



Modulhandbuch

**Masterstudiengang
International Business M.A.**



Introduction and general information

Dear Master's Students, Dear Prospective Students,

Welcome to the Master of Arts in International Business (MA.IB) program at Hochschule Mainz. This program offers a comprehensive and advanced academic qualification designed to prepare you for leadership roles in the global business environment. The program is modular in structure, meaning it consists of various modules that are individually assessed. Upon successful completion of all modules, you will be awarded the title of Master of Arts in International Business from Hochschule Mainz.

In this module handbook, you will find detailed descriptions of each module. It serves as the best resource for understanding the structure and content of your program. The module descriptions provide not only the content of each module but also information on workload, language of instruction, learning objectives, teaching methods, and much more.

The module descriptions highlight that the program structure aims to impart advanced knowledge in international business administration. We cover classical fields of business administration with a focus on current and future trends. Additionally, you will acquire methodological skills in areas such as statistics and gain insights into legal and economic frameworks. Special attention is given to the development of international competencies: Intercultural skills are integrated into the modules and through study abroad opportunities. All modules are taught in English. After successfully completing the program, you will have a solid foundation for your future career in the global business world.

Specifically, you will find the following information for each module in this handbook:

- Details on the module's examination number, the number of credits awarded, workload, and group size;
- Information on the content, objectives, teaching methods, examination forms, prerequisites, and the main instructor for each module;
- Initial literature references as well as the required or recommended language proficiency levels;
- (Formal) regulations and examination requirements can be found in the General Examination Regulations (APO, Allgemeine Prüfungsordnung) and the Subject-Specific Examination Regulations (FPO, Fachprüfungsordnung), which take precedence.

We wish you a successful, enriching, and enjoyable time in your studies.

Your MA.IB Program Management



Studienstruktur | International Business M.A.

Semester 4 30 ECTS/2 HPW	Master's thesis (including Master Seminar) at Mainz University of Applied Sciences or at partner university 30 ECTS/2 HpW					
Semester 3 30 ECTS/16 HPW	Option I (abroad) 5 ECTS/3 HpW	Option II (abroad) 5 ECTS/3 HpW	Option III (abroad) 5 ECTS/3 HpW	Option IV (abroad) 5 ECTS/3 HpW	Option V (abroad) 5 ECTS/3 HpW	Applied Project (incl. seminars)
Semester 2 30 ECTS/21 HPW	Digital Business and Transformation 5 ECTS/4 HpW	Strategic Management 5 ECTS/4 HpW	International Corporate Finance 5 ECTS/4 HpW	International Management and Trade 5 ECTS/4 HpW	Business Research 5 ECTS/4 HpW	10 ECTS/2 HpW
Semester 1 30 ECTS/20 HPW	Sustainable International Economics 5 ECTS/2 HpW	Leadership and Human Resource Management 5 ECTS/4 HpW	Quantitative Analytical Methods 5 ECTS/4 HpW	Financial Reporting 5 ECTS/4 HpW	International Marketing 5 ECTS/4 HpW	International Business Law 5 ECTS/2 HpW
	Orientation week 2 HpW					
Total 120 ECTS/61 HPW	At Mainz University of Applied Sciences or at part- ner University	Options abroad at Partner University	Core Modules at Mainz University of Applied Sciences		Internship practical training period	



Inhalt

Introduction and general information2

Semester 1

Sustainable International Economics6

Leadership and Human Resource Management.8

Quantitative Analytical Methods10

Financial Reporting12

International Marketing14

International Business Law17

Semester 2

Digital Business and Transformation21

Strategic Management 25

International Corporate Finance 27

International Management and Trade 30

Business Research 33

Applied Project 35

Semester 3

Options I to V 39

Semester 4

Master Thesis 42



Semester 1



Sustainable International Economics				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-101-ME	5	1 Semester	1	Once per year (winter term)
Workload (total) (h) 150		Class contact time (h) 30		Self study workload (h) 120
Language English		Planned group size 30		Compulsory or optional module Compulsory
Module owner(s) Prof. Dr. Bernhard Bartels		Course Sustainable International Economics		
1	Learning outcomes/competences Upon successful completion of the module, students will be able to: <ul style="list-style-type: none"> • Understand the general concepts of international trade. • Apply theories of international economics to real world data. • Critically assess the benefits and costs from globalization. • Discuss feasible government intervention policies in trade. • Analyze sustainability aspects of international trade regimes and policies. 			
2	Contents <ul style="list-style-type: none"> • Classical theory of trade and exchange rates • Impact across economic geographies, who benefits from trade? • Why are gains from trade different across economic areas and countries? • Is trade protection a barrier or engine for sustainable economic development? • Exchange rate regimes and currency crises • Impacts on economic well-being, including nature and society 			
3	Teaching methods Combined lecture and workshop sessions with active student participation, including group work			
4	Requirements for participation /			
5	Rules of attendance Students are supposed to participate actively in class; no formal attendance policy applied.			



6	<p>Form and scope of assessment/ examination</p> <p>Written exam (90 minutes)</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Sustainable International Economics</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 3rd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <p>Pugel, T. (2024). International Economics (18th ed.). Mc Graw Hill.</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



Leadership and Human Resource Management				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-102-ME	5	1 Semester	1	Once per year (winter term)
Workload (total) (h) 150		Class contact time (h) 60		Self study workload (h) 90
Language English		Planned group size 30		Compulsory or optional module Compulsory
Module owner(s) Prof. Dr. Susanne Rank Prof. Dr. Michael Christ		Course Leadership and Human Resource Management		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Apply the relevant leadership and international Human Resource Management (HRM) theories to real-world cases. • Analyze cases from international companies in applying their knowledge of theories to organisational challenges. • Critically assess different methods of problem solutions. • Build up and structure a cross-cultural team for presenting their final team project results while using digital tools. • Develop strategies for team conflict management by reflecting their contribution to the team's success. • Critically evaluate their behaviour in a paper by linking their own experience to academic theories and frameworks. 			



2	<p>Contents</p> <ul style="list-style-type: none"> • Introduction to Leadership and HRM • The individual in the organisation, inter-cultural differences in work motivation • Leadership behaviour (effective leadership, transformational leadership, ethical leadership) • International vs. comparative HRM • Sustainable HRM • Cross Cultural Management (for example: recruiting and selection in international companies; talent management; expatriation as leadership development) • Organisational culture and change management • Team development in global companies
3	<p>Teaching methods</p> <p>Seminar-style class; teamwork on assigned case studies; own research on companies to be presented in class.</p>
4	<p>Requirements for participation</p> <p>/</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Team presentation (60%) and reflection paper (Hausarbeit) (40%)</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Leadership and Human Resource Management.</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 3rd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <p>Students are required to use standard textbooks (for example Yukl) and journal articles. Seminal journal articles are recommended for reading. In addition, students are provided with a list of journals and encouraged to conduct literature research.</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



Quantitative Analytical Methods				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-103-ME	5	1 Semester	1	Once per year (winter term)
Workload (total) (h)		Class contact time (h)		Self study workload (h)
150		60		90
Language		Planned group size		Compulsory or optional module
English		30		Compulsory
Module owner(s)		Course		
Prof. Dr. Daniel Porath		Quantitative Analytical Methods		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Apply standard empirical methods of business research and explain their theoretical background. • Interpret the results of standard empirical methods used in business research. • Discuss the limitations of standard empirical methods in business research. • Critically evaluate and independently assess the appropriateness of a method for different kinds of research problems in business studies. • Use statistical software tools such as Stata to apply the empirical methods discussed (see contents) with real data. 			
2	<p>Contents</p> <ul style="list-style-type: none"> • Descriptive statistics • Random variables and their distributions • Sampling, estimation, and hypothesis testing • Comparison of two or more populations (e.g. comparing two means, contingency tables, analysis of variance) • Multiple regression 			
3	<p>Teaching methods</p> <p>Lectures include regular classroom instruction, the use of digital media (screencasts, statistical software) and the interactive discussion of questions and exercises.</p>			
4	<p>Requirements for participation</p> <p>No formal requirement; knowledge in maths and statistics on undergraduate level are needed.</p>			
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>			



6	<p>Form and scope of assessment/ examination</p> <p>Written exam (90 minutes)</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Quantitative Analytical Methods</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 1st semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <p>Keller, G., & Gaciu, N. (2019). Managerial Statistics. Southwestern Cengage.</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



Financial Reporting				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-104-ME	5	1 Semester	1	Once per year (winter term)
Workload (total) (h)		Class contact time (h)		Self study workload (h)
150		60		90
Language		Planned group size		Compulsory or optional module
English		60		Compulsory
Module owner(s)		Course		
Prof. Dr. Karsten Lorenz		Financial Reporting		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Identify and understand the relevant International Financial Reporting Standards (IFRS) that are applicable to the financial statements of public interest entities within the European Union. • Apply selected IFRS to practical accounting problems and curated case studies. • Analyse and evaluate selected IFRS and their application in practice, incl. the respective impact on key performance indicators and financial statements as a whole. • Apply the measures of financial statement analysis to the published financial statements of various public interest entities under IFRS and evaluate their respective financial performance, their financial position at year-end, and their potential future prospect. • Develop and critically assess their rhetorical and presentation skills when presenting the results of case studies to an academic audience. • Train their critical thinking skills and ability to work in an English-speaking environment and with internationally composed teams. 			
2	<p>Contents</p> <ul style="list-style-type: none"> • Fundamentals of financial accounting • Reporting instruments in (consolidated) financial statements under IFRS • Accounting of selected balance sheet and income statement items in financial statements under IFRS • Financial analysis of (consolidated) financial statements under IFRS 			
3	<p>Teaching methods</p> <p>Course consisting of a combined lecture/exercise in seminar style.</p>			



4	<p>Requirements for participation</p> <p>No formal requirements. Knowledge in basics of double-entry bookkeeping is needed.</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Written exam (120 minutes)</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Financial Reporting</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 3rd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <ul style="list-style-type: none"> • International Financial Reporting Standards (IFRS), English & German edition of the official standards approved by the EU, Wiley-VCH Verlag, Weinheim. • Elliott, B., & Elliott, J. Financial accounting and reporting. Horngren. • Weygandt, J., Kimmel, P., & Kieso, D. Financial accounting with international financial reporting standards. Wiley. • For repetition of bookkeeping: Alexander, D., & Nobes, C. Financial accounting: An international introduction (7th ed.), chap. 1-2. Pearson Education. <p>(latest editions)</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



International Marketing				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-105-ME	5	1 Semester	1	Once per year (winter term)
Workload (total) (h)		Class contact time (h)		Self study workload (h)
150		60		90
Language		Planned group size		Compulsory or optional module
English		30		Compulsory
Module owner(s)		Course		
Prof. Dr. Claudia Hensel		International Marketing		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Apply international marketing theories to real-world scenarios, considering the impact on society and the environment. • Apply strategic thinking to develop marketing plans that integrate SDGs and ethical considerations. • Analyze the role of international marketing in achieving sustainable development objectives. • Evaluate the ethical implications of various marketing strategies on different stakeholders. • Assess the ethical performance of multinational corporations operating in diverse cultural contexts. • Comment on the impact of marketing activities on societal values and environmental sustainability. • Develop innovative marketing strategies that prioritize both profit and sustainable development objectives. • Create marketing campaigns that promote products or services while adhering to ethical standards and contributing to SDGs. • Design presentations and reports outlining comprehensive international marketing plans with a focus on sustainability and ethics. 			



2	<p>Contents</p> <ul style="list-style-type: none"> • Assessing the volatile global environment • Trends and challenges in the global marketplace • Sustainable development goals • Corporate Social Responsibility & Creating Shared Value • Ethical considerations in international marketing • Consumer Behaviour and sustainable consumption • Marketing communication and ethics • International market entry strategies with SDGs focus • Global branding and corporate reputation management • Innovation and sustainable product development • Future trends in international marketing
3	<p>Teaching methods</p> <p>Seminar-style class; team work on assigned case studies; class discussions and presentations</p>
4	<p>Requirements for participation</p> <p>No formal requirements. Knowledge in basics of double-entry bookkeeping is needed.</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>60 % Evidence-based marketing paper / Reflective Learning Log (Hausarbeit) 40% Student team</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination /</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module International Marketing</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 1st semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>



10	<p>Literature</p> <ul style="list-style-type: none"> • Baines, P. (2014). Doing good by doing good: Why creating shared value is the key to powering business growth and innovation. Wiley. • Harvey, E.S. (2020). Developing an integrated marketing plan. Cognella. • Homburg, C. , Klarmann, M., & Vomberg, A. (eds.) (2022). Handbook of market research. Springer. • Michelini, L. (2012). Social innovation and new business models: Creating shared value in low-income markets. Springer. • Ricci, P., O'Sullivan P., & Fusc, F. (2023). The meaning of shared value: New perspective on creating shared value. Routledge. • Wieland, J. (2018). Creating shared value: Concepts, experience, criticism. Springer.
11	<p>Further information</p> <p>Type of reading assignment:</p> <p>Students are required to read assigned book chapters and journal articles prior to class. There is no single textbook recommended, but instead a variety of articles and online sources is recommended.</p> <p>A significant part of the learning process is based on the application of theories and analytical tools in case studies. A detailed list of reading assignments is provided in the syllabus.</p>
12	<p>Last modified</p> <p>February 2025</p>



International Business Law				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-106-ME	5	1 Semester	1	Once per year (winter term)
Workload (total) (h)		Class contact time (h)		Self study workload (h)
150		30		120
Language		Planned group size		Compulsory or optional module
English		30		Compulsory
Module owner(s)		Course		
Prof. Dr. Jennifer Antomo		International Business Law		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Remember the multi-dimensional legal fields implicated by international business transactions. • Understand the basic legal risks in business transactions generally and in international business specifically. • Remember select pieces of international law affecting international business transactions. • Apply discrete pieces of international law to a given business scenario. • Analyze select key contractual provisions. • Create basic business models that include international law issues. • Summarize issues and decision points for international legal issues. • Present business solutions consistent with requirements of international law. • Propose and negotiate select contract clauses for international business transactions. • Evaluate contract clauses for clarity and meaning. • Analyze legal risk dimensions peculiar to international business transactions. • Understand personal risk-appetite in business transactions. 			



2	<p>Contents</p> <ul style="list-style-type: none"> • The opportunities and limits of law in business generally • Overview of the various forms of international business • The nature and role of international law in international business • Key characteristics and contents of contracts as a business tool • How the enforcement of judgments affects contracts in international business • The concept and importance of jurisdiction in international business • Choice-of-law issues in international business disputes • INCOTERMS and letters of credit as facilitating institutions of international business • Arbitration as an alternative to national courts in international business • The CISG as an option for international business contracts • Tariffs as a factor in international business transactions and business design • International and national legal restrictions on international business activity
3	<p>Teaching methods</p> <p>Lectures include regular classroom instruction; the preparation of a student-selected fictional case study throughout the semester is strongly encouraged; optional presentations of discussion summaries and case studies, and the discussion of class material and questions.</p>
4	<p>Requirements for participation</p> <p>/</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Written exam (90 minutes)</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>No formal prerequisites. Preparation of a student-selected fictional case study throughout the semester is strongly encouraged as core exam preparation.</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module International Business Law</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 1st semester.</p>



9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <p>Folsom et al. (2020). International Business Transactions in a Nutshell (11th ed.). West Publishing.</p> <p>Primary sources such as sample contracts and texts of relevant pieces of international and national law (e.g. Convention on the International Sales of Goods (GISG), the Brussels Regulation, INCOTERMS, etc.) as provided by the lecturer.</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



Semester 2



Digital Business and Transformation				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-201-ME	5	1 Semester	2	Once per year (summer term)
Workload (total) (h) 150		Class contact time (h) 60		Self study workload (h) 90
Language English		Planned group size 60		Compulsory or optional module Compulsory
Module owner(s) Prof. Dr. Bernhard Ostheimer Prof. Dr. Dirk Weitzel		Course Digital Business and Transformation		



<p>1</p>	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Recognize the impact on organizational and procedural changes that the process of change using new information technologies entails. • Explain current innovative technologies in the field of digital transformation, select suitable technologies for specific scenarios, and make decisions about IT innovations under uncertain conditions. • Identify, classify, and compare the basic concepts of the digital economy and IT-based business models. • Describe, analyze and design different approaches of how IT-based technologies can be used to enable communication, interaction and transactions in a global environment, and apply and critically discuss them to specific cases of business practice. • Present the various application areas of the digital economy and IT-based business models, critically examine and apply corresponding concepts. • Evaluate the benefits of new IT-based technologies for companies and competently assess, question and develop solutions to operational problems in the digital economy. • Apply and design concepts and models to specific business examples. • Critically examine appropriate sustainable concepts and business models. • Critically evaluate possible social and cultural impacts, question related digital-ethical entrepreneurial and social aspects, develop solutions in this context and independently acquire the necessary knowledge. • Work responsibly in small teams, researching and applying knowledge independently, analyzing practical issues, evaluating alternative solutions, and developing sustainable approaches to solutions. • Discuss their results within and outside the team and present the results of their teamwork to experts and superiors in an appropriate digital manner.
<p>2</p>	<p>Contents</p> <ul style="list-style-type: none"> • Classification of the digital economy in a scientific context • Concepts, approaches and models of the digital economy and IT-based business models • Overview of current sustainable developments in information technology • Methodology for evaluating new technologies in a business context • Development of technological and business fundamentals of new sustainable technologies based on current scientific knowledge • Application scenarios and possible uses of new technologies, their analysis and evaluation in different companies and business functions • Social and cultural frameworks and impacts of digital technologies and related digital-ethical social and business issues



3	<p>Teaching methods</p> <p>The module is offered in a seminar format and consists of a combination of lectures, exercises, self-study components and coaching sessions in a digitally oriented blended learning format.</p>
4	<p>Requirements for participation</p> <p>/</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Written paper (Hausarbeit) (60%) and a presentation (40%).</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Digital Business and Transformation</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 2nd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <ul style="list-style-type: none"> • Ahmed, A., & Olander, S.: Velocity: The seven new laws for a world gone digital. Random House. • Chaffey, D., Arturi, T., & Edmundson-Bird, D. Digital business and e-commerce management. Pearson. • Christensen, C. M. The innovator's dilemma. Harvard Business Review Press. • Day, G. S., & Moorman, C. Strategy from the outside in: Profiting from customer value. McGraw-Hill. • Kane, G., Nguyen Phillips, A., Copulsky, J., & Andrus, G. The technology fallacy. MIT Press. • Kim, W. C., & Mauborgne, R. A. Blue ocean strategy. Harvard Business Review Press. • Osterwalder, A., & Pigneur, Y. Business model generation. John Wiley & Sons. • Parker, G., Van Alstyne, M., & Choudary, S. Platform revolution. WW Norton & Co. • Porter, M. E. Competitive strategy. Free Press. • Rogers, D. L. Digital transformation playbook: Rethink your business for the digital age. Columbia Univers. Press. • Westerman, G., Bonnet, D., & McAfee, A. Leading digital: Turning technology into business transformation. Harvard Business Review Press. <p>Latest editions</p>



11	Further information /
12	Last modified February 2025



Strategic Management				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-202-ME	5	1 Semester	2	Once per year (summer term)
Workload (total) (h) 150		Class contact time (h) 60		Self study workload (h) 90
Language English		Planned group size 30		Compulsory or optional module Compulsory
Module owner(s) Prof. Dr. Randolph Schrank		Course Strategic Management		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Explain how strategies of companies are developed, implemented, and revised. • Contrast different corporate governance systems. • Discuss how recent developments, such as digitalization and sustainability, affect companies' strategies. • Apply selected strategic management frameworks, e.g., portfolio management models. • Analyze the effects of the external environment on a company's strategy. • Assess the internal strengths and weaknesses of a company as well as its opportunities and threats arising from the external environment. • Formulate recommendations on the corporate, business, and functional strategy level. 			
2	<p>Contents</p> <ul style="list-style-type: none"> • Introduction to strategic management, including corporate mission, vision, and culture • Corporate governance, social responsibility, and ethics • The strategic management process • Key strategic management frameworks, concepts, and tools • Selected recent topics, such as sustainability, digital transformation, platform business models, or AI in strategic management 			



3	<p>Teaching methods</p> <p>Seminar style lecture including group works, case studies, simulations, and student presentations.</p>
4	<p>Requirements for participation</p> <p>/</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Written exam (90 minutes).</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Strategic Management</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 2nd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <ul style="list-style-type: none"> • Bamford, C.E., Hoffman, A. N., Wheelen, T. L., & Hunger, J. D. (2023). Strategic management and business policy: Globalization, innovation and sustainability (16th edition). Pearson Education Limited. <p>Case studies and journal/newspaper articles as defined in class.</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



International Corporate Finance				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-203-ME	5	1 Semester	2	Once per year (summer term)
Workload (total) (h) 150		Class contact time (h) 60		Self study workload (h) 90
Language English		Planned group size 30		Compulsory or optional module Compulsory
Module owner(s) Prof. Dr. Anja Wittstock		Course International Corporate Finance		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Explain and apply the different financial objectives including digitalisation and sustainability topics. • Illustrate financial decisions. • Calculate investment appraisals according to investment calculation methods. • Analyze corporate decisions. • Analyze and evaluate the company value based on static and dynamic company valuation methods. • Assess the company value taking into account ESG factors (environmental, social, governance). • Classify, justify and structure equity and debt capital financing methods. • Design M&A processes including Private Equity. 			



2	<p>Contents</p> <ul style="list-style-type: none"> • Key figures according to financial objectives • Investment and financing decisions • Corporation targets including the role of financial managers • Investment calculation methods • Static and dynamic company evaluation methods • ESG factors • Equity, Debt and Mezzanine Finance • M&A
3	<p>Teaching methods</p> <p>Seminar-style module based on a combination of lecture, group discussions, group work, case studies and exercises. Group works primarily focus on the development of social and presentation skills. In addition, they serve to deepen knowledge of international financial topics. Group work on international finance topics are presented in class. Solutions to financial problems of companies are structured, simulated and formulated jointly.</p>
4	<p>Requirements for participation</p> <p>/</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Written exam (120 minutes).</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module International Corporate Finance</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 2nd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>



10	<p>Literature</p> <ul style="list-style-type: none"> • Brealey, R., Myers, S., & Allen, F. Principles of Corporate Finance. McGraw Hill. • Ernst, D., & Häcker, J. Applied International Corporate Finance. Vahlen. • Pike, R. Neale, B., Linsley, P., Akbar, S. Corporate Finance and Investment: Decisions and strategies. Pearson. • Watson, D., Head, A., & Chan, D. Corporate Finance: Principles and Practice. Pearson. <p>(latest editions)</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



International Management and Trade				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-204-ME	5	1 Semester	2	Once per year (summer term)
Workload (total) (h) 150		Class contact time (h) 60		Self study workload (h) 90
Language English		Planned group size 30		Compulsory or optional module Compulsory
Module owner(s) Prof. Dr. Stéphane Timmer		Course International Management and Trade		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Describe central concepts of managing international firms, e.g. export, direct investment, or technology contracts. • Summarize and explain basic economic theories of internationalization and compare and classify global trade blocs, and business cultures. • Criticize developments in the globalized world economy and relate them to specific country situations and corporate environments. • Appraise international business problems in team working situations through case study seminars and workshops. • Evaluate typical situations in the internationalization process of firms prioritizing strategic solutions. • Devise own solutions for international management problems and conduct international research to back up these decisions. • Defend their views and opinions digitally and in group discussions with international students and company practitioners. • Judge the impact of international business decisions from an ethical and sustainable perspective devising solutions to combine economic rationales with ethical behavior. • Develop the ability to engage in self-managed learning, including reading and study skills in preparation for class discussion, coursework, and examination assessment. 			



2	<p>Contents</p> <ul style="list-style-type: none"> • Globalization and the development of the world economy • International theories of trade and investment • Economic cooperation in the global environment • International culture and sustainability in management • International strategy, digitalization and competition • Market entry strategies: export-import, licensing and foreign direct investment • Export management and trade financing • Corporate social responsibility in international Business • International organization and cooperation
3	<p>Teaching methods</p> <p>Seminar-style course including lecture and group work sessions as well as discussion panels. Group assignments have the focus to deepen the knowledge of international business and to develop social and interpersonal skills. International business problems are jointly analyzed, discussed, and presented in class. Invited guest speakers are included in the lecture whenever possible.</p>
4	<p>Requirements for participation</p> <p>/</p>
5	<p>Rules of attendance</p> <p>Students are supposed to participate actively in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Written exam (90 minutes).</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>Group work assignment compulsory but will not be graded.</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module International Management and Trade</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 2nd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>



10	<p>Literature</p> <ul style="list-style-type: none"> • Cavusgil, S. T., Knight, G., & Riesenberger, J.R. International business strategy: Management and the new realities. Pearson. • Collinson, S., Rajneesh, N., & Rugman, A.M. International business. Pearson. • Hill, C.W.L. International business: Competing in the global market place. McGraw Hill. • Sanati, G. Financing international trade: Banking theories and application. SAGE • Seyoum, B. Export-import theory, practices, and procedures (4th ed.). Routledge. <p>Latest editions. Case studies as defined in class.</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



Business Research				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-205-ME	5	1 Semester	2	Once per year (summer term)
Workload (total) (h) 150		Class contact time (h) 60		Self study workload (h) 90
Language English		Planned group size 30		Compulsory or optional module Compulsory
Module owner(s) Prof. Dr. Daniel Porath Prof. Dr. Niklas Gadatsch		Course Business Research		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Utilize relevant data and digital software tools to apply a research method, analyse results, and draw conclusions. • Discuss appropriate sampling procedures and data collection methods for various research designs. • Distinguish between qualitative and quantitative research methodologies in business to identify their appropriate applications. • Explain different qualitative research methods and their suitability for specific business research questions. • Create a literature review on a given topic to establish the foundation for further sustainable research analysis. • Formulate the outcomes of a literature review and data analysis to compile and present findings in a scholarly research paper. 			
2	<p>Contents</p> <ul style="list-style-type: none"> • Sampling techniques • Data collection methods • Qualitative research methods • Research project work 			



3	<p>Teaching methods</p> <p>Lectures include a part with regular instruction (classroom or online) and a part with coaching for the research project.</p>
4	<p>Requirements for participation</p> <p>Knowledge of the module Quantitative Analytical Methods is required.</p>
5	<p>Rules of attendance</p> <p>Attendance during coaching sessions is mandatory; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Term paper (Hausarbeit).</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>/</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Business Research</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 3rd semester.</p>
9	<p>Relative weight of the module for final grade</p> <p>5/110</p>
10	<p>Literature</p> <p>Saunders, M., Lewis, Ph., & Thornhill, A. Research methods for business students. Pearson. (Latest edition)</p>
11	<p>Further information</p> <p>/</p>
12	<p>Last modified</p> <p>February 2025</p>



Applied Project				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-206-ME	10	8 weeks	1, 2, 3 or 4	Each semester
Workload (total) (h)		Class contact time (h)		Self study workload (h)
300		15		285
Language		Planned group size		Compulsory or optional module
English		5		Compulsory
Module owner(s)		Course		
Prof. Dr. Daniel Porath		Applied Project		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Reflect on the professional experience to assess personal learning, growth, and development in the field. • Apply academic theories and methodologies in a practical work setting to solve real-world business problems. • Evaluate the effectiveness of applied strategies and sustainable solutions in the professional environment. • Collaborate effectively with team members and stakeholders to achieve project goals and enhance professional relationships. • Formulate project outcomes and reflections clearly and effectively through both written and oral presentations by using digital tools. 			



2	<p>Contents</p> <p>The applied project includes three parts:</p> <ul style="list-style-type: none"> • Work experience (300 hours) as in § 24 (4) APO Bachelor & Master. • Report • Presentation <p>The work experience must be related to international business. It can be either of the two possibilities:</p> <ul style="list-style-type: none"> • A full-time internship (placement) within an internationally active company. Minimum length: eight weeks. • A part-time employment position with an internationally active company during the semester. <p>The report is a written piece of work (4,000 words +/- 10%) which includes information on the company's business, a description of the student's work in the company, and an analysis in which the student relates the work experience to the concepts and theories taught in the program and a reflection about personal growth and learning opportunities during the project. The presentation takes place in one of the 4 to 5 seminars organised per semester.</p>
3	<p>Teaching methods</p> <p>See contents. Each semester, the lecturer assigned to the Applied Project will offer seminars for the presentations. Students who want to present their project are required to register in one of these seminars. The lecturer will also be available for questions concerning the project or the report.</p>
4	<p>Requirements for participation</p> <p>/</p>
5	<p>Rules of attendance</p> <p>Students are encouraged to participate in class; no formal attendance policy applied.</p>
6	<p>Form and scope of assessment/ examination</p> <p>Written report (Hausarbeit) and presentation.</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination</p> <p>Proof of working experience as described above.</p>
7	<p>Requirements for receiving credits (ECTS)</p> <p>Passed module Applied Project</p>
8	<p>Usability of module in other study programs</p> <p>Usability in IMLA program in 4th or 5th semester.</p>



9	Relative weight of the module for final grade 0
10	Literature /
11	Further information /
12	Last modified February 2025



Semester 3



Options I to V				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-301-ME until 964M-305-ME	5	1 Semester	3	Each semester
Workload (total) (h) 150		Class contact time (h) Depends on the option		Self study workload (h) Depends on the option
Language English or other		Planned group size Depends on the option		Compulsory or optional module Optional
Module owner(s) Prof. Dr. Daniel Porath		Course Option I, Option II, Option III, Option IV, Option V		
1	<p>Learning outcomes/competences</p> <p>Depending on their interest profile, students choose modules (options) from the wide range of courses offered at one of our partner university from abroad, or from any other accredited master's degree program outside Germany. The total of ECTS of these modules should be at least 25 ECTS:</p> <p>The total of these 25 ECTS will be transferred to this study program as Option I to V each with 5 ECTS. The learning outcomes/competencies can be found in the particular university's module descriptions.</p>			
2	<p>Contents</p> <p>The selected courses must be from an accredited master's program in the field of business/management. They must be related to business or management. The course content must not significantly overlap with the compulsory program of the modules from the first two semesters of this module guide.</p>			
3	<p>Teaching methods</p> <p>As stated in the module description of the university abroad.</p>			
4	<p>Requirements for participation</p> <p>According to § 5 (2) FPO students must have obtained at least 25 ECTS from the modules of the 1st semester.</p>			
5	<p>Rules of attendance</p> <p>As stated in the module description of the university abroad.</p>			



6	<p>Form and scope of assessment/ examination As stated in the module description of the university abroad.</p> <p>Study achievements as a prerequisite for participation in the assessment/ examination As stated in the module description of the university abroad.</p>
7	<p>Requirements for receiving credits (ECTS) Passed modules as stated in a transcript of records from the university abroad.</p>
8	<p>Usability of module in other study programs /</p>
9	<p>Relative weight of the module for final grade 5/110 each option</p>
10	<p>Literature As stated in the module description of the university abroad.</p>
11	<p>Further information /</p>
12	<p>Last modified February 2025</p>



Semester 4



Master Thesis				
Module code	ECTS-Credits	Duration of the module	Planned semester of study	Module frequency
964M-401-ME	30	5 months	4	Each semester
Workload (total) (h)		Class contact time (h)		Self study workload (h)
900		30		870
Language		Planned group size		Compulsory or optional module
English		1		Compulsory
Module owner(s)		Course		
Prof. Dr. Daniel Porath		Master Thesis		
1	<p>Learning outcomes/competences</p> <p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> • Identify and define a complex problem in the field of International Business to be investigated. • Design a research methodology that uses appropriate scientific methodologies to address the identified problem. • Implement the research design, collecting and analyzing data. • Critically analyze the data to draw meaningful conclusions that contribute to answering the problem. • Compose a coherent thesis that synthesizes the research findings. • Defend the thesis findings and methodology in an oral examination, showcasing mastery of the subject matter. 			
2	<p>Contents</p> <p>The problem investigated (see 1. Learning Outcomes) has to be related to the field of International Business. It can be</p> <ul style="list-style-type: none"> • a real problem for a company, • an academic problem or • a theoretical question. 			
3	<p>Teaching methods</p> <p>Personal coaching</p>			



4	Requirements for participation Passed module Business Research recommended.
5	Rules of attendance /
6	Form and scope of assessment/ examination Master Thesis Study achievements as a prerequisite for participation in the assessment/ examination /
7	Requirements for receiving credits (ECTS) Passed module Master Thesis
8	Usability of module in other study programs /
9	Relative weight of the module for final grade 30/110
10	Literature /
11	Further information /
12	Last modified February 2025