



# Description of Bachelor Modules

**2026/27**

Fachbereich Wirtschaft / School of Business

**Winter semester 2026 / Semester I**

**Modules in English language**

Modules in German language

(March 2026)



**Winter semester 2026/27, semester 1**

Course selection and course choice				<b>Page 2</b>
<b>Modules</b>	<b>Code</b>	<b>SWS h/w</b>	<b>ECTS credits</b>	<b>Page</b>
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 or D01-2503	4	5	10
Marketing	964B-301 or 021-3354	4	5	11
Investment and Finance	964B-302-VE	4	5	12
Macroeconomics	964B-303-VE	4	5	13
Operations and Supply Chain Management	964B-304-VE	4	5	14
Business and IT	964B-305-VE	4	5	15
Business English	021/D43-3155	4	5	16
Social Competence , Business Etiquette and Business Ethics	000-25057	4	5	17
Project Management	021-3254 or 964B-201-VE	2	5	18
Working in Multicultural Teams	001-908605	4	5	19
International Business Communication	001-908805	4	5	
Strategic Management	021-3453	4	5	20
International Management	021-2551	2	5	21
Business Planning	021-2651	3	5	22
Principles of Behavioral Economics (Option)	23058	4	5	23
Logistics & Supply Chain Management (Option)	19016	4	5	24
Purchasing & Supply Management (Option)	23057	4	5	25
Digital Marketing (Option)	12042			26
The Economic and Social Order of Germany / Die Wirtschafts- und Sozialordnung Deutschlands	000-440018	4	5	27
Accounting and Management Control	F39M-102	4	5	28

### German Language and Culture (Deutsche Sprache und Kultur)

Deutsch A1.1 (Beginner)	001-907015	4	5	29
Deutsch A1.2	001-907025	4	5	29
Deutsch A2.1 (Intermediate)	001-907115	4	5	29
Deutsch A2.2	001-907125	4	5	29
Deutsch B1.1	001-907205	4	5	29
Deutsch B2.1 (Advanced)	001-907315	4	5	29
Deutsche C1.1 (Academic German)	001-907415	4	5	29
<b>Additional Languages</b>				30

<b>Learning Agreement</b>				30
<b>Kursangebot in deutscher Sprache</b>				31

### 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.**

Course offer for Incoming students mainly from two study programs

**STUDIENSTRUKTUR: BETRIEBSWIRTSCHAFTSLEHRE B. SC.**

<b>SEMESTER 6</b> 30ECTS/8SWS	Business Planning 5 ECTS/3 SWS	Bachelorarbeit mit Kolloquium 12 ECTS/3 SWS	Praxismodul 15 ECTS/2 SWS			
<b>SEMESTER 5</b> 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
<b>SEMESTER 4</b> 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
<b>SEMESTER 3</b> 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
<b>SEMESTER 2</b> 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
<b>SEMESTER 1</b> 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
Erstsemesterstage 1 SWS						
<b>TOTAL</b> 180ECTS/121SWS	UNTERNEHMENSBEZOGENE MODULE		WAHLPFLICHTMODULE	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. (FPO)**

<b>SEMESTER 6</b> 30 ECTS/5 HPW	Business Planning (deutsch) 5 ECTS/3 HPW	Bachelor Thesis with Colloquium 12 ECTS/1 HPW	Praxismodul 15 ECTS/1 HPW			
<b>SEMESTER 5</b> 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
<b>SEMESTER 4</b> 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 II 5 ECTS/4 HPW
<b>SEMESTER 3</b> 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
<b>SEMESTER 2</b> 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
<b>SEMESTER 1</b> 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						
<b>TOTAL</b> 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:** 964B-301-VE or 021-3354 Marketing

Hours per week: 4

**ECTS credits:** 5

**Learning outcomes / competences:**

After successfully completing this module, 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 consideration

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Written exam (90 minutes)

**Course:** 964B-302-VE Investment and Finance

Hours per week: 4

**ECTS credits:** 5

**Learning outcomes / competences:**

After successfully completing this module, students will be able to

- present a systematic, application-orientated overview of the most important methods and instruments of corporate finance.
- know and understand the relationships between investment and financing, including investment and financial planning.
- be familiar with static and dynamic investment calculation methods and are able to apply them.
- be familiar with the advantages and limitations of the gross rental method and the discounted cash flow method in company valuation.
- understand the basic alternatives for raising capital and are able to evaluate them.
- observe and assess current financial developments.

**Contents:**

*Basic concepts and objectives of corporate finance:*

Investment and financial planning  
Static investment calculation methods  
Dynamic investment calculation methods  
Company valuation  
External financing  
Internal financing  
Integrated profit/financial planning

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Written exam (90 minutes)

**Course:** 964B-303-VE Macroeconomics

Hours per week: 4

**ECTS credits:** 5

**Learning outcomes / competences:**

After successfully completing this module, students will be able to

- explain economic relationships in the field of macroeconomics,
- characterize and compare economies / nations using key macroeconomic indicators,
- examine the determinants of (lacking) economic growth,
- describe and evaluate the role of the government and (central) banks in the economy,
- apply theoretical frameworks to real-world scenarios and, consequently, analyze current economic policy issues.

**Contents:**

- Circular flow of income
- Macroeconomic indicators
- Real and monetary sector
- Basics of theory and policy on economic stabilization and growth
- Current problems of economic policy

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Written exam (90 minutes)

**Course:** 964B-304-VE Operations and Supply Chain Management

Hours per week: 4

**ECTS credits:** 5

**Learning outcomes / competences:**

After successfully completing this module, students will be able to

- explain important terms, definitions and concepts in operations and supply chain management,
- name relevant objectives and solve conflicting goals in these areas (including the international, economic, ecological and social dimensions of sustainability)
- describe and analyse value streams from procurement to manufacturing and distribution while also taking the reverse supply chain into account (circular economy),
- select and apply basic qualitative and quantitative analysis, forecasting and planning methods,
- carry out basic calculations in operations and supply chain management (also with the help of Microsoft Excel),
- evaluate analytic results and apply lean management principles to design optimized value streams,
- define the role of the most relevant digital technologies when designing and steering an optimized supply chain,
- outline current trends and developments in supply chain and operations management and describe and assess their practical impacts,
- work in teams and develop and present solutions to solve real world problems in operations and supply chain management.

**Contents:**

- General introduction to operations and supply chain management
- Production systems and production management
- Purchasing and supply management
- Logistics systems and logistics management
- Supply chain management and supply chain planning

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Written exam (90 minutes)

**Course:** 964B-305-VE Business & IT

Hours per week: 4

**ECTS credits:** 5

**Learning outcomes / competences:**

After successfully completing this module, students will be able to

- explain the aims and objects of business informatics
- describe basic concepts of business information processing and elements of business information systems
- describe important IT technologies and their use in internationally operating companies
- assess possible uses of IT in companies
- apply internationally relevant marketable software based on several small team assignments on content management systems, databases, and business intelligence.

**Contents:**

- Basics, benefits of IT in companies
- Communication technologies/Internet/Web technologies
- Use and deployment of application and system software relevant for international business
- IT infrastructure
- Data/databases
- Internet-based business models
- IT security
- Current IT topics

Teaching methods: Combined lectures, exercises in seminar style

Assessment: Oral (digital) exam (10 minutes, 60 %) plus 4 assignments (one case study each on CMS, Excel, Power BI and Access, each with equal weighting (40%))

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)

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**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:** 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 skills to plan and manage smaller projects or to carry out management tasks in bigger projects.

During the term the students define and plan a fictional project facing realistic challenges. They enhance their presentation skills by preparing and performing their project presentations. Media skills are being trained by exploring and using different software tool.

**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%).

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<b>Course:</b>	<b>001-908605: Working in Multicultural Teams</b>
Hours per week:	4
<b>ECTS-credits:</b>	<b>5</b>
<b>Contents:</b>	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

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<b>Course:</b>	<b>001-908805: Intercultural Business Communication</b>
Hours per week:	4
<b>ECTS-credits:</b>	<b>5</b>
<b>Contents:</b>	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 two courses.***

Course: **021-3453 Strategic Management**

Semester: Winter semester

Hours per week: 4

**ECTS-credits: 5**

**Learning Outcomes / Competences:**

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

- explain fundamental terms in Strategic Management relevant for international companies such as mission/ purpose, vision, goals, strategy and corporate culture.
- name and explain the single steps, the corresponding tools and frameworks of the strategic management process.
- examine and describe corporate and business strategies of globally operating companies.
- analyse strategic challenges with a holistic perspective including the international dimension
- apply selected management tools in order to analyse a company's external and internal environment.
- critically evaluate existing frameworks in strategic management
- develop strategic options, apply generic strategies and select appropriate options for strategy implementation and strategic control.
- discuss and present strategic management issues, eg. sustainability or AI
- decide in teams on strategic issues in case studies

**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 digitalization and AI

**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:** 021-3651 Business Planning

Semester: Winter 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: **23058 Principles of Behavioral Economics – Are You a HomoOeconomicus? (Option)**

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

### Learning Outcomes/Competences:

After successfully completing the course or module, students are able to:

- interpret and apply the underlying theories that characterize Behavioral Economics
- distinguish key deviations (pertaining to rational conduct) that have been identified
- classify problem types where such deviations are significant
- implement key findings from Behavioral Economics in order to address successfully problems in both professional and personal spheres
- differentiate between various economic behaviors, isolate key elements, and evaluate their relevance in practical situations
- critique, compare and contrast different economic behaviors, estimate their potential impacts, and assess their relevance
- generally better plan, assess, and make decisions
- analyze, understand, and apply Behavioral Economics to their habitual decision-making process

### Contents:

As a point of reference the fictional character of Homo Oeconomicus, populating many models in Economics, is discussed. The major tools of rational decision making will be examined.

As the theoretical fundament for some of the major findings in Behavioral Economics, Prospect Theory will be discussed. Laboratory experiments as the most important research tool for the empirical findings of

Behavioral Economics, will also be discussed. On this basis the most relevant Cognitive Biases and the respective laboratory experiments will be analyzed:

- ◆ Loss Aversion
- ◆ Status Quo Bias
- ◆ Endowment Effect
- ◆ Anchoring  
Some cognitive biases which cannot be related directly to Prospect Theory will be discussed, e.g.
- ◆ Availability Heuristic
- ◆ Confirmation Bias

**Teaching method:** Direct instruction, classroom discussion, problem solving and exercises in supervised teams, short presentations of participants

**Assessment:** Team presentation (40%) and two assignments of short in-class essays (60%)

**Course:** 19016 Logistics and Supply Chain Management (Option)

Semester: Winter semester

Hours per week: 4

ECTS-credits: 5

**Learning Outcomes/ competences:**

Participants will be able to:

- describe the objectives and principles of logistics management,
- explain the role of logistics strategy and the process of strategy design,
- interpret the interrelations between a firm's logistics strategy and its logistics network setup as well as its production strategies,
- apply common optimization methods and heuristics to solve decision problems in logistics management,
- describe the distinct challenges of global logistics,
- explain the reasons for and variants of logistics outsourcing,
- analyze and evaluate a company's logistics strategy,
- develop solutions for logistical problems based on real life case studies.

**Contents:** ***Part 1: Introduction to Logistics Management***

Origin and history of logistics  
 Logistics' role in the economy and the organisation  
 Value added aspects of logistics  
 Basic principles of logistics management  
 Status quo and development perspectives of logistics management

***Part 2: Logistics strategy & Supply Chain Management***

Analysis and development of logistics strategies  
 Logistics controlling and logistics KPIs  
 Supply chain management  
 Production strategies  
 Logistics networks & global logistics  
 Sustainable / circular supply chain management  
 Supply chain resilience

***Part 3: Logistics Optimization***

Inventory management and optimization  
 Network optimization and facility location  
 Transport management & optimization

***Part 4: Logistics Services & Logistics Outsourcing***

Differentiation of logistics service providers  
 Logistics outsourcing – decision, process, alternatives

**Teaching method:** Lecture/ work on and discussion of case studies, presentation, exercises

**Assessment:** Group case written report (70%) / group case presentation (30%)

*There are 10 places available. If more incoming students wish to take this course, the decision will be made by drawing lots.*

**Course:** 23057 Purchasing & Supply Management (Option)

Semester: Winter semester

Hours per week: 4

**ECTS-credits:** 5

**Learning Outcomes/ competences:**

Participants will be able to:

- Explain the importance of procurement for achieving corporate success.
- Explain how a procurement strategy relates to corporate strategy.
- Differentiate the strategic source-to-contract (S2C) and transactional purchase-to-pay (P2P) processes.
- Explain how sustainability affects the S2C processes and name current tools.
- Perform a basic category analysis.
- Explain the differences of and apply a structured approach for outsourcing, insourcing, offshoring and reshoring.
- Perform a basic supplier evaluation.
- Make decisions in teams.
- Analyze, justify and present their decisions in case study discussions.

**Contents:**

- What is Purchasing and Supply Management
- Selecting and calculating economic, environmental and social KPIs in procurement
- The Purchasing Process: Strategic & Transactional Issues
- Structuring to Meet Customer and Competitive Needs
- Socially Responsible Sourcing in light of changing legal requirements (e.g. German Supply Chain Due Diligence Act)
- Sourcing Risk Management and Mitigation in light of supply disruptions (e.g. COVID-19) and contemporary supply risk/sustainability analysis tools (e.g. Risk Methods, Prewave, HGS Research)
- Make or buy and international (supply) location decisions: Outsourcing and Insourcing, Offshoring and Reshoring
- Supplier Evaluation and Selection
- Purchasing & Supply Organization
- In all of these topics: Coverage of sustainability, digitalization and risk management aspects

**Teaching method:** Lecture/ work on and discussion of case studies, presentation, exercises

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

*There are 10 places available. If more incoming students wish to take this course, the decision will be made by drawing lots.*

**Course:** 12042 Digital Marketing (Option)

Semester: Winter semester

Hours per week: 4

**ECTS-credits:** 5

**Learning Outcomes/ competences:**

Theory and practice will be combined based on cases, examples, and applications of acquired knowledge. After a successful completion of the module Digital Marketing, students will be able to:

- understand the specific roles of online, mobile, and social media marketing.
- explain the different digital marketing instruments regarding owned, paid, and earned media.
- apply the knowledge about the roles of online, mobile, and social media marketing as well as about digital marketing instruments to new use cases.
- analyze and evaluate different digital and social media marketing approaches in practice.
- discuss implications for businesses and reflect on legal and ethical considerations.
- establish a thorough digital and social media marketing strategy as a core element of contemporary business.

**Contents:**

Introduction to Digital Marketing

- Digital Marketing Strategy
- Search Engines and Search Engine Optimization (SEO)
- Online Advertising and Search Engine Advertising (SEA)
- Owned, paid, and earned Media
- Content Marketing
- Digital Marketing and Social Media Analytics
- Legal and Ethical Implications

**Teaching method:**

Preparatory Readings & Interactive lectures and Problem-based learning with Case Studies and Simulations

**Assessment:** Group case presentation (60%); individual or group simulations or term papers (40%)

*There are 10 places available. If more incoming students wish to take this course, the decision will be made by drawing lots.*

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

**Semester:** Winter semester

**Hours per week:** 2 plus 2  
**ECTS credits:** 5

**Content:**

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



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.

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](mailto:ulrich.schuele@hs-mainz.de)

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](mailto:ulrich.schuele@hs-mainz.de)

This 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.

*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

**Course:** F39M-102 - 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

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

**Assessment:** Written examination, (120 minutes)

## 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](mailto: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
Detusch 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/reihe/momente/lernen>

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

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](mailto: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 <a href="https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/bachelor/bwl_bsc/pdf/modulhandbuch/Modulhandbuch_BWL_BSc_BWL_OED_dual.pdf">https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/bachelor/bwl_bsc/pdf/modulhandbuch/Modulhandbuch_BWL_BSc_BWL_OED_dual.pdf</a>				
Grundzüge des Rechnungswesens	021-3103	4	5	
Recht I - Grundlagen des Vertragsrechts	021-3104	4	5	
Mathematik	021-3102	4	5	
<b>Wahlpflichtfach Studium Integrale und Sprachen</b> , z.B. Soziale Kompetenz, ECDL Lizenz, Querdenker	Individuelle Kursnummern	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	
<b>Optionen</b> siehe Modulhandbuch <a href="https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/allgemein/modulhandbuch_optionen/Modulhandbuch_Optionen_BSc_04-03-26.pdf">https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/allgemein/modulhandbuch_optionen/Modulhandbuch_Optionen_BSc_04-03-26.pdf</a>				
<b>Studium Integrale</b> siehe Modulhandbuch <a href="https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/bachelor/bwl_bsc/pdf/modulhandbuch/Modulhandbuch_Studium_Integrale_20251007.pdf">https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/bachelor/bwl_bsc/pdf/modulhandbuch/Modulhandbuch_Studium_Integrale_20251007.pdf</a>				

Das Angebot weiterer Studiengängen und detaillierte Modulhandbücher dazu finden Sie auf unserer Web Seite [www.hs-mainz.de](http://www.hs-mainz.de)