

# Module Description

Master of Arts

**International Business MA.IB**

[Fulltime study programme]

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## Key and competence Modules

	Self management	Team ability	Conflict management	Ability to think critically	Decision making skills	Presentation skills	Rhetoric	Faculty of speech	Cross-cultural competence	Media Literacy	Empathy
Leadership and Organisation	++	++	++	++	+	++	++	++	++	+	++
Quantitative Analytical Methods	++	++	++	++	++	+	+	+	+	++	+
Business Research	++	++	++	++	++	++	+	++	++	++	++
Financial Reporting	++	++	++	++	++	++	++	++	++	++	++
International Business Environment	++	++	++	++	++	++	++	++	++	++	++
Foreign Language	+	+	+	+	+	++	++	++	++	++	++
Applied Project	++	++	++	++	++	++	++	++	++	++	++
Strategic Management	++	++	++	++	++	++	++	++	++	++	++
International Finance	++	++	++	++	++	++	++	++	++	++	++
International Marketing & Export Management	++	++	++	++	++	++	++	++	++	++	++
International Business Law	+	+	+	++	++	++	++	++	++	++	++
Master-Thesis	++	+	+	++	++	++	++	++	++	++	++

## Study Structure Master of Arts International Business

<b>IV</b> ECTS: 30 HpW: 2	<b>Master-Thesis (incl. Master Seminar) at Hochschule Mainz or at partner university</b> ECTS: 30, HpW: 2					
<b>III</b> ECTS: 30 HpW: 17	<b>Applied Project</b> ECTS: 10, HpW: 4	<b>Option I (abroad)</b> ECTS: 5, HpW: 3	<b>Option II (abroad)</b> ECTS: 5, HpW: 3	<b>Option III (abroad)</b> ECTS: 5, HpW: 3	<b>Option IV (abroad)</b> ECTS: 5, HpW: 3	<b>Option V (abroad)</b> ECTS: 5, HpW: 3
<b>II</b> ECTS: 30 HpW: 20		<b>Strategic Management</b> ECTS: 5, HpW: 4	<b>International Finance</b> ECTS: 5, HpW: 4	<b>International Marketing &amp; Export Management</b> ECTS: 5, HpW: 4	<b>International Business Law</b> ECTS: 5, HpW: 2	<b>Foreign Language</b> ECTS: 5, HpW: 4
<b>I</b> ECTS: 30 HpW: 20	<b>Leadership and Organisation</b> ECTS: 5, HpW: 4	<b>Quantitative Analytical Methods</b> ECTS: 5, HpW: 4	<b>Business Research</b> ECTS: 5, HpW: 2	<b>Financial Reporting</b> ECTS: 5, HpW: 4	<b>International Business Environment</b> ECTS: 5, HpW: 2	<b>Foreign Language</b> ECTS: 5, HpW: 4
<b>HpW: 2</b>	<b>Induction Week (2 HpW)</b>					
ECTS: 120, HpW: 61						

Semester 1	Code	ECTS
Leadership & Organisation	964-52101	5
Quantitative Analytical Methods	964-52102	5
Business Research	964-52103	5
Financial Reporting	964-52104	5
International Business Environment	964-52105	5
Foreign Language	964-52106	5

Semester 2	Code	ECTS
Strategic Management	964-52201	5
International (corporate) Finance	964-52202	5
International Marketing & Export Management	964-52203	5
International Business Law	964-52204	5
Foreign Language	964-52206	5

Semester 3	Code	ECTS
Option I (at Partner University)	964-52301 separate number	5
Option II (at Partner University)	964-52302 separate number	5
Option III (at Partner University)	964-52303 separate number	5
Option VI (at Partner University)	964-52304 separate number	5
Option V (at Partner University)	964-52305 separate number	5

Semester 4	Code	ECTS
Master Thesis	964-52401	30

List of performances  
(Performance record – "Studienleistung")

Semester 3	Code	ECTS
Applied Project	964-52380	10

## Semester 1

Leadership and Organisation					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52101	150 h	5	Winter term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Susanne Rank / Prof. Dr. Michael Christ					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Leadership and Organisation	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students learn about the interrelationship of leadership, organisational behaviour &amp; change, and economic success. They learn about theories of human interactions in organisations and broaden their view of management by adding components of organisational psychology.</p> <p>In addition, they train their own capabilities of self-management and enhance their social competences in team work situations. They learn about management techniques and their application in business operations.</p>				
3	<p>Content</p> <p>Introduction into Leadership and Organisation</p> <p>Group Behaviour and Team Work</p> <p>Inter-Group Behaviour and Team-Building</p> <p>Motivation in Organisations</p> <p>Emotional Intelligence and Leadership</p> <p>Social Competence and Leadership</p> <p>Self Management</p> <p>Selected Management Techniques</p> <p>Selected processes of social interaction</p> <p>Training of selected interactive techniques</p>				
4	<p>Design of teaching</p> <p>In seminar-style course with up to date case studies as well as group work.</p>				
5	<p>Prerequisites for attending</p> <p>none</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay oder a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				

9	Significance of this grade for your final grade 5/110
10	Further information Literature: Gibson, J. L. et al., Organisations: Behavior, Structure, Processes , McGraw-Hill Yukl, G. A., Leadership in Organisations Prentice Hall The latest version each.

Quantitative Analytical Methods					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52102	150 h	5	Winter term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Daniel Porath / Prof. Dr. Christian Menn					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Quantitative Analytical Methods	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students learn about intermediate mathematics 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.</p>				
3	<p>Content</p> <p>Introduction to Minitab and Excel</p> <p>Introduction and Descriptive Statistics</p> <p>Probability Random Variables</p> <p>The Normal Distribution</p> <p>Sampling and Sampling Distributions</p> <p>Confidence Intervals</p> <p>Hypothesis Testing</p> <p>The Comparison of Two Populations</p> <p>Analysis of Variance</p> <p>Simple Linear Regression and Correlation</p> <p>Multiple Regression Time Series,</p> <p>Forecasting and Index Numbers</p> <p>Quality Control and Improvement</p> <p>Nonparametric Methods and Chi-Square Tests</p> <p>Bayesian Statistics and Decision Analysis</p> <p>Multivariate Analysis</p> <p>Sampling Methods</p>				
4	<p>Design of teaching</p> <p>In seminar-style course with up to date case studies as well as group work.</p>				



5	Prerequisites for attending –
6	Examination style Examination in form of a written exam, an essay or a presentation (specified in the curriculum)
7	Requirements to obtain credits Pass examination
8	Usage of the module (in other study programmes) (in other study programmes) –
9	Significance of this grade for your final grade 5/110
10	Further information Literature: Aczel, A., Complete Business Statistics, McGraw Hill. Bowerman, B. L., O'Connell, R. T., Business Statistics in Practice, McGraw-Hill The latest version each.

Business Research					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52103	150 h	5	Winter term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Ulrich Schüle					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Business Research	30 h	120 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students learn about academic standards and ethical questions in research, their application in desk and field research and writing papers. In particular, the role of description and analysis, the application of statistics and figures, citing and referencing are explained and trained in small exercises. Moreover, the course provides them with an overview of library and other sources for academic research.</p> <p>Students learn to apply different interviewing techniques and questionnaire designs to several research interests (e.g. explorative vs. representative studies) and typical business-related research topics.</p> <p>The module is closely interlinked with the module "Quantitative Analytical Methods". Writing skills and rules of referencing (academic writing) are applied to the essay written in the module "International Business Environment".</p>				
3	<p>Content</p> <p>Designing a research proposal</p> <p>Desk research vs. field research – description vs. analysis Academic standards in desk and field research – sourcing Ethical questions in research</p> <p>Interviewing techniques and questionnaire design Academic writing / Referencing and quoting</p>				
4	<p>Design of teaching</p> <p>In seminar-style course with up to date case studies as well as group work.</p>				
5	<p>Prerequisites for attending</p> <p>none</p>				
6	<p>Examination style</p> <p>Thesis/presentation/preparation of a research proposal (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>(in other study programmes)</p> <p>–</p>				
9	<p>Significance of this grade for your final grade</p> <p>5/110</p>				

10	<p>Further information</p> <p>Literature:</p> <p>Myers, Michael D., Qualitative Research in Business &amp; Management</p> <p>Saunders, Mark, Lewis, Philip, Thornhill, Adrian, Research methods for business students Marschan-Piekkari, Rebecca, Welch, Catherine, Handbook of Qualitative Research Methods for International Business</p> <p>Adams, John et. al., Research Methods for Graduate Business and Social Science Students</p> <p>Hair, Joseph F. et al., Essentials of Business Research Methods</p> <p>Jain, Subhash C., Handbook of Research in International Marketing</p> <p>Moisander, Johanna, Valtonen, Anu, Qualitative Marketing Research</p> <p>Eriksson, Päivi, Kovalainen, Anne, Qualitative Methods in Business Research</p> <p>Bryman, Alan, Bell, Emma, Business Research Methods</p> <p>The latest version each.</p>
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Financial Reporting					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52104	150 h	5	Winter term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Caroline Flick / Prof. Dr. Karsten Lorenz					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Financial Reporting	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students learn about relevant International Financial Reporting Standards and international accounting differences. Understanding will be enhanced with regard to some major practical accounting problems. At the end of the unit, the students are able to appraise current practice critically and to evaluate proposed changes of International Financial Reporting Standards from a theoretical base.</p> <p>Students apply the instruments of financial statement analysis to published financial reports of a wide range of listed companies so that they also learn about specific industries and world trade areas.</p> <p>Students train their ability to research literature and financial reports, to produce a rational financial appraisal, and to present the results of their analysis to an academic audience. They train their ability to work in an English-speaking environment and learn to work in internationally com-posed teams.</p>				
3	<p>Content</p> <p>Fundamentals of accounting</p> <p>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>International Financial Statement Analysis</p>				
4	<p>Design of teaching</p> <p>Fundamentals / International Financial Reporting Standards (IAS/IFRS):</p> <p>here will be some traditional lectures during the class room meetings. However, the lecturer is not prepared to present the full contents of text book chapters in class. Therefore, the course requires reading the text book passages and other Course materials in advance. In addition, students are supposed to work in small teams on cases applying theory to real-life problems in international accounting.</p> <p>International Financial Statement Analysis: Students are expected to analyse the financial reports of listed companies in small teams, to produce a rational financial appraisal, embracing the implications of international accounting differences, changes in accounting policies and strategic aspects. They have to present the results of their analysis.</p> <p>The course applies elements of collaborative learning so that attendance is necessary. The role of the instructor is to moderate and to facilitate discussions in class as well as to support students' learning progress by giving feedback.</p>				

5	Prerequisites for attending none
6	Examination style Written closed book examination – IFRS must be used (90 min) Presentation (10 min per student)
7	Requirements to obtain credits Pass examination
8	Usage of the module (in other study programmes) –
9	Significance of this grade for your final grade 5/110
10	Further information Literature: IFRS. The official standards approved by the EU. Alexander, Nobes: Financial Accounting: An International Introduction. Alexander, Britton, Jorissen: International Financial Reporting and Analysis. Elliott, Elliott: Financial Accounting and Reporting. Current articles on proposed changes of IFRS Published financial statements of listed companies The latest version each.

International Business Environment					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52105	150 h	5	Winter term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Ulrich Schüle / Prof. Dr. Claudia Kurz / Prof. Dr. Margareta Kulesa					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	International Business Environment	30 h	120 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>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 analysed. 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.</p> <p>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.</p> <p>As the research paper has to be written 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>				
3	<p>Content</p> <p>International Business Environment: Empirical Overview</p> <p>International Trade and Business Theories Explaining Trade and Foreign Direct Investment</p> <p>The Theory of the International Firm</p> <p>The application of the theories in the international legal and political framework, in particular the EU and the WTO.</p>				
4	<p>Design of teaching</p> <p>In seminar-style course with up to date case studies, group work and presentations.</p>				
5	<p>Prerequisites for attending</p> <p>none</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay or a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				
9	<p>Significance of this grade for your final grade</p> <p>5/110</p>				

10	<p>Further information</p> <p>Literature:</p> <p>Dicken, Peter, Global Shift. Mapping the Changing Contours of the World Economy, Sage Publication</p> <p>Gopinath, Chinnam, Globalization. A Multidimensional System. Sage</p> <p>Stiglitz, Joseph E., Making Globalization Work. Lane</p> <p>Ietto-Gillies, Grazia, Transnational Corporations and International Production. Concepts, Theories and Effects, Elgar</p> <p>Dunning, John H., Theories and Paradigms of International Business Activity, Cheltenham. Dunning, John H., Global Capitalism, FDI, and Competitiveness, Cheltenham</p> <p>Borghoff, Thomas, Evolutionary Theory of the Globalisation of Firms, Wiesbaden</p> <p>Krugman, Paul R.; Maurice Obstfeld, International Economics: theory and practice, 8th edition, Peason, Boston et. al.</p> <p>Piggott, Judith, International Business Economics: A European Perspective, Palgrace Macmillan Schüle, Ulrich, The Internationalization of Small and Medium-Sized Enterprises, in „update – Forschung und Wirtschaft“, No 7, Mainz 2008, pp 5 – 13</p> <p>UNCTAD, Trade and Development Report (TDR)</p> <p>UNCTAD, World Investment Report (WIR)</p> <p>The latest version each.</p>
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Foreign Language Semester 1					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52106 (individual codes)	150 h	5	Winter term	Each semester (when min. number of participants is reached)	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Stephanie Swartz/ other language teachers					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Foreign Language Semester 1	60 h	90 h	8–30 Students	
2	<p>Learning outcomes/Skills</p> <p>Each student is obliged to take at least one foreign language course during the first and second semester at Hochschule Mainz. (965-52106, 964-52206).</p> <p>Non-German students who do not speak German fluently (C1 Level) are obliged to take one of the classes in German.</p> <p>All other students are free to follow any of the available language courses of their choice, but for courses with 3 ECTS credits only (Level A1 &amp; A2), MAIB students will have to bring an extra assignment at this course (e.g. essay, presentation) in order to get the required number of 5 ECTS points. Not all of the below mentioned courses are offered at the University of Applied Sciences Mainz. Please consult the separate foreign language schedule for the currently offered language courses including time schedules.</p> <p>The language options will have different codes (52110-52155) and are being offered at different levels: beginner, intermediate and advanced. Within our University the levels of the European Framework are being used (A1: beginner, A2-B1: intermediate, B2/C1 advanced level).</p>				
3	<p>Content</p> <p>See individual language course descriptions</p>				
4	<p>Design of teaching</p> <p>Seminar-style course</p>				
5	<p>Prerequisites for attending</p> <p>Appropriate level of knowledge of particular language, e.g. participation to offered assessment during orientation week.</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay or a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				
9	<p>Significance of this grade for your final grade</p> <p>5/110</p>				
10	<p>Further information</p>				



Foreign Language German					
Course code	Workload	ECTS	Semester	Frequency	Duration
964- 52110-52113	150 h	5	Winter term/ summer term	Each semester (if min. number of participants is reached)	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Stephanie Swartz/Dr. Elke Lassahn/Stephan Zimmermann/ Tilman Kromer					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Foreign Language German	60 h	120 h	8–30 Students	
2	Learning outcomes/Skills				
	Die Fremdsprachen werden im Studiengang auf verschiedene Niveaustufen angeboten. Die unterste Niveaustufe ist für Anfänger gedacht und schließt mit dem Niveau A1/A2 ab.				
	Die mittlere Niveaustufe wird Studierenden mit Grundkenntnissen angeboten und führt zur Niveaustufe A2/B1.				
	Die höchste Stufe besteht aus einem Einstieg in das Wirtschaftsdeutsch und schließt mit der Niveaustufe B2 ab. Studierende mit noch weiter gehenden Kenntnissen erhalten zusätzliche Aufgabenstellungen, die ihnen den Erwerb der Niveaustufe C1 ermöglichen. Studierende dieser Niveaustufe werden ermuntert, im zweiten Semester eine Fachvorlesung in deutscher Sprache zu besuchen.				
3	Content				
	Grundstufe: Grammatische Grundstrukturen und Basisvokabular werden an Hand von wirtschaftsnahen Texten erworben.				
	Mittlere Niveaustufe: Grammatik und Vokabular werden an Hand von wirtschaftsnahen Texten erworben und die Fähigkeit zum Schreiben und Sprechen ausgeweitet.				
	Hohe Lernstufe: Grammatik und Vokabular werden auf typische Arbeitssituationen angewandt, in das Lesen und Erstellen fachwissenschaftlicher Texte wird eingeführt.				
4	Design of teaching				
	Seminar-style course				
5	Prerequisites for attending				
	–				
6	Examination style				
	Examination in form of a written exam, an essay or a presentation (specified in the curriculum)				
7	Requirements to obtain credits				
	Pass examination				
8	Usage of the module (in other study programmes)				
	The module is offered for students in all degree programs of the department.				
9	Significance of this grade for your final grade				
	5/110				
10	Further information				
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Foreign Language French					
Course code	Workload	ECTS	Semester	Frequency	Duration
964- 52115-52118	150 h	5	Winter term/ summer term	Each semester (if min. number of participants is reached)	1 Semester
Module owner and full-time lecturer Florence Sorrentino					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Foreign Language French	60 h	90 h	8–30 Students	
2	Learning outcomes/Skills  Die Fremdsprachen werden im Studiengang auf drei Niveaustufen angeboten. Die unterste Niveaustufe ist für Anfänger gedacht und schließt mit dem Niveau A1/A2 ab.  Die mittlere Niveaustufe wird Studierenden mit Grundkenntnissen angeboten und führt zur Niveaustufe A2/B1.  Die höchste Stufe besteht aus einem Einstieg in das Wirtschaftsfranzösisch und schließt mit der Niveaustufe B2 ab. Studierende mit noch weiter gehenden Kenntnissen erhalten zusätzliche Aufgabenstellungen, die ihnen den Erwerb der Niveaustufe C1 ermöglichen.				
3	Content  Grundstufe: Grammatische Grundstrukturen und Basisvokabular werden an Hand von wirtschaftsnahen Texten erworben.  Mittlere Niveaustufe: Grammatik und Vokabular werden an Hand von wirtschaftsnahen Texten erworben und die Fähigkeit zum Schreiben und Sprechen ausgeweitet.  Hohe Lernstufe: Grammatik und Vokabular werden auf typische Arbeitssituationen angewandt, in das Lesen und Erstellen fachwissenschaftlicher Texte wird eingeführt. Als Höhepunkt gilt eine Intensivwoche am Ende des ersten Semesters, in der ein Fachkollege aus Frankreich Fachvorlesungen (z. B. im Marketing) hält und Fallstudien betreut.				
4	Design of teaching  Seminar-style course				
5	Prerequisites for attending  –				
6	Examination style  Examination in form of a written exam, an essay or a presentation (specified in the curriculum)				
7	Requirements to obtain credits  Pass examination				
8	Usage of the module (in other study programmes)  The module is offered for students in all degree programmes of the department.				
9	Significance of this grade for your final grade  5/110				
10	Further information  –				

Foreign Language Spanish					
Course code	Workload	ECTS	Semester	Frequency	Duration
52120-52123	150 h	5	Winter term/ summer term	Each semester (if min. number of participants is reached)	1 Semester
Module owner and full-time lecturer					
Analia Garcia					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Foreign Language Spanish	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Die Fremdsprachen werden im Studiengang auf drei Niveaustufen angeboten. Die unterste Niveaustufe ist für Anfänger gedacht und schließt mit dem Niveau A1/A2 ab.</p> <p>Die mittlere Niveaustufe wird Studierenden mit Grundkenntnissen angeboten und führt zur Niveaustufe A2/B1.</p> <p>Die höchste Stufe besteht aus einem Einstieg in das Wirtschaftsspanisch und schließt mit der Niveaustufe B2 ab. Studierende mit noch weiter gehenden Kenntnissen erhalten zusätzliche Aufgabenstellungen, die ihnen den Erwerb der Niveaustufe C1 ermöglichen.</p>				
3	<p>Content</p> <p>Grundstufe: Grammatische Grundstrukturen und Basisvokabular werden an Hand von wirtschaftsnahen Texten erworben.</p> <p>Mittlere Niveaustufe: Grammatik und Vokabular werden an Hand von wirtschaftsnahen Texten erworben und die Fähigkeit zum Schreiben und Sprechen ausgeweitet.</p> <p>Hohe Lernstufe: Grammatik und Vokabular werden auf typische Arbeitssituationen angewandt, in das Lesen und Erstellen fachwissenschaftlicher Texte wird eingeführt. Als Höhepunkt gilt eine Intensivwoche am Ende des ersten Semesters, in der ein Fachkollege aus Spanien oder Lateinamerika Fachvorlesungen (z. B. im Marketing) hält und Fallstudien betreut.</p>				
4	<p>Design of teaching</p> <p>Seminar-style course</p>				
5	<p>Prerequisites for attending</p> <p>–</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay or a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>The module is offered for students in all degree programs of the department.</p>				
9	<p>Significance of this grade for your final grade</p> <p>5/110</p>				

10	Further information –
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Foreign Language Russian					
Course code	Workload	ECTS	Semester	Frequency	Duration
52135-52137	150 h	5	Winter term/ summer term	Each semester (if min. number of participants is reached)	1 Semester
Module owner and full-time lecturer					
Die Stelle befindet sich in Ausschreibung					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Foreign Language Russian	60 h	90 h	30 Students	
2	Learning outcomes/Skills Ab dem Studienjahr 2010/2011 soll eine Veranstaltung „Wirtschaftsrussisch“ angeboten werden, die es Studierenden mit russischem (Familien-) Hintergrund und guten Kenntnissen der russischen Sprache ermöglicht, die russische Fachsprache zu erlernen.				
3	Content Grammatik und Vokabular werden auf typische Arbeitssituationen angewandt, in das Lesen und Erstellen fachwissenschaftlicher Texte wird eingeführt.				
4	Design of teaching Seminar-style course				
5	Prerequisites for attending –				
6	Examination style Examination in form of a written exam, an essay or a presentation (specified in the curriculum)				
7	Requirements to obtain credits Pass examination				
8	Usage of the module (in other study programmes) The module is offered for students in all degree programs of the department.				
9	Significance of this grade for your final grade 5/110				
10	Further information –				

Foreign Language Arabic					
Course code	Workload	ECTS	Semester	Frequency	Duration
52145-52148	150 h	5	Winter term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Stephanie Swartz / dieses Modul soll über eine(n) Lehrbeauftragten abgedeckt werden.					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Foreign Language Arabic	60 h	90 h	8–30 Students	
2	Learning outcomes/Skills				
	Ab dem Studienjahr 2010/2011 soll eine Veranstaltung „Wirtschaftsarabisch“ angeboten werden, die es Studierenden mit arabischem (Familien-) Hintergrund und guten Kenntnissen der arabischen Sprache ermöglicht, die arabische Fachsprache zu erlernen.				
3	Content				
	Grammatik und Vokabular werden auf typische Arbeitssituationen angewandt, in das Lesen und Erstellen fachwissenschaftlicher Texte wird eingeführt.				
4	Design of teaching				
	Seminar-style course				
5	Prerequisites for attending				
	–				
6	Examination style				
	Examination in form of a written exam, an essay oder a presentation (specified in the curriculum)				
7	Requirements to obtain credits				
	Pass examination				
8	Usage of the module (in other study programmes)				
	The module is offered for students in all degree programs of the department.				
9	Significance of this grade for your final grade				
	5/110				
10	Further information				
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## Semester 2

Strategic Management					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52201	150 h	5	Summer term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Herbert Paul / Dr. Laurence Fisher					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Strategic Management	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students learn about Strategic Management and Business Policy. The module integrates the various views of marketing, finance, accounting and leadership modules into cases. Lectures are kept short; case studies in small teams in and outside class as well as their presentation are used in order to strengthen the student's analytical skills and encourage them to a problem-related work approach. Thus, students are trained in a variety of soft skills.</p>				
3	<p>Content</p> <p>Introduction to Strategic Management and Business Policy (Basic Concepts of Strategic Management, Corporate Governance and Social Responsibility)</p> <p>Scanning the Environment (Environmental Scanning and Industry Analysis, Internal Scanning: Organisational Analysis)</p> <p>Strategy Formulation (Strategy Formulation: Situation Analysis and Business Strategy, Strategy Formulation: Corporate Strategy, Strategy Formulation: Functional Strategy and Strategic Choice)</p> <p>Strategy Implementation and Control (Strategy Implementation: Organizing for Action, Strategy Implementation: Staffing and Directing, Evaluation and Control)</p> <p>Other Strategy Issues (Strategic Issues in Managing Technology and Innovation, Strategic Issues in Entrepreneurial Ventures and Small Businesses, Strategic Issues in Not-for-Profit Organisations)</p>				
4	<p>Design of teaching</p> <p>In seminar-style course with up to date case studies as well as group work.</p>				
5	<p>Prerequisites for attending</p> <p>–</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay or a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				
9	<p>Significance of this grade for your final grade</p> <p>5/110</p>				

10	Further information –
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International (Corporate) Finance					
Course code	Workload	Credits	Semester	Frequency	Duration
964-52202	150 Stunden	5	Summer term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Markus Hehn					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	International (Corporate) Finance	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students learn about Corporate Finance in an international environment with a focus on Multinational Companies.</p> <p>Students apply the tools presented in class to exercises and cases. In contrast to the Finance module at the undergraduate level, students focus on multinational enterprises.</p> <p>Risk management and exchange rate issues are closely linked to the contents of the modules "International Business Environment" and "International Marketing and Export Management".</p>				
3	<p>Content</p> <p>The Firm and the Financial Manager Accounting and Finance</p> <p>The time Value of Money</p> <p>Valuing Stocks and Bonds</p> <p>Net Present Value and Other Investment Criteria Discounted Cash-Flow Analysis</p> <p>Project Analysis</p> <p>Corporate Financing</p> <p>Capital Budgeting</p> <p>Mergers &amp; Acquisitions, and Corporate Control</p> <p>Risk Management; in particular cash management and hedging of exchange rate risks</p>				
4	<p>Design of teaching</p> <p>In seminar-style course with up to date case studies as well as group work.</p>				
5	<p>Prerequisites for attending</p> <p>–</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay oder a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				

9	Significance of this grade for your final grade 5/110
10	Further information Literature: Madura, J.; International Corporate Finance (International Student Edition), Thomson South-Western. The latest version each.

International Marketing and Export Management					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52203	150 Stunden	5	Summer term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Ulrich Schüle / Prof. Dr. Claudia Hensel					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	International Marketing and Export Management	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students learn about International Marketing and Export Management. They understand the basic principles of export-based, multi-domestic and global approaches of international marketing and their implications for product and price positioning as well as placement and communication. They also understand and know to apply the major management tools to export operations including export finance and risk management. The module is closely related to the module "International Business Law" and to the module "International Business Environment".</p> <p>They further develop their analytical skills in an essay to be written in Marketing and in case studies in Export Management.</p> <p>The module consists of lectures and seminars - the students apply their knowledge to cases and present the results of their cases in class. Thus, the module also trains self-management, working in small teams, the students' ability to discuss results of their work critically.</p>				
3	<p>Content</p> <p>International Marketing (International Business and Marketing, Market Selection and Market Entry Modes, Marketing Strategy and Marketing Mix in the International Environment)</p> <p>Export Procedures (Export Entry Modes, Export Finance, Hedging of Export Risks incl. Exchange Rate Risks)</p> <p>Integration of Legal, Macroeconomic and Business Aspects (World Economic Order and Internationalisation Strategies of Multinational Companies)</p>				
4	<p>Design of teaching</p> <p>In seminar-style course with up to date case studies as well as group work. Generally, the part International Marketing and the part Export Management are being taught independently from different teachers.</p>				
5	<p>Prerequisites for attending</p> <p>–</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay or a presentation (specified in the curriculum).</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				

9	<p>Significance of this grade for your final grade</p> <p>5/110</p>
10	<p>Further information</p> <p>Literature:</p> <p>Doole, Isobel; Lowe Robin: International Marketing Strategy: Analysis, Development and Implementation, London</p> <p>Bartlett, Christopher/Ghoshal, Sumantra: Managing Across Borders: The Transnational Solution. Harvard</p> <p>Brandenburger Adam M./Nalebuff, Barry J.: Co-opetition. New York</p> <p>Eickhoff, Matthias/Jakob, Christoph (2005). Beyond Business Planning: The Role of Creativity in Sustainable Entrepreneurial Development. In: Jöstingmaier, Bernd; Boeddrich, Heinz-Jürgen (Eds.): Cross-Cultural Innovation. Results of the 8th European Conference on Creativity and Innovation. Wiesbaden, pp 33-43.</p> <p>Hofstede, Geert</p> <p>Hollensen, Svend: Global Marketing</p> <p>Solomon, Michael u.a. : Consumer Behaviour. A European Perspective, Harlow 2006</p> <p>ICC: Guide to Export-Import Basics, Paris</p> <p>Grath, Anders: The Handbook of International Trade and Finance, London and Philadelphia. Akintoye, Akintola, Beck, Matthias (Ed.), Policy, finance and Management for public-private partnership, Wiley-Blackwell, Chichester.</p> <p><a href="http://www.ubs.com/1/e/ubs_ch/bb_ch/finance/trade_exportfinance/akkreditiv.html">http://www.ubs.com/1/e/ubs_ch/bb_ch/finance/trade_exportfinance/akkreditiv.html</a></p> <p>Schüle, Ulrich, Exchange Rate Fluctuations and Internationalization Strategies of Multinational Companies, in: René Haak and Dennis siehe Tachiki (eds.), Regional Strategies in a Global Economy. Multinational Companies in East Asia, Deutsches Institut für Japanstudien, iudicium Verlag, Munich, pp. 77 – 97.</p> <p>The latest version each.</p>

International Business Law					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52204	150 h	5	Summer term	Once a year	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Timothy Kautz					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	International Business Law	30 h	120 h	30 Students	
2	Learning outcomes/Skills				
	Students learn about the legal environment of International Business. They apply the contents of the lecture to case studies. The module is closely linked to the module "International Marketing and Export Management".				
3	Content				
	<p>The Legal Environment of International Business (Introduction to International Business, International Law and Organisations, The European Union and the Development of Trade Areas, The Resolution of International Disputes )</p> <p>International Sales, Credits, and the Commercial Transaction (Export/Import Contracts, The Documentary Sale and Terms of Trade, The Carriage of Goods and the Liability of Air and Sea Carriers, Bank Collections, Trade Finance, and Letters of Credit)</p> <p>International Trade Law (National Lawmaking Powers and the Regulation of EU Trade, GATT Law and the World Trade Organisation: Basic Principles, Regulating Import Competition and Unfair Trade, Laws Governing Access to Foreign Markets, Imports, Customs, and Tariff Law)</p> <p>Regulation of the International Marketplace (International Marketing Law: Sales Representatives, Advertising, and Ethical Issues, Licensing Agreements and the Protection of Intellectual Property Rights, Host-Country Regulation: Corporate Law, Taxation, and Currency Risk, Political Risk: Nationalization, Expropriation, and Other Takings of Investment, Labor and Employment Discrimination Law, Environmental Law, Regulating the Competitive Environment)</p>				
4	Design of teaching				
	In seminar-style course with up to date case studies as well as group work.				
5	Prerequisites for attending				
	–				
6	Examination style				
	Examination in form of a written exam, an essay or a presentation (specified in the curriculum)				
7	Requirements to obtain credits				
	Pass examination				
8	Usage of the module (in other study programmes)				
	–				
9	Significance of this grade for your final grade				
	5/110				

10	<p>Further information</p> <p>Literature:</p> <p>Schaffer, R., International Business Law and Its Environment, South-Western Educational Publishing</p> <p>The latest version each.</p>
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Foreign Language Semester 2					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52206 (individual codes)	150 h	5	Summer term	Each semester (when min. number of participants is reached)	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Stephanie Swartz/ other language teachers					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Foreign Language Semester 2	60 h	90 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Each student is obliged to take at least one foreign language course during the first and second semester at Hochschule Mainz. (965-52106, 964-52206).</p> <p>Non-German students who do not speak German fluently (C1 Level) are obliged to take one of the classes in German.</p> <p>All other students are free to follow any of the available language courses of their choice, but for courses with 3 ECTS credits only (Level A1 &amp; A2), MAIB students will have to bring an extra assignment at this course (e.g. essay, presentation) in order to get the required number of 5 ECTS points. Not all of the below mentioned courses are offered at the University of Applied Sciences Mainz. Please consult the separate foreign language schedule for the currently offered language courses including time schedules.</p> <p>The language options will have different codes (52110-52155) and are being offered at different levels: beginner, intermediate and advanced. Within our University the levels of the European Framework are being used (A1: beginner, A2-B1: intermediate, B2/C1 advanced level).</p>				
3	<p>Content</p> <p>See individual language course descriptions</p>				
4	<p>Design of teaching</p> <p>Seminar-style course</p>				
5	<p>Prerequisites for attending</p> <p>Appropriate level of knowledge of particular language, e.g. participation to offered assessment during orientation week.</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay or a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>The module is offered for students in all degree programmes of the department.</p>				
9	<p>Significance of this grade for your final grade</p> <p>5/110</p>				
10	<p>Further information</p> <p>–</p>				

## Semester 3

Applied Project					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52380	300 h	10	2nd & 3rd semester	Once per semester	8 weeks minimally
Module owner and full-time lecturer					
Prof. Dr. Schüle, other colleagues					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Applied Project	60 h	240 h	10 Students	
2	<p>Learning outcomes/Skills</p> <p>Students apply the analytical tools learned within the first two semesters to a real-world case. The module is usually combined with the "Applied Project" Module of the third semester and takes place in summer between the first and second year. Ideally, students do the applied project work in an international company inside, preferably outside Germany. As they usually move to a partner university after their first year of studies, the applied project may be also supervised by the partner university abroad.</p> <p>In exceptional cases, in particular when students do not manage to find a company for their practical project, the programme management will assign a larger case study to them as practical project.</p> <p>In the practical project, many of the soft skills are trained; the learning success may be reported back to the supervisor.</p>				
3	<p>Content</p> <p>Application of hard and soft skills to a real world environment.</p>				
4	<p>Design of teaching</p> <p>Individual attention</p>				
5	<p>Prerequisites for attending</p> <p>–</p>				
6	<p>Examination style</p> <p>Examination in form of a written exam, an essay or a presentation (specified in the curriculum)</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				
9	<p>Significance of this grade for your final grade</p> <p>0/110 („Studienleistung“ – pass/fail)</p>				
10	<p>Further information</p> <p>–</p>				



Option I-V					
Course code	Workload	ECTS	Semester	Frequency	Duration
52301 – 52305	150 h	5	3rd Semester	–	1 Semester
Module owner and full-time lecturer					
Prof. Dr. Schüle or head of board of examiners, in charge of credit transfer					
1	Courses	Hours of teaching	Hours of studying at home	Estimated group size	
	Option I-V	45 h	105 h	30 Students	
2	<p>Learning outcomes/Skills</p> <p>Students take courses at the host universities and transfer the ECTS as options. Class contact hours and assessment are subject to the host university's rules.</p> <p>Exchange students from partner universities may transfer courses they took at their home university during the first year either as options or - if applicable - first year modules. In general, they transfer a total of 60 ECTS and take five lecture modules and one applied project module in Mainz. In addition, they write their Master thesis in Mainz.</p>				
3	<p>Content</p> <p>According to host university's regulations.</p>				
4	<p>Design of teaching</p> <p>Seminar-style course</p>				
5	<p>Prerequisites for attending</p> <p>–</p>				
6	<p>Examination style</p> <p>According to host university's regulations.</p>				
7	<p>Requirements to obtain credits</p> <p>Pass examination</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				
9	<p>Significance of this grade for your final grade</p> <p>5/110 (each option)</p>				
10	<p>Further information</p> <p>–</p>				

## Semester 4

Master Thesis					
Course code	Workload	ECTS	Semester	Frequency	Duration
964-52401	900 h	30	4th Semester	–	5 months
Module owner and full-time lecturer					
Head of board of examiners, in charge of assignment of the „thesis facilitator“ or for credit transfer					
1	Lehrveranstaltungen Master Thesis	Hours of teaching 30 h	Hours of studying at home 870 h	Estimated group size 5 Students	
2	<p>Learning outcomes/Skills</p> <p>Students apply all hard and soft skills to a real-world problem and analyse - usually in desk and field research – a practical problem in industry and commerce. Ideally, they write the Master thesis in cooperation with a multinational company.</p> <p>Students may be supervised by a professor of the host or the home university or – ideally, by a team composed of professors of the home and the host university.</p>				
3	<p>Content</p> <p>According to chosen topic.</p>				
4	<p>Design of teaching</p> <p>Discussion and Defence of Research Proposal</p>				
5	<p>Prerequisites for attending</p> <p>It is recommended to visit all courses</p>				
6	<p>Examination style</p> <p>According to host university's regulations</p>				
7	<p>Requirements to obtain credits</p> <p>pass Master-Thesis</p>				
8	<p>Usage of the module (in other study programmes)</p> <p>–</p>				
9	<p>Significance of this grade for your final grade</p> <p>30/110</p>				
11	<p>Further information</p> <p>–</p>				