



Description of Bachelor Modules

2025/26

Fachbereich Wirtschaft / School of Business
Summer semester 2026 / Semester II

Modules in English language
Modules in German language

[November 2025]



Summer semester 2026, semester 2

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Introduction to Business	964B-101-VE	4	5	3
Fundamentals of Accounting	964B-102-VE	4	5	4
Cross Cultural Management	964B-103-VE	4	5	5
Introduction to Scientific Writing and Presentation	964B-105-VE	4	5	6
Cost Accounting	964B-202-VE	4	5	7
Microeconomics	964B-203-VE	4	5	8
Statistics	964B-204-VE	4	5	9
Human Resource Management & Organisation	964B-205-VE	4	5	10
Business English	021/D43-3155	4	5	11
Social Competence , Business Etiquette and Business Ethics	000-25057	4	5	11
Applied Rational Decision Making	000-10029	4	5	12
Project Management	021-3254 964B-201-VE	2	5	13
Negotiation Skills	001-908505	4	5	14
Working in Multicultural Teams	001-908605	4	5	
International Business Communication	001-908805	4	5	
Marketing	021-3354	4	5	15
Strategic Management	021-3453	4	5	16
International Management	021-2551	2	5	17
Business Planning	021-2651	3	5	18
Business Creativity	11046	4	5	19
Sustainable Global Value Chains(Optional)	25068	4	5	20
Personnel Psychology and People Analytics (Optional)	23058	4	5	21
Business Process Management	D01/D08-2404	4	5	22

German Language and Culture (Deutsche Sprache und Kultur)

Deutsch A1.1 (Beginner)	001-907015	4	5	23
Deutsch A1.2	001-907025	4	5	23
Deutsch A2.1 (Intermediate)	001-907115	4	5	23
Deutsch A2.2	001-907125	4	5	23
Deutsch B1.1	001-907205	4	5	23
Deutsch B2.1 (Advanced)	001-907315	4	5	23
Deutsche C1.1 (Academic German)	001-907415	4	5	23
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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 programme BSc Business Administration/ Betriebswirtschaftslehre and Bsc International Business / first start of this programme in the winter semester), 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: BETRIEBSWIRTSCHAFTSLEHRE B.SC.

SEMESTER 6 30ECTS/8SWS	Business Planning 5 ECTS/3 SWS		Bachelorarbeit mit Kolloquium 12 ECTS/3 SWS		Praxismodul 15 ECTS/2 SWS	
SEMESTER 5 30ECTS/21SWS	International Management 5 ECTS/4 SWS	Option I 5 ECTS/4 SWS	Option II 5 ECTS/4 SWS	Option III* 5 ECTS/4 SWS	Option IV 5 ECTS/4 SWS	Wissenschaftl. Arbeiten in der Bachelorarbeit 3 ECTS/1 SWS
SEMESTER 4 30ECTS/24SWS	Strategic Management 5 ECTS/4 SWS	Jahresabschluss 5 ECTS/4 SWS	Makroökonomie 5 ECTS/4 SWS	Digitale Wirtschaft 5 ECTS/4 SWS	Steuern 5 ECTS/4 SWS	Studium Integrale II* 5 ECTS/4 SWS
SEMESTER 3 30ECTS/21SWS	Marketing 5 ECTS/4 SWS	Investition & Finanzierung 5 ECTS/4 SWS	Mikroökonomie 5 ECTS/4 SWS	Unternehmen & IT 5 ECTS/4 SWS	Materialwirtschaft, Logistik & Produktion 5 ECTS/4 SWS	Statistisches Forschungsprojekt 5 ECTS/1 SWS
SEMESTER 2 30ECTS/22SWS	Project Management 5 ECTS/2 SWS	Kosten- & Leistungsrechnung 5 ECTS/4 SWS	Recht II (Verträge & Unternehmensrecht) 5 ECTS/4 SWS	Statistik 5 ECTS/4 SWS	Personalmanagement & Organisation 5 ECTS/4 SWS	Studium Integrale I 5 ECTS/4 SWS
SEMESTER 1 30ECTS/25SWS	Introduction to Business 5 ECTS/4 SWS	Grundzüge des Rechnungswesens 5 ECTS/4 SWS	Recht I (Grundlagen des Vertragsrechts) 5 ECTS/4 SWS	Mathematik 5 ECTS/4 SWS	Methodik, Systematik & Präsentation 5 ECTS/4 SWS	Business English 5 ECTS/4 SWS
	Erstsemestertage 1 SWS					
TOTAL 180ECTS/121SWS	UNTERNEHMENSBEZOGENE MODULE		WAHL PFLICHTMODULE		PFLICHTMODULE	ENGLISCHSPRACHIGE MODULE

* Option III und Studium Integrale II können getauscht werden, um auch bei einem jährlichen Angebot an Optionen eine Vertiefung zu belegen.

STUDIENSTRUKTUR: INTERNATIONAL BUSINESS B.SC. (FP0)

SEMESTER 6 30 ECTS/5 HPW	Business Planning (deutsch) 5 ECTS/3 HPW		Bachelor Thesis with Colloquium 12 ECTS/1 HPW		Praxismodul 15 ECTS/1 HPW	
SEMESTER 5 30 ECTS/16 HPW	Option I 5 ECTS/3 HPW*	Option II 5 ECTS/3 HPW*	Option III 5 ECTS/3 HPW*	Option IV 5 ECTS/3 HPW*	Option V 5 ECTS/3 HPW*	Scientific Writing for the Bachelor Thesis 3 ECTS/1 HPW
SEMESTER 4 30 ECTS/24 HPW	Strategic Management 5 ECTS/4 HPW	Financial Accounting (IFRS) 5 ECTS/4 HPW	International Management 5 ECTS/4 HPW	Einführung in HGB und Steuerrecht (deutsch) 5 ECTS/4 HPW	Digitale Wirtschaft (deutsch) 5 ECTS/4 HPW	Studium Integrale I 5 ECTS/4 HPW
SEMESTER 3 30 ECTS/24 HPW	Marketing 5 ECTS/4 HPW	Investment & Finance 5 ECTS/4 HPW	Macroeconomics 5 ECTS/4 HPW	Operations and Supply Chain Management 5 ECTS/4 HPW	Business & IT 5 ECTS/4 HPW	Studium Integrale I 5 ECTS/4 HPW
SEMESTER 2 30 ECTS/22 HPW	Project Management 5 ECTS/2 HPW	Cost Accounting 5 ECTS/4 HPW	Microeconomics 5 ECTS/4 HPW	Statistics 5 ECTS/4 HPW	Human Resource Management & Organisation 5 ECTS/4 HPW	Sprache II 5 ECTS/4 HPW
SEMESTER 1 30 ECTS/25 HPW	Introduction to Business 5 ECTS/4 HPW	Fundamentals of Accounting 5 ECTS/4 HPW	Cross Cultural Management 5 ECTS/4 HPW	Mathematics 5 ECTS/4 HPW	Introduction to Scientific Writing & Presentation 5 ECTS/4 HPW	Sprache I 5 ECTS/4 HPW
	Introduction days 1 HPW					
TOTAL 180 ECTS/116 HPW	PRAXISMODUL		WAHLPFLICHTMODULE		PFLICHTMODULE	DEUTSCHSPRACHIGE MODULE

* The number of hours per week (HPW) abroad may vary depending on the selected option.

Bachelor courses taught in English language

Course: 964B – 101-VE Introduction to Business

Semester: Winter and summer semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes / Competences:

After successfully completing the module Introduction to Business, students will be able to

- explain central and internationally relevant business terms such as turnover, profit, productivity or profitability as well as central terms of the various functional areas,
- explain and critically analyse business objectives, conflicting goals and interdependencies
- name and explain relationships and links between the functional areas,
- better organize themselves due to the necessary preparation and follow-up work,
- systematically structure and solve business or management issues in international and national context, as well as visualize and present the results in groups.

Thanks to the integrated business game, students have learned to

- apply the knowledge they have acquired about the various operational functional areas by solving management tasks such as investment, production and marketing planning, taking into account the various dependencies, for a fictitious company.
work together in teams, discuss critical aspects, and take decisions together

Contents:

- Business administration as a science, central terms, and basic concepts.
- Introduction to the different functional areas such as R&D, supply chain management, operations, marketing & sales, customer service, human resource management, finance, IT as well as management and leadership
- Simulation game (TopSim) - carried out as group work

Teaching methods: Lectures, with integrated case studies and exercises as well as a business simulation game

Assessment: Written examination incl. questions about the simulation game (90 minutes)

Course: 964B-102-VE Fundamentals of Accounting

Semester: Winter and summer semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes / Competences:

After successfully completing the module Fundamentals of Accounting, students will be able to

- explain the basics of managerial accounting and the distinction between external and internal accounting.
- describe the users and the elementary components of annual financial statements.
- interpret business transactions and explain how these are recorded in company accounting.
- create accounting transactions independently.
- apply the principles of proper accounting and prepare opening and closing balance sheets themselves

Contents:

- Fundamentals of Accounting
- Target system of enterprises, enterprise as a functional system, the operational accountancy, sub-areas (external/internal), concept and parameters of accounting, essential legal framework
- Fundamentals of Bookkeeping
- Inventory, balance sheet, inventory accounts, profit and loss accounts; consideration of taxes; private withdrawals and private deposits; acquisition of fixed assets; depreciation and amortization of property, plant and equipment, annual financial statements
- Fundamentals of Integrated Income Statement, Financial Accounting and Balance Sheet
- Success and liquidity as key business targets; income statement, income analysis, cash flow statement, financial plan, basic structures and process of integrated profit, financial and balance sheet planning

Teaching methods: Combined lectures, workshop designs, exercises in seminar style

Assessment: Written examination (90) minutes

Course: 964B – 103-VE Cross Cultural Management

Semester: Winter and summer semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes / competences:

After successfully completing the module Cross Cultural Management, students will be able to

- understanding the role of culture and its impact on the global business environment
- recognizing cultural variables and cultural characteristics while avoiding stereotypes
- familiarizing oneself with the norms, rituals, and taboos of other cultures
- learning about barriers to intercultural understanding and adjustment to other cultures
- learning how differences in culture manifest themselves in different professional settings
- increasing sensitivity to one's own cultural background and its impact on management, as well as increasing knowledge of ethical issues in an international business environment.

Contents:

- I. Lectures on topics including: Intercultural Business Communication, Understanding Culture and Cultural Theory, Organizational Culture, Conflict Management and Negotiating Internationally
- II. Role play and group work
- III. Case studies

Teaching methods: Seminar with lectures

Assessment: Group project paper including presentation (100 %)

Course: 964B-105-VE Introduction to Scientific Writing and Presentation

Hours per week: 4

ECTS credits: 5

Learning outcomes / competences:

After successfully completing this module, students will be able to

- explain the purpose, characteristics, and process of research and its benefits for business practice
- identify and gather reliable sources (especially academic literature), differentiate between various types of sources, and assess their quality
- develop, write and edit an academic text in teamwork
- develop and deliver a convincing presentation as a team
- work together effectively as a team on site and virtually, dealing constructively with diversity and conflicts
- organize and reflect on work and learning processes, efficiently gather and implement feedback
- apply creativity techniques to develop ideas

Contents:

- Introduction to academic writing in international business administration
- Fundamentals of international teamwork, time and self-management
- Literature research and information literacy
- Structuring topics and research questions
- Writing and argumentation
- Creativity techniques
- Designing and giving presentations

Teaching methods: Combined lectures, exercises in seminar style/ group projects and coaching by lecturers.

Assessment: 4 Assignments, consisting of reference list (15%), exposé (15%), short paper, (40 %), presentation (30%)

Course: 964B-202-VE Cost Accounting

Hours per week: 4

ECTS credits: 5

Learning outcomes / competences:

After successfully completing this module, students will be able to

- characterize the basic terms and concepts of accounting and cost theory used in International Business,
- explain the sub-areas and systems of cost accounting and the cost accounting process,
- apply the common methods of activity allocation and costing,
- calculate the production and cost price as well as contribution margins of services using suitable methods, classify the results and explain differences,
- can use the instruments of cost and accounting for fundamental operational issues as an information, decision-making and control instrument.

Contents:

- Basic structures and concepts of internal accounting in International Business
- Cost element accounting
- Cost centre accounting
- Cost object unit accounting (costing) and cost object time accounting
- Contribution margin accounting
- Standard costing

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Written exam (90 minutes)

Course: 964B-203-VE Microeconomics

Hours per week: 4

ECTS credits: 5

Learning outcomes / competences:

After successfully completing this module, students will be able to

- name the basic concepts of microeconomics and their overlaps with business administration.
- describe the demand and supply behaviour of private households and companies.
- explain the price formation process and market mechanisms.
- spot market failures and other reasons for government intervention.
- identify and categorize government intervention in the market.
- work independently on microeconomic issues using case studies.
- conduct result-oriented discussions on regulatory measures in markets.

Contents:

- Fundamental terms and object of economics
- Supply and demand
- Market forms, competition and competition policy
- Welfare economics
- Current issues of international and national economic policy

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Written exam (90 minutes)

Course: 964B-204-VE Statistics

Hours per week: 4

ECTS credits: 5

Learning outcomes / competences:

After successfully completing this module, students will be able to

- describe the fundamental methods of statistics,
- explain the objectives of descriptive and inductive (inferential) statistics,
- address economic and social science issues using standard statistical methods and interpret the results,
- interpret basic statistical analyses conducted by others

Contents:

- Basic concepts of statistics
- Frequency distribution and its parameters
- Bivariate analysis (contingency tables, correlation and simple regression)
- Introduction to probability
- Random variables and their distributions
- Sampling theory, point estimation and interval estimation
- Hypothesis testing

Teaching methods: Combination of lecture and exercise in a seminar like style

Assessment: Written exam (90 minutes)

Course: 964B-205-VE Human Resource Management & Organisation

Hours per week: 4

ECTS credits: 5

Learning outcomes / competences:

After successfully completing this module, students will be able to

- explain key strategies, terms, and areas of human resource management in globally operating organizations
- critically evaluate the application of key areas of HRM practice, such as recruiting & selection, learning & development, performance management, and reward, etc.
- explain the role of the HR practitioner
- explain the key organizational concepts in the specific context of industry, size, etc.
- critically compare and contrast the links that exist between organizational structure and culture
- explain the impact of a change management initiative on the organization
- deepen their acquired knowledge and learn how to deal critically with scientific materials through team presentations
- structure their team activities, design content in a goal-oriented way, and present the results as a student team

Contents:

- Introduction to human resources management in global business
- Workforce planning
- Recruitment and selection
- Induction, engagement and retention
- Learning and development
- Performance and Talent Management
- Leadership behaviour in different contexts
- Employee rewards
- Employee relations with the legal framework, diversity & inclusion
- Introduction to key organizational structures, and to change management
- Introduction to organizational culture model
- Future trends and challenges focusing on digitalization, sustainable HRM, long-term labor market trends

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Written exam (70%) and presentation (30%)

Course: **021/D43-3155 Business English**

Semester: winter and summer semester

Hours per week: 4

ECTS-credits: 5

Learning outcomes / competences:

The learning objectives include

- improved written and oral skills,
- reading and listening comprehension at an academic level,
- good command of important business related terms,
- ability to communicate in the foreign language in front of a group,
- general understanding of the Anglo-American cultures.

Contents:

Students will continue to develop their knowledge of the English language, working on their grammar and writing skills, furthermore they 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. A wide range of audio-visual media will be incorporated in the course, as well as group and partner work.

Assessment: written examination (90 minutes)

Course: **000-25057 Social competence, Business Etiquette and Business Ethics**

Semester: winter and summer semester

Hours per week: 4

ECTS-credits: 5

Learning outcomes / competences:

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.

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

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

Course: **000-10029 Applied Rational Decision Making**
Semester: summer semester
Hours per week: 4
ECTS credits: 5

Learning outcomes:

After successfully completing the module Applied Rational Decision Making, students are able to:

- explain the distinctive features of rational decisions and to differentiate them from other methods of solving problems
- examine and understand the roles of known and documented challenges in rational decision making, such as procrastination, the impact of the status quo, the sway of societal norms, and the power of expectations, among others
- transfer these concepts to typical student decisions like allocating time resources or setting up a study schedule for essay preparation (and sticking to it!)
- implement discussed concepts and ideas to personal decision making
- assess their decision making, isolate key components, compare different strategies, and decide on the most effective course of action

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

Teaching method: lecture with active student participation, exercises

Assessment: Team Presentation (50%) and two assignments of short in –class essays. (50%)

Course: 021-3254 or 964B-201-VE Project Management

Semester: winter semester

Hours per week: 2

ECTS credits: 5

Learning outcomes/ competences:

The students are familiar with the typical challenges of projects and project management. They can identify and specify project scopes and goals, define project phases and have an overview over different project planning methods. In addition, the students are familiar with additional tools like risk analysis and stakeholder management and they know how to implement them.

They can use common software tools like Microsoft Project to solve planning tasks. The students are familiar with common project management standards.

By learning and experiencing planning and management methods the students acquire the skills to plan and manage smaller projects or to carry out management tasks in larger 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

Teaching methods: Course is organized as a combination of lecture and tutorial in a workshop style.

Assessment: Paper (Definition and planning of an individual project in teams, project plan and documentation; 70%) and presentation (30%).

Course: **001-908505: Negotiation Skills**

Hours per week: 4

ECTS-credits: **5**

Contents: 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

Assessment: written examination and /or presentation

Course: **001-908605: Working in Multicultural Teams**

Hours per week: 4

ECTS-credits: **5**

Contents: 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.

Assessment: written examination and /or presentation

Course: **001-908805: Intercultural Business Communication**

Hours per week: 4

ECTS-credits: **5**

Contents: Discussing topics related to Intercultural Competence and doing business in Asia Pacific Understanding the strategies that help create successful business relations in Asian societies. A look into Leadership, autonomy, control, involvement, market orientation, zero basing, innovation, integrity. Critical issues such as interpreting stereotypes, value systems, pride versus humility, corruption, corporate social responsibility and business systems will be addressed and openly discussed.

Assessment: written examination and /or presentation

Please only select one of these three courses.

Course: 021-3354 - Marketing

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes / competences:

After successfully completing the module Marketing, students will be able to:

- discuss the importance, role and development of the modern marketing concept,
- define markets and target groups,
- outline the marketing management process,
- discuss the quality of a marketing plan,
- explain and differentiate core concepts within the customer behaviour field,
- explain key constructs of the SOR model,
- argue about differences between consumer and buyer behaviour models,
- expound on the role of data and market research designs to achieve customer insights and to guide marketing decisions,
- differentiate important marketing objectives and strategies,
- illustrate and interpret main marketing decisions in regard to product, brand, price, communications, and sales; and to connect these to relevant theory, demonstrate an understanding of integrated marketing solutions.

Contents:

- Marketing as a business philosophy
- Role of markets and their demarcation
- Marketing environment and marketing analysis
- Buyer behavior: concepts and analysis
- Market research
- Marketing objectives and marketing strategies
- Marketing plan: relevance and elements
- Branding decisions
- Product and service decisions
- Pricing
- Sales and CRM
- Sales promotions
- Integrated marketing communications
- Marketing management
- ESG considerations

Teaching methods: Course is organized as a combination of interactive lecture and seminar

Assessment: written examination (90 minutes)

Course: **021-3453 Strategic Management**
Semester: Winter semester

Hours per week: 4
ECTS-credits: 5

Learning Outcomes / Competences:

Students know fundamental terms regarding Strategic Management such as mission, vision, goals, strategy and corporate culture. They are able to name and explain the single steps, the corresponding tools and frameworks of the strategic management process. Students have learned to identify and assess corporate and business strategies. They are able to apply selected management tools in order to analyse a company's external and internal environment. They are able to develop strategic options, apply generic strategies and select appropriate options for implementation and plan the implementation.

Contents:

1. Management basics: Mission, vision, goals, strategy and corporate culture
2. Corporate Governance and business ethics
3. Strategic Management Process
4. Strategic Management tools and frameworks
5. Selected recent topics, such as Sustainability or Digital Business Models

Teaching methods: Course is organized as a combination of lecture and seminar, case studies and student presentation

Assessment: written examination (90 minutes)

Course: 021-3551 International Management

Semester: Winter semester

Hours per week: 4

ECTS-credits: 5

Learning Outcomes / Competences:

Students are able to name and describe central concepts of international management, like e.g. export direct investment or technology contracts. After visiting the course, students will be able to understand and explain basic theories of internationalization. Participants of the course will be able to analyse the different strategic approaches of multinational corporations, such as the concept of the transnational enterprise or the ethnocentric orientation of the firm. After successfully finishing the learning process, students will be able to evaluate complex questions of international corporate strategy. Students can implement and plan market entry strategies based on the knowledge gained in the course. Students can practically apply instruments and methods of international market analysis including the required data research.

Contents:

Basics: internationalization and globalization-drivers; regional integration, consequences for countries and firms; theories of internationalization

- Strategic management in the multinational corporation; internationalization strategies and strategic alternatives for foreign market entry
- International and global organizational structures; interdependencies between international strategy and structure
- Intercultural management
- Functional areas of the international enterprise and their specifics

Teaching methods: Course is organized as a combination of lecture and seminar, group work sessions

Assessment: written examination (90 minutes)

Course: 021-2651 Business Planning

Semester: Winter and summer semester

Hours per week: 3

ECTS credits: 5

Learning Outcomes / Competences:

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

Teaching methods:

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: **11046 Business Creativity (Studium Integrale)**

Hours per week: 4

ECTS credits: 5

Learning Outcomes:

The students know and understand European entrepreneurial challenges. They know about European mega-trends, creativity techniques, business development etc.

Competences:

They develop competences to work in intercultural teams, to solve problems with creativity techniques and to advance entrepreneurial ideas. They experience virtual teamwork, cooperation in a team as (normally) non-native English speaker, project management problems and solutions as well as presentation challenges in front of a jury.

Teaching method: Blended Learning

Contents:

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

Assessment:

presentation and written reports (either individually or in a team, final presentation in front of a jury / (in a team)

Teaching forms:

The course combines seminar-style teaching with teamwork in international teams with students from partner universities using virtual learning spaces.

Number of available slots: 10 (for Incomings students), if there are more participants who choose this course, the places will be raffled.

Rules of Attendance:

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

Course: **000-25068 Sustainable Global Value Chains (Option)**

Hours per week: 4

ECTS credits: 5

Learning Outcomes:

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

- Explain the importance and provide examples for the role of sustainability in global value and supply chains.
- Summarize key governance mechanisms in global value chains.
- Illustrate different supply chain designs geared toward creating shared value.
- Characterize certain key capabilities for creating shared value.
- Discuss differences and similarities between the global value chain and global supply chain literature.
- Make decisions in teams.
- Analyze, justify and present their decisions in case study discussions.

Contents:

- Sustainability and resilience in a global economy in light of supply disruptions (e.g. COVID-19) and changing legal & reporting requirements (e.g. German Supply Chain Due Diligence Act; Global Reporting Initiative)
- Global value chains (in the field of international business) versus global supply chains (in the field of supply chain management)
- Global value chain configuration and governance (for economic, social and environmental upgrading)
 - Sustainable Supply Chain Design (SSCD) and related capabilities for creating shared value
 - The role of (social) intermediaries for creating shared value
 - Moving toward a circular economy: From chains to systems
 - Circular Supply Chain Design (CSCD) and related capabilities

Assessment: Group case presentation (40%); group case written report (40%); individual summary of learnings/reflections (20%)

Teaching forms: Lecture, work on and discussion of case studies, presentations, exercises

Rules of Attendance: Students are supposed to attend group presentations.

Number of available slots: 10 (for Incomings students), if there are more participants who choose this course, the places will be raffled.

Course: **000-23059 Personnel Psychology and People Analytics (Option)**

Hours per week: 4

ECTS credits: 5

Learning Outcomes:

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

- explain selected psychological concepts and processes relevant for people management and analytics (e.g, motivation, learning, personality, creativity, stress) and apply them to work situations
- describe key principles, potentials, and pitfalls of people analytics and using data and evidence for making decisions in people management
- critically discuss applications of personnel psychology and people analytics in different functions of people management (e.g, recruitment, personnel selection, work design, learning & development, performance management, retention)
- recommend best practices for collecting, managing and using people data in organizations, considering data quality, data protection, psychological effects, and potential sources of bias

Contents:

1. Selected psychological concepts and processes relevant for people management and analytics
2. People analytics and evidence-based decisions in people management
3. Ethical and legal aspects of data usage in people management
4. Case examples from different functions of people management and personnel psychology

Assessment:

2 assignments including presentation (assignment 1: 45% of final grade, assignment 2: 55% of final grade); both assignments need to be passed.

Teaching methods:

Blended learning (face-to-face class meetings combined with virtual teamwork and coaching); problem based learning

Number of available slots: 10 (for Incomings students), if there are more participants who choose this course, the places will be raffled.

Course: **D01/D08-2454 Business Process Management**

Hours per week: 4

ECTS credits: 5

Learning Objectives

The students are familiar with the basic concepts of Business Process Management. They can apply actual methods for identification, design, documentation and monitoring of business processes and they are able to design and orchestrate processes with modern specification languages and tools. Students learn how process mining enables the understanding, diagnosis and improvement of processes in reality. They understand the role of IT in Business Process Management and are capable of using actual software tools for modelling, designing, implementing, monitoring and mining of business processes to solve practical examples and cases.

The students acquire comprehensive skills in a strategic business area. They are able to analyse business processes with sophisticated models. By working in groups on case studies, they learn to solve complex tasks in coordinating small groups and presenting the deliverables. Through reflection and autonomous complementation of the lectures the students learn to develop their skills and knowledge self-contained.

Content

Introduction in Business Process Management

- Identification, design and documentation of business processes
- Strategic and operative planning of processes
- Monitoring and controlling of processes
- Modelling of processes with EPCs and BPMN
- Applying of Workflow Management- and BPM-Systems
- Process discovery, conformance checking and enhancement using event data
- Applying of process mining tools
- Practical Cases and Tutorials

Type of Study

Combination of lecture and practical training with cases; Practical Cases and Tutorials cover 40 to 50%

Assessment:

Written examination in the form of an exam (70%) and assignment (incl. a written paper and a presentation; 30%)

Recommended Previous Knowledge

Basics of Business Informatics and Software development

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 B1.2	001-907305
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 Kenntnisse in Deutsch haben und Kurse in deutscher Sprache belegen möchten, steht Ihnen unser komplettes Bachelorangebot zur Verfügung.
Sie können Kurse folgenden Kurse wählen:

Kurs / Course	Code	SWS h/w	ECTS credits	Page
Pflichtfächer siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/bachelor/bwl_bsc/pdf/modulhandbuch/Modulhandbuch_BWL_BSc_BWL_OED_dual.pdf				
Grundzüge des Rechnungswesens	021-3103	4	5	
Recht I - Grundlagen des Vertragsrechts	021-3104	4	5	
Mathematik	021-3102	4	5	
Wahlpflichtfach Studium Integrale und Sprachen, z.B. Soziale Kompetenz, ECDL Lizenz, Querdenker	Individuelle Kursnummer	4	5	
Methodik/Systematik/Präsentation	021-3106	4	5	
Kosten und Leistungsrechnung	021-3202	4	5	
Recht II	021-3203	4	5	
Statistik	021-3201	4	5	
Personalmanagement und Organisation	021-3206	4	5	
Investition und Finanzierung	021-3302	4	5	
Materialwirtschaft/ Logistik /Produktion	021-3303	4	5	
Mikroökonomie	021-3301	4	5	
Unternehmen und IT	021-3305	4	5	
Jahresabschluss	021-3402	4	5	
Makroökonomie	021-3401	4	5	
Steuern	021-3404	2	2	
Digitale Wirtschaft	021-3405	4	5	
Optionen siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/allgemein/modulhandbuch_optionen/Modulhandbuch_Optionen_BSc_05-11-25.pdf				
Studium Integrale siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/bachelor/bwl_bsc/pdf/modulhandbuch/Modulhandbuch_Studium_Integrale_20251007.pdf				

Das Angebot weiterer Studiengängen und detaillierte Modulhandbücher dazu finden Sie auf unserer Web Seite www.hs-mainz.de