



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Description of MASTER Modules

2022/23

**Fachbereich Wirtschaft / School of Business
Winter semester / Semester I**

**Modules in English language
Modules in German language**



School of Business
Master Modules offered in English

Academic Year 2022/2023 / Semester I

Modules taught in English language	Code	SWS h/w	ECTS credits	Page
Leadership and Human Resource Management	964-60151	4	5	2
Quantitative Analytical Methods	964/ B09-60152	4	5	2
Business Research	964/ B09-60153	2	5	3
International Business Environment	964/ B09-60155	2	5	3
Business Simulation	B09-60351	2	5	4
Accounting	B09-60154	4	5	5
Corporate Finance and Investment	B09-60151	2	5	5
Export Management	B09 - 60354	2	5	6
International Financial Reporting	996-60151	4	6	7
Digital Transformation	964-60156	4	5	7
Strategic Management	996-60251	4	6	8
Brand Management	000-56392	4	6	9
Corporate Controlling	000-56332	4	6	10
Leadership and Human Resource Management in international companies	000-56337	4	6	10
Economic framework for Entrepreneurial decisions	A23-60155	4	6	11

German Language and Culture (Deutsche Sprache und Kultur)

Deutsch A1.1 (Beginner)	001-907015	4	5	12
Deutsch A1.2	001-907025	4	5	12
Deutsch A2.1 (Intermediate)	001-907115	4	5	12
Deutsch A2.2	001-907125	4	5	12
Deutsch B1.1	001-907205	4	5	12
Deutsch B2.1 (Advanced)	001-907315	4	5	12
Deutsche C1.1 (Academic German)	001-907415	4	5	12

Other Languages

Other language courses (French, Spanish, Russian, Turkish, Chinese etc.) are offered, details can be given at the beginning of the semester. Please consider that you will have a German approach (especially in the beginner courses) <https://www.hs-mainz.de/studium/services/fachbereichsuebergreifend/sprachenzentrum/sprachenangebot/>

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Modules taught in English language

Module: 964-60151/ **Leadership and Organization** (not possible together with Leadership and Human Resource Management in international companies)

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes: Students learn about the interrelationship of leadership, organizational behaviour & change, and economic success. They learn about theories of human interactions in organizations and broaden their view of management by adding components of organizational psychology.

Teaching Methods: lectures, seminar discussions, team work

Assessment: individual written examination and/or course work and/or presentation

Content: Introduction into Leadership and Organization
Group Behaviour and Team Work
Inter-Group Behaviour and Team-Building
Motivation in organizations
Emotional Intelligence and Leadership
Social Competence and Leadership
Self Management
Selected management techniques
Selected processes of social interaction
Training of selected interactive techniques

Module: B09 / 964-60152/ **Quantitative Analytical Methods**

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes: Students learn about intermediate mathematics and statistics and their application. The course gives an overview and stresses the application of the mathematical and statistical methods. Thus, most of students' workload covers exercises in which the quantitative research methods and statistics are applied to business cases. This enables students to design and test own research theses. In general, the course strengthens their knowledge of analytical research and provides them with the tools needed for analytical work in further semesters.

Teaching Methods: Interactive Class; students work on cases in small teams / Presentation

Assessment: individual written examination and/or course work and/or presentation

Content: Introduction to Minitab/Excel
Introduction and Descriptive Statistics
Probability Random Variables
The Normal Distribution
Sampling and Sampling Distributions
Confidence Intervals
Hypothesis Testing
The Comparison of two populations
Analysis of Variance
Simple Linear Regression and Correlation
Multiple Regression Time Series
Forecasting and Index Numbers
Quality Control and Improvement
Nonparametric Methods and Chi-Square Tests
Bayesian Statistics and Decision Analysis
Multivariate Analysis
Sampling Methods

Module: B09 / 964 -60153/ Business research

Semester: Winter semester

Hours per week: 2

ECTS credits: 5

Learning Outcomes: **Part 1:** Students learn how to design a research project and to write an academic paper in English language, in particular:

- Finding a topic and sorting ideas, topic wording and thesis statement
- Literature Research and Critical Reading
- Academic writing styles
- Unity and coherence (structuring), explaining facts and figures
- Editing a paper

Part 2: Students learn about different (qualitative) research methods in International Business – in particular observation, interviewing and questionnaire surveys – and to develop a research design and a research proposal, in particular:

- Testing Products and Observing Managing Behaviour in the University Observation Laboratory
- Using Interviews and Questionnaires in International Business Studies
- Developing a Research Paper
- Ethics in business research

Teaching Methods: Seminar: the professor's role is that of a facilitator. Students work on cases in small teams and present the results in class

Assessment: Essay with presentation (to be specified until first week of the semester)
Design of a research proposal

Module: B09/964 -60155/ International Business Environment

Semester: Winter semester

Hours per week: 2

ECTS credits: 5

Learning Outcomes: Students learn about the political environment of international business; in particular, international trade and finance regimes and the underlying theories and their implications for internationally active companies are analyzed. Students apply the instruments of economic analysis to cases and real world examples so that – as side effect – they also learn about specific industries and world trade areas. Students train their ability to apply theories to real-world phenomena; they further develop their analytical skills by writing a small research paper. They apply and improve their presentation skills.

Teaching Methods: lectures, seminar discussions, team work

Assessment: individual written examination and/or course work and/or presentation

Contents: International Business Environment: Empirical Overview
International Trade and Business Theories Explaining Trade and Foreign Direct Investment
The Theory of the International Firm
The application of the theories in the international legal and Political framework, in particular the EU and the WTO

Module:	B09-60351/ Business Simulation
Semester:	Winter semester
Hours per week:	2
ECTS credits:	5
Learning Outcomes:	<p>Students learn about the different functions of a business and find out how they are interlinked. The TOPSIM business game enables students to learn how decisions made in one sector of the company affects the outcome of other sectors. Management decisions in HR, Marketing and Sales, Cost Management are to be taken within the company strategy chosen by the students. Thus, in addition to the 'traditional' classes in Accounting and Control, and Finance, they learn about Marketing and HRM within the business game. The Business game can be played at several levels. For students with a first degree in other fields than business, the second level seems to be appropriate. Ideally, the business game is played at the end of the semester so that students are able to apply the knowledge acquired during the semester.</p> <p>Students train their ability to apply theories to 'real-world' phenomena. They further develop their analytical skills. They apply and improve their presentation skills. As they work in teams of around four students, they further develop their self-management and communication skills. They are exposed to cultural differences in approaching research topics and, thus, learn to deal with inter-cultural conflicts occurring in a work group.</p>
Teaching Methods:	TOPSIM business game; Student discussions; Regular feedback by tutors
Assessment:	Written elaboration on the students' management decisions and presentation (details to be specified until first week of the semester)
Content:	<p>Marketing decisions and their impacts on companies' performance</p> <p>HRM decisions and their impacts on companies' performance</p> <p>Financial management and investment decisions and their impacts on companies' performance</p> <p>Company strategy as basis for functional company policies</p>

Module:	B09- 60154/ Accounting
Semester:	Winter semester
Hours per week:	4
ECTS credits:	5
Learning Outcomes:	<p>Students learn about the principles of accounting and controlling. Upon completion of the unit, they have gained an insight into external accounting and cost accounting, their use in controlling, corporate finance and basic investment calculation. The unit serves as a “bridge” for students without any previous studies in business management. It ‘lifts’ the students to the entrance level needed for the units ‘International Corporate Finance’ (964-52202) and ‘Financial Reporting’ (964-52104).</p> <p>Students with previous studies in business management are assigned topics which allow them to further develop their skills in applying the (cognitive) contents of the module to real-world cases. As students’ knowledge is typically based on their home country’s accounting system, they learn that even accounting principles are culturally bound.</p>
Teaching Methods:	Traditional lectures and exercises
Assessment:	Written examination, continuous assignment (mini cases)
Content:	<p>Principles of external accounting, the balance sheet, income statements.</p> <p>Principles of cost accounting; financial ratios and their use in controlling; budgeting; operative and strategic controlling; integrated controlling</p>

Module:	B09-60151 / Corporate Finance and Investment
Semester:	Winter semester
Hours per week:	2
ECTS credits:	5
Learning Outcomes:	<p>Knowing and Understanding Students are familiar with the principles of accounting, corporate finance and investment. Upon completion of the unit, they have gained an insight into finance tools, their use in corporate finance and basic investment calculation.</p> <p>Applying Application to stylised and real-world cases at intermediate level.</p> <p>Analysing and Evaluating Transferring, Generating and Developing Broadening vs. Deepening Students with previous studies in business management are assigned topics which allow them to further develop their skills in applying the (cognitive) contents of the module to real-world cases.</p> <p>Social competence They may develop their capacity to work in cross-cultural teams by helping each other in exercises. Some of them may even develop/train leadership skills when supporting fellow students in their learning process. However, the module does not focus on developing social competence.</p> <p>Self-management The training of self-management does not go beyond the “standard” necessities of preparing class, exercises and examinations.</p>
Teaching method:	<p>Seminar-style class focusing on student discussions; own literature research to be presented in class.</p> <p>Assessment: written examination</p>
Contents:	<p>Forms of Corporate Finance</p> <p>Calculation of investment projects</p> <p>Amortization, NPV</p> <p>Capital flows in simple and complex investment decisions</p> <p>Basics of risk management</p>

Module: B09-60354/Export Management

Semester : winter and summer semester

Hours per week: 2

ECTS credits: 5

Teaching Methods: seminar –style class

Assessment: written examination

Learning Outcomes / Competences

Knowing and Understanding

Students know and understand the principle concepts and export techniques

Applying

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

Analyzing and Evaluating

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

Transferring, Generating and Developing

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

Broadening vs. Deepening

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

Social competence

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

Self-management

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

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

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

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

Module:	996-60151/ International Financial Reporting
Semester:	Winter semester
Hours per week:	4
ECTS credits:	6
Learning Outcomes:	Students learn about international accounting principles and their application in different world trade areas. In particular, US-GAAP and IFRS form the basis of analysis. The module enables students to "read" income statements of multinational enterprises published in different economic areas. They are also able to analyse the impact of these differences on selected accounting topics – from goodwill and intangibles to foreign currency transactions. Moreover, they understand the implications of the accounting principles on management control and budgeting practices.
Teaching Methods:	lectures, seminar discussions, team work
Assessment:	Written closed book examination and or Presentation
Prerequisites:	Basics of double-entry bookkeeping and financial accounting.
Outline:	<p>1 Fundamentals of accounting, including double-entry bookkeeping</p> <p>2 International Financial Reporting Standards</p> <p>Introduction; Accounting for single entities; Inventories; Property, plant and equipment; Leasing; Research and development, goodwill and intangible assets; Owners' equity; Financial instruments; Off balance sheet finance; Accounting for combined entities; Cash flow statements; Segmental reporting; Notes and management report</p> <p>3. International Financial Statement Analysis</p>

Module:	994-60156 Digital Transformation
Semester:	Winter semester
Hours per week:	4
ECTS credits:	5
Learning outcomes:	
Teaching Methods:	The course includes lectures, practical parts, self learning/ study hours
Assessment:	project work and presentations
Learning outcome/ Competence:	<p>Students know and recognize basic digital transformation concepts and IS-based business models. They are familiar with ideas concerning the application of IS based networks and platforms for communication, interaction and transaction in a globalized world. They are aware of digital transformation and IS based business model applications and implementations.</p> <p>Students can apply and analyse ideas concerning the application of IS based networks and platforms for communication, interaction and transaction. Current topics and best demonstrated available technology (such as big data and business analysis) are classified within the context of digital transformation and challenges are discussed.</p> <p>Students recognize IS inducted business transformations and are able to apply and reflect concepts and models to actual cases.</p>
Contents:	<p>Digital economy, transformation classification in a scientific context</p> <p>Current topics and best demonstrated available IS technology</p> <p>Terminology, concepts and models: digital economy, transformation, and IS based business models</p> <p>Selected case studies</p> <p>Applied digital economy, transformation applications</p> <p>Trends (e.g. mobile business)</p>

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

Teaching method: Lecture and case studies
Assessment: To be determined

Contents:

- Overview of the strategy process
- Strategies in mature and emerging industries
- Specific corporate strategy subjects
- Management of the multi-business firm
- Vertical integration
- Diversification
- M&A
- Global strategic management
- Entrepreneurial management
- Entrepreneurial competences
- Entrapreneurship/intrapreneurship
- Business creativity, business planning and business development
- Diversity

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

Teaching methods: Lecture, seminar, tutorial

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

Learning outcomes:

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

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

Contents, e.g.:

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

Module: 000-56332/ Corporate Controlling
Semester: Winter semester
Hours per week: 4
ECTS-credits: 6
Objectives: Deep Knowledge of
- Valuation Methods for international enterprises
- Planning and Controlling the Success Potential
- Development of Performance Measurement
- Methods of Performance Management

Teaching method: Lecture with case studies

Assessment: To be determined

Content:

- Basics of Corporate Controlling
- Structures of Reporting
- International Strategic Controlling
- Corporate Social Responsibility Controlling
- Controlling of M&A-Activities
- Performance Measurements
- Integrated Performance Measurement Systems

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

Semester: Winter semester

Hours per week: 4

ECTS-credits: 6

Objectives: This module will provide students with a knowledge and critical understanding of Trends and developments of International Human Resource Management (IHRM) with specific reference to Multinational Companies (MNCs)
Management & HRM within Multinational Companies
Intercultural management
Comparative approaches to management and HRM
International transfers
Labour relations

Teaching method: The lecture programme will set the framework for the course and an interactive session / seminar will develop the material covered in the lectures by means of group discussions, exercised, and case study work.

Assessment: To be determined

Contents e.g.: Management and HRM practices in important economic regions in the world such as the European Union, USA and South - East and East Asia
General management issues and problems in international firms
Human resource strategies and practices
Management issues with regards to international mergers & acquisitions
International joint ventures
Cross-cultural management
Management development
International transfers & expatriation

Module:	A23 60155 Economic framework for Entrepreneurial decisions
Semester:	Winter semester
Hours per week:	4
ECTS-credits:	6

Learning Outcomes

The students recognize the essential economic coordination mechanisms of a market economy. They capture which entrepreneurial activity is integrated into the economic policy framework and describe which entrepreneurial activity influences the political and social environment. They learn to differentiate between the objectives of businesses and macroeconomic policy objectives, and to systematically deduce existing harmonies and conflicts. They compare and discuss the national, international, and supranational actors of economic policy. They learn to analyze the fundamental instruments of fiscal and monetary policy in a theoretical framework and to apply them to current questions of economic policy.

Competences

During the course, exercises or case studies will be given to small groups to be solved on the basis of various analytical frameworks. The results have to be presented and have to stand up to a critical discussion. In addition, the students develop an economically structured and motivated level of argumentation, they improve their competences to work in a team and to use the English language

Teaching method: Combination of lectures and exercises in the style of a seminar

Assessment: written examination

Contents

- Methodical principles and the principles of economic activity, economic systems and entrepreneurship.
- Competition and the regulatory framework.
- The market system: supply and demand; the measurement of supply and demand changes with the help of elasticities.
- The limits of the market: external effects and asymmetric information as examples of market failure; Government regulation as a means to potentially increase efficiency.
- Coordination of supply and demand by price-mechanism as a function of market structure: insights into cost theory and its application in the competition policy of Germany and the EU.
- Fundamental macroeconomic policy in Europe: the role of monetary and fiscal policy in the European Union, especially in the euro system.

German Language and Culture / Deutsche Sprache und Kultur

Kurs/Code:	Deutsche Sprache und Kultur (German Language and Culture)
Semester:	Wintersemester und Sommersemester
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/>

Wir freuen uns auf Euch!

Deutsch (Beginner A1.1)	001-907015
Deutsch (Beginner A1.2)	001-907025
Deutsch (Intermediate A2)	001-907105
Deutsch (Intermediate B1)	001-907205
Deutsch (Advanced B2)	001-907305
Deutsch (Academic German C1)	001-907405

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 so far can directly register for the A1.1 course 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/menschen/einstufungstest>

For Level B2 to C1: <https://www.hueber.de/sicher/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 this result to tilman.kromer@hs-mainz.de.

Course selection and Course choice

As an exchange student you can choose your individual programme from the whole study programme offered by the business department, maximum workload of 30 ECTS credit points per semester (6 courses to 5 ECTS points). Bachelor students select only modules on Bachelor level, **Master students only modules on Master level.**

Exchange students who do not speak German are able to select only modules offered in English. Please make sure that your English language skills are good enough to be able to follow lectures, hold presentations and write assignments and examinations in English.

Please contact your home university to make sure that you comply with any requirements stipulated by them, as to which modules you are allowed to take at Hochschule Mainz (course contents, course hours, study year etc.). To help you to plan your timetable in advance please fill in the **Course Choice** and upload it in mobility online (by 15th of December). **This Choice is binding.** **Changes of the modules are only possible in case that a module will not be offered or any time clashes. That could happen because you may choose modules from different programs and different study years. For that reason please add two alternative modules on the form Course Choice.** Your individual timetable will be discussed with you after your arrival during the introduction week.

Kursangebot in deutscher Sprache

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

Master Management MSc

STUDIENSTRUKTUR: MANAGEMENT M.Sc.

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

Die Beschreibungen der einzelnen Module finden Sie im Modulhandbuch unter https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/MA_Mgt_VZ/pdf/Modulhandbuch_Mgt_MSc.pdf

Master Business Administration MSc

STUDIENSTRUKTUR: BUSINESS ADMINISTRATION M.Sc.

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

Die Beschreibungen der einzelnen Module finden Sie im Modulhandbuch unter https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/MSc_BA/pdf/20181015_W_Modulhandbuecher_nach_Reakkreditierung_BA_M.Sc..pdf Sie können im Wintersemester 2021 nur Module aus den Semestern 1 und 3 belegen.