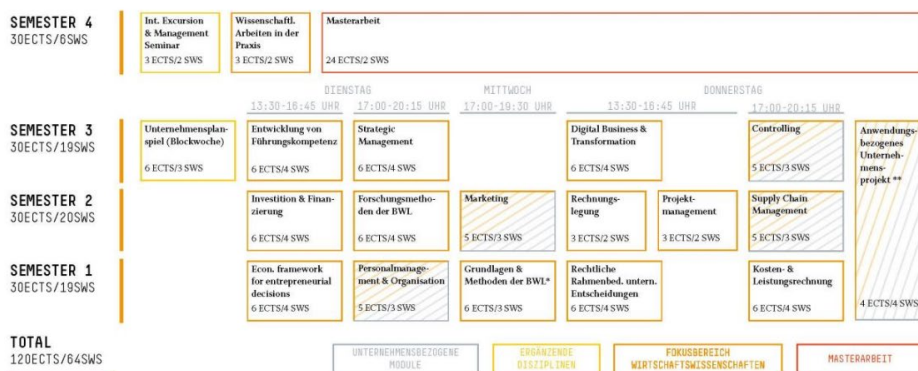


Die Beschreibungen der einzelnen Module finden Sie im Modulhandbuch unter https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/master/management_msc/pdf/modulhandbuch/Modulhandbuch_Mgt_MSc_August_2024.pdf

Master Business Administration MSc

STUDIENSTRUKTUR: BUSINESS ADMINISTRATION M.SC. VOLLZEIT

BEGINN IN GERADEN JAHREN



* Bestehend aus Grundlagen der Betriebswirtschaftslehre (2 SWS) und Accounting (1 SWS)

** In einem dieser Funktionsbereiche ist ein dreimonatiges Praktikum zu absolvieren und ein anwendungsbezogenes Unternehmensprojekt (Prüfungsleistung) zu erstellen

Die Beschreibungen der einzelnen Module finden Sie im Modulhandbuch unter https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/master/business_administration_msc/pdf/Modulhandbucher_Studienstrukturen/BA_MSc_-_Modulhandbuch_20241018.pdf Sie können im Wintersemester 2025 nur Module aus den Semestern 1 und 3 belegen.