Course Specification

Date: 01.06.2018

Module code:
MIM 101, MBM, IMM

Module name:
International Management I

Contact hours:
4 lecture hours per week

Credits:
5 CP

Weighting:
(5 CP / 60 CP) * 0.75

Module coordinator:
Prof. Dr. Winnewisser

Course of study:
MIM; MBM; IMM

Intended semester:
1 semester

Semester frequency:
Each Semester

Duration:
1 Semester

Type of Module:
Compulsory subject

Examination:
Written examination

Prerequisites:
Basic knowledge of business studies, economics, law, languages, international business

Applicability of this module in the same study programme:
Contents are useful for International Management II

Applicability of this module to other study programmes:
The module is also suitable for students in the Master programmes:
Master Business Management
Master Internationales Marketing

Objectives; competencies to be gained
Students will acquire skills to work independently and to assume responsibility in multinational corporations. Students will learn to assess the opportunities and risks of international transactions (Export-Import).

Module content:
“Managing in an international environment”
Course Specification

Date: 01.06.2018

Total workload:
Lectures: 60 hours / Pre lecture 30 hours, Post lecture 60 hours

Module Part I:
Global Business Environment

Lecturer:
Prof. Dr. Winnewiser

Teaching method:
Seminar

Language of instruction:
English

Module content:
- Essentials of foreign trade
- Relevance and concept of internationalization
- Understanding international economic developments and their impact on the enterprise
- Global organization
- Culture 2.0: The fine print of doing business abroad
- Short- and long term financing in international trade

Teaching/ Reading material:
Compulsory:
Comprehensive lecture notes (On Englisch)

Additional material/ recomended reading:

Misc:
Discussions on current articles relating to the topic

Module Part II:
Strategic International Sourcing

Lecturer:
Prof. Dr. Koch

Teaching method:
Seminar

Language of instruction:
English / German
Course Specification

Date: 01.06.2018

Module content:
Relevance of and reasons for Global Sourcing, International Procurement Strategies, International Supplier Management, Strategic Project Management for introducing Global Sourcing

Teaching/Reading material:
Compulsory:
Arnolds, H./ Heege, F./Röh, C./Tussing, W., Materialwirtschaft und Einkauf – Grundlagen, Spezialthemen, Übungen, Wiesbaden 2010

Additional material/ Recommended reading
BME (Hrsg.), Best Practice in Einkauf und Logistik, Wiesbaden 2008
Kerkhoff, Gerd, Zukunftschance Global Sourcing: China, Indien, osteuropa, Weinheim 2005
Buck, Nina Alexandra, Die Global Sourcing Strategie: Nutzen und Organisation des globalen Einkaufs, Saarbrücken 2007
Gruschwitz, A. Global Sourcing
Hallen, L., International Industrial Purchasing
Kaufmann, L., Internationales Beschaffungsmanagement

Misc.:
Guest lecture by IHK (Chamber of Commerce) relating to customs topics, visit to customs office.
Module code: MIM 102

Module name: Organization in a Global Society

Contact hours: 4 lecture hours per week

Credits: 5 CP

Weighting: 
\[(5 \text{ CP} / 60 \text{ CP}) \times 0.75\]

Module coordinator: Prof. Dr. Hahn

Course of study: MIM

Intended semester: 1st semester

Semester frequency: Each semester

Duration: 1 semester

Type of module: Compulsory

Examination: Class presentation

Prerequisites: Solid knowledge of management theories and methods

Applicability of this module in the same programme: . /

Applicability of this module to other study programmes: This programme could also be offered for the Master Business Management

Competencies to be gained:
- Being able to list specifics of a global society
- Being able to name characteristics of international organization
- Being able to describe criteria of responsible organizations
- Being to name relevant international stakeholders
- Being able to discuss the role of international civil society
- Being able to illustrate the relevance of international consumers and value chains
- Being able to apply instruments of international change management
Module content:
The students get to know characteristics of a global society, especially worldwide availability of information, international flows of knowledge and money as well as uncertainty, complexity, and ambiguity. Based on these characteristics the students learn about the organization’s specific corporate responsibility, its relations to stakeholders, especially civil society/NGOs, consumers and suppliers. They acquire knowledge on how to build up an organization that is able to cope with and adapt to these circumstances by use of concepts and instruments of corporate responsibility and sustainability as well as of organizational learning and change management.

Total workload:
60 h seminar / 30 h preparation / 60 h consolidation

Lecturer:
Prof. Dr. Hahn

Teaching method:
Seminar

Language of instruction:
English

Topics:
- Specifics of a global society
- Characteristics of international organization
- The responsible organization and its stakeholders
- Organizations and international civil society/NGOs
- The impact of international consumerism on organizations
- Integration into international value chains
- Organizational learning and change management in an international context

Literature:
All relevant literature will be announced in class.

Misc.:
./.
Course Specification

Date: 20.03.2017

Module code:
MIM 103, MBM

Module name:
International Marketing

Contact hours:
4 lecture hours per week

Credits:
5 CP

Weighting:
(5 CP/ 60 CP)*0,75

Module coordinator:
Prof. Dr. Vergossen

Course of study:
MIM, MBM

Intended semester:
1st semester

Semester frequency:
Winter term

Duration:
1 semester

Type of module:
Compulsory subject

Examination:
Assignment

Prerequisites:
Knowledge in business administration, economics, marketing and the framework of international business.

Applicability of this module in the same study programme:
./.

Applicability of this module to other study programmes:
The module can also be offered for the Master Business Management.

Objectives; competencies to be gained:
Students will be able to understand and to consider the challenges of marketing in international context and in international companies. The skills to evaluate, design and implement international marketing strategies will be developed. Enables students to work in international environment and international marketing roles.
Course Specification

Date: 20.03.2017

Module content:

To understand and interpret the international environment and markets is a key challenge for inter- national marketers. Student will be enabled to navigate in a globalized world, to assess international business opportunities, to develop international marketing plans and to make decisions in order to increase longterm company performance and customer value. Market-selection, market-entry and market-segmentation strategies will be discussed as well as cross-country standardization and differentation. The international marketing-mix, it’s implementation and cross-national coordination will be a major part. Special attention will be placed on the role of brand-management in international and global marketing. Recent trends (e.g. come-back of local values, digitalization) and their implications for international marketing strategies will be adressed. Readings and case-studies will help to explore how insight and knowledge can be translated to business-problem solving.

Total workload:
Lectures: 60 hours / pre lecture 30 hours, post lecture 60 hours

Lecturer:
Dr. H. Fischer

Teaching method:
Seminar

Language of instruction:
English

Topics:
- Specifics and challenges in international marketing
- International marketing environment
- International market research
- Strategies in international marketing
- International marketing-mix
- Implementation
- Trends in international marketing
- Case studies

Literature:
Compulsory:

Complementary:

Misc.:
Mix of Lectures, readings, cases and discussion
Course Specification

Date: 13.06.2018

Module code:
MIM 105, MBM 10501, IMM 105

Module name:
Business Economics

Contact hours:
4 lecture hours per week

Credits:
5 CP

Weighting:
(5 CP/ 60 CP)*0,75

Module coordinator:
Prof. Dr. Vogl

Course of study:
MIM; MBM; IMM

Intended semester:
1st. semester

Module frequency:
Each semester

Duration:
1 Semester

Type of module:
Compulsory module

Form of assessment:
Project work (60%) and written exam (40%)

Prerequisites:
Knowledge of micro- and macroeconomics and statistics

Applicability of this module in the same study programme:
An understanding of the regulatory business environment supports business planning and strategic decision making in areas such as marketing, financial management, sourcing and human resource management.

Applicability of this module to other study programmes:
Master Business Management
Master International Marketing
Master International Management

Objectives; competencies to be gained
To develop business skills that enable the student to better understand, anticipate, react and possibly even control the regulatory and micro- and macroeconomic influences on a company.
Module content:

Students will enhance their undergraduate knowledge of economics and learn how to relate economics to business. They will study particular aspects of the economic environment in which firms operate and they will learn how costs and revenues of firms are affected. The microeconomic environment includes all the economic factors that are specific to a particular firm operating in its own particular market. One firm may be operating in a highly competitive market, whereas another may not. Furthermore, the government plays an important part in shaping the business environment and constraining managerial discretion. Examples that will be addressed in more detail include: pollution control, regulation governing pricing in privatized industries and laws preventing collusion between firms.

Macroeconomics addresses the economy level issues which similarly affect revenues and costs of firms.

Business cycles (fluctuations in aggregate economic activity) can have a crucial bearing on product prices and corporate profits. For this reason, companies put considerable resources into predicting the course of the cycle and estimating the implication of the cycle for their sales and costs. Students will understand the causes of business cycle fluctuations, the determinants of medium and long term economic growth and their consequences for decision making processes in companies. Students will be able to interpret available statistics, and write their own economic reports which form a basis of the business planning processes.

Total workload:

Lectures: 60 hours / Independent study: pre lecture: 30 hours, post lecture 60 hours

Module Part I

The Microeconomic and Regulatory Business Environment

Lecturer:

Prof. Dr. Vogl

Teaching method:

Seminar

Language of instruction:

English

Module content:

Introduction

Economic growth
- Case studies:
  - DTI's strategy
  - The Lisbon strategy, Agenda 2020

Markets and welfare

Theory of market failure and government interventions
- Case Studies:
  - EU emissions trading
  - Innovation policies
  - Public private partnerships

Firms in a competitive market

Firms in imperfectly competitive markets
- Case studies:
  - The economic case for privatising network industries
  - Incentive regulation
Course Specification

Date: 13.06.2018

EU Competition Policy
• Antitrust
• Merger control
• State aid

Teaching/ Reading material:
Compulsory:

Additional material/ Recommended reading:

Misc.: ./. 

Module Part II:
The National View - Business Cycle and Economic Growth

Lecturer:
Prof. Dr. Wenke

Teaching method:
Seminar

Language of instruction:
English

Syllabus plan:
A.
I. Business Cycle Theory: Multipliers and accelerators of economic fluctuations.
II. Business Cycle Empirics: National Accounting, Stylised Facts, Measures, Diagnosis Indicators and Forecasts.

B.
I. Causes of Economic Growth, theoretical considerations.
II. Why does economic growth differ in European countries, hypotheses and some case study examples.

Teaching/Reading material:
Compulsory:

Additional material/Recommended reading:
Current reports of economic research institutes and international organizations (EU, OECD)

Misc.: ./.
Module code:
MIM 106, MBM 20604

Module name:
Intercultural Communication and Cooperation

Contact hours
4 lecture hours per week

Credits:
5 CP

Weighting:
(5 CP / 60 CP)*0.75

Module coordinator:
Viktor Schmidt, M.A.

Course of study:
MIM, MBM

Intended semester:
1st: 2nd Fachsemester

Semester frequency:
each semester

Duration:
1 semester

Art des Moduls:
Compulsory module

Examination:
Written and oral examination parts, see below. All parts consider English language use on an adequate academic level.

Assignments:
1) [30 %] Project work
2) [30%] Presentations
3) [40 %] Written assignment(s)

Prerequisites:
Basic understanding of - or readiness to acquaint oneself with - the most relevant social science concepts relating to "culture and cultural diversity" and to "communication" (possibly acquired by a Bachelor course on Intercultural Competence).
Reasonable speaking, listening, reading and writing skills in English (B2 CEF minimum, C1 advised).

Applicability of this module in the same study programme:
This module is potentially relevant to all master studies in the domain of business administration and economics. The module supports and motivates students to improve their intercultural knowledge and to include it in communication within other English-language modules, e.g. in the field of International Management I (MIM 101) and Business Economics (MIM 105, MBM 10501, IMM 105). This module
also aims at assisting students in developing their social competences in intercultural contexts with regard to future work and workplace environments in international contexts both home and abroad.

Applicability of this module
The course is offered in the study programmes:
Master Business Management
Master International Management

Objectives; competencies to be gained:
Intercultural competence according to Hofstede, E.T. Hall, Trompenaars/Hampden-Turner; social competence in intercultural contexts and accompanying communicative and cooperative skills, considering, among others, Ruth Cohn, Paul Watzlawick. Methodological competence in understanding mechanisms of intercultural communication and cooperation, additionally considering Myron W. Lustig/Joelene Koester and Heringer. Developing and reflecting on negotiating skills considering Fisher/Ury.

Module content:
The course is based on a multi-disciplinary approach touching on several disciplines apart from linguistics, so that it has multi-faceted scope. Even though intercultural communication involves several languages and not just English, the German language and the English language are focused on in this seminar. This is why English and, for the purpose of contrast and comparison, German are used for communication, on a business as well as on an academic level.

The different course components will partly pay attention to one or two (semester-specific) general intercultural topics and/or one or two (semester-specific) particular intercultural phenomena:

(1) The general intercultural topic concerns e.g. one or more of the following subjects:
- Intercultural competence: self-assessment and improvement of “global skills”
- Language use as an intercultural factor: how to focus on customs and communication; utilizing English as “lingua franca” by communicating on an adequate academic and business level (grammar and vocabulary)
- Cultural norms, beliefs and values and their interaction with different essential factors like economics, politics or religion
- Discrimination, suppression and violence according to religion, ethnicity or gender
- Intercultural negotiation
- Intercultural teamwork
- Intercultural (diversity) management
- (Inter)national business etiquette
- (De)colonization
- Immigration
- Cross-cultural cross-fertilization and creativity in science, art, architecture, literature, etc.

(2) The particular intercultural phenomenon concerns a specific example of certain “value orientations” - “value dimensions” or “cultural standards” - in a certain domain and context, for example “power distance behavior among superiors and subordinates in a corporate environment during team building measures”; such a phenomenon will usually manifest itself through certain critical incidents and well-meaning clashes in a few (sub)cultures due to a combination of e.g. communication style: (non)verbal communication patterns; time sense and control: collective time orientation, time conceptualization and time regulation; views on nature and humanity: subordination, harmony or mastery of the environment; internal vs. external control; attitude to good and evil within human beings; relational orientation (the construal of personal and group identity): shame and face; achieved vs. ascribed status; indi-
vidualism vs. communalism; universalism vs. particularism.

**Total workload:**
Per person:
- ca. 56 hrs. seminar lectures on theory of intercultural communication, simulations and presentations
- ca. 12 hrs. research on cultural standards as well as evaluation of experiences of critical incidents
- ca. 20 hrs. for the practical task
- ca. 48 hrs. for the intercultural study project
- ca. 14 hrs. for general preparation and recapitulation

______________________________

**Lecturer:**
Viktor Schmidt, M.A.

**Teaching method:**
Seminar with (task) group discussions, presentations, simulations, etc.

**Language of instruction:**
English. In some parts of the course (e.g. some books for the study project) German can be used; basic communication, discussions, presentations and report are in English.

**Syllabus plan:**
(a) Lectures on theory and research of intercultural communication and cooperation, focusing on a few (semester-specific) general intercultural topics and/or particular intercultural phenomena. Such a topic or phenomenon is considered against the background of an eclectic value orientation model, which explains how to perceive and deal with hidden cultural rules (e.g. Trompenaars & Hampden-Turner 2012):

(1) communication style  
(2) time sense and control  
(3) views on nature and humanity  
(4) relational orientation (the construal of personal and group identity).

Likewise Hofstede’s “value dimensions” may be involved: power distance, individualism-collectivism, masculinity-femininity (assertiveness & gender egalitarianism), uncertainty avoidance; humane and performance orientation (short-term vs. long-term orientation); indulgence and restraint.

(b) Comparison of a few national (sub)cultures with a description of the “cultural standards” involved and with reference to relevant theoretical concepts (contrastive analysis). This comparison expands on the presentations, in which identity is explored. Presentations are combined within task groups of ca. 3 persons: 30 min.

(c) Practical discussion part in a framed setting, taking different negotiating styles into consideration; comparing and contrasting them against the “Harvard Method”. Group task involving research on real-life corporate environments and cultural settings. At the end of the seminar period a professional meeting is staged, run and evaluated.

(d) Considering literature on intercultural studies and training: essays, books and training manuals are additionally considered and evaluated in order to compare

(1) factual information and  
(2a) documentary or (2b) fictional narratives (essays, novels),  
the comparison being in terms of “value orientations (value dimensions)” and/or “cultural standards”.  
In addition, internet sources are considered to offer participants to explore a general intercultural topic
and/or a particular intercultural phenomena.

**Teaching / Reading material:**

Pflicht (Mandatory, for direct use in the course):


Ergänzend (Supplementary, recommended for home-study-based scope widening purposes):


Misc:

/.
Course Specification

Date: 13.06.2018

Module code:
MBM 20105, MBM 20205, IMM 202

Module name:
International Management II

Contact hours:
4 lecture hours per week

Credits:
5 CP

Weighting:
(5 CP / 60 CP)*0,75

Module coordinator:
Prof. Dr. Winnewisser

Course of study:
MIM; IMM; MBM

Intended Semester:
2nd semester

Module frequency:
Each semester

Duration:
1 Semester

Type of Module:
Compulsory subject

Form of assessment:
Assignment/ incl. presentation (Group)

Prerequisites:
Basic knowledge of business studies, economics, law, languages, international business.

Applicability of this module to other study programmes:
/. /

Applicability of this module to other study programmes:
The module is offered in:
Master Business Management
Master Internationales Marketing

Objectives; competencies to be gained:
Students will acquire skills to work independently and to assume responsibility in multinational corporations. Students will learn to assess the opportunities and risks in international business and develop strategies for internationalization.

Module content:
„Strategies for the globalized world"
Course Specification

Date: 13.06.2018

Total workload:
Lectures: 60 hours / Post lecture, group work, presentation: 60-90 hours

Lecturer:
Prof. Dr. Winnewisser

Teaching method:
Seminar

Language of instruction:
English / German

Topics:
- Trends shaping the future competitive landscape
- Understanding global forces
- Exploring international opportunities
  - Developing an international strategy
  - Changes and risks of FDI
  - Partner selection in an international context
- Case studies for the fastest growing regions

Teaching / Reading material:
Compulsory:
Comprehensive lecture notes (in English)

Additional material/ Recommended reading:

Misc.:
Discussions on current articles relating to the topic.
Course Specification

Date: 13.06.2018

Module code:
MIM 202, MBM 20402

Module name:
International Procurement

Contact hours:
4 lecture hours per week

Credits:
5 CP

Weighting:
(5 CP / 60 CP)*0.75

Module coordinator:
Prof. Dr. Zeisel

Course of study:
MIM, MBM

Intended Semester:
2nd semester

Semester frequency:
Only summer term

Duration:
1 Semester

Type of module:
Compulsory subject

Examination:
Written examination

Prerequisites:
A good knowledge of English.

Applicability of this module in the same study programme:

Applicability of this module to other study programmes
This module is also offered in:
Master Business Management
Master International Management

Objectives; competencies to be gained
Students will get a comprehensive overview over strategic procurement process in an international environment. Practical negotiation skills will be honed by case studies. On top, different options on how to organize the procurement function in an international context will be discussed.
Course Specification

Date: 13.06.2018

Module content:
International Procurement

Total workload:
Lectures: 50 hours/ Independent study: pre lecture 30 hours, post lecture and exam preparation: 70 hours

Lecturer:
Prof. Dr. Zeisel

Teaching method:
Seminar

Language of instruction:
English/ German

Module content:
International Procurement:

Review the sourcing process with an emphasis on international procurement aspects. The module will thereby deal with the general sourcing process as such, but also touch on global sourcing and off-shoring/outsourcing. Practical aspect of supplier selection will be trained with a fundamental understanding of influencing and in-depth negotiation exercises.

Furthermore, the module will build an understanding of the underlying infrastructure of procurement, i.e. organization and personnel and how to transform the infrastructure towards the overriding procurement strategy.

Teaching / Reading material:

Compulsory:
- Lecture notes

Additional material/ Recommended reading:

Misc.:
Module code:  
MIM 203

Module name:  
International Human Resource Management

Contact hours:  
4 lecture hours per week

Credits:  
5 CP

Weighting:  
(5 CP/60 CP)*0,75

Module coordinator:  
Prof. Dr. Michael Müller-Vorbrüggen

Course of study:  
MIM

Intended semester:  
2nd semester

Module frequency:  
Every semester

Duration:  
1 Semester

Type of module:  
Compulsory

Examination:  
Class presentation

Prerequisites:  
- Solid knowledge of management theories and methods  
- Intercultural awareness

Applicability of this module in the same study programme:  
/. 

Applicability of this module to other study programme:  
This module can be offered in the programme Master Business Management

Competencies to be gained:  
- Being able to explain key terms, concepts and practices within the field of International Human Resource Management (IHRM)  
- Being able to discuss the implications of increasing globalization for the management of human resources, with particular reference to Human Resource Management in multinational corporations  
- Being able to identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace in general
Module content:
The students get to know characteristics of IHRM. They acquire knowledge about the cultural and institutional context in which IHRM takes place and learn about the influence of this context on the functional aspects of Human Resource Management (i.e. recruitment, selection, and staffing, compensation and performance management, training, development and knowledge management, amongst others). Based on this knowledge the students get to know how to handle specific situations such as mergers and acquisitions.

Total workload:
60 h seminar / 30 h preparation / 60 h consolidation

Content:
Introduction to IHRM
- Characteristics of IHRM
- Cultural and Institutional Context of IHRM
- Key Players in IHRM

Challenges of HRM in international enterprises
- Recruitment, selection, and staffing in international context
- Compensation management
- Performance management
- Training & development and knowledge management in international context
- Managing equality, diversity, and fairness
- Leadership ethics and corporate social responsibility

Special issues in IHRM
- International teams
- International assignments and global careers
- Alliances and mergers & acquisitions

Teaching/Reading material:
The latest editions of
- David C. Thomas; Mila B. Lazarova: Essentials of International Human Resource Management – Managing People Globally
- Eileen Crawley; Stephen Swailes; David Walsh: Introduction to International Human Resource Management
- Matthias T. Meifert; Dave Ulrich: Strategic Human Resource Development
Course Specification

Date: 13.06.2018

Module code:
MIM 204, MBM 20401

Module name:
Management Accounting

Contact hours:
4 lecture hours per week

Credits:
5 CP

Weighting:
(5 CP/ 60 CP)*0,75

Module coordinator:
Prof. Dr. Nissen

Course of study:
MIM; MBM

Intended Semester:
2nd semester

Module frequency:
Each semester

Duration:
1 Semester

Type of module:
Compulsory module

Form of assessment:
Written examination

Prerequisites:
Students are expected to have a basic knowledge of managerial accounting/controlling and investment appraisal.

Applicability of this module in the same study programme:
.

Applicability of this module to other study programmes:
This module is offered in:
Master Business Management, Master International Management

Objectives; competencies to be gained
On completion of this course students will:
• have developed a general understanding of accounting issues, tasks, and targets;
• be enabled to apply accounting tools in order to increase the cost efficiency of a company;
• understand the difference between financial accounting and managerial accounting;
be qualified to support top management effectively.
Module content:

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Written examination

Total workload:
Lectures: 60 hours / Independent study: pre lecture: 30 hours, post lecture 60 hours

Lecturer:
Prof. Dr. Nissen

Teaching method:
Front end lecture, focus on practice-oriented, problem-based learning style.
**Course Specification**

Date: 13.06.2018

**Language of instruction:**
English

**Module content:**
Due to the importance of costs for the success of companies, one of the major challenges and priorities for business is to have effective and efficient cost management in place. This course combines conventional management accounting skills with modern accounting instruments.

**Teaching/ Reading material:**
Harrison / Horngreen: Managerial Accounting

**Misc.:**
/.
Course Specification

Date: 13.06.2018

Module code:
MIM 205, MBM 303, IMM 204,

Module name:
International Economics

Contact hours:
4 SWS

Credits:
5 CP

Weighting:
(5 CP / 60 CP) *0,75

Module coordinator:
Prof. Dr. Vogl

Course of study:
MBM, IMM, MIM

Intended Semester:
3rd Semester

Semester frequency:
Each Semester

Duration:
One Semester

Type of module:
Compulsory subject

Examination:
Written exam

Prerequisites:
Microeconomics and Macroeconomics

Applicability of this module in the same study programme:
An understanding of the international business environment supports business planning and strategic decision making in areas such as financial management, internationalization, and sourcing.

Applicability of this module to other study programmes:
This module is offered in:
Master International Management
Master Business Management
Master Internationales Marketing

Objectives; competencies to be gained:
Develop business skills that enable the student to better understand, react and possibly even control the impacts on firms resulting from the increased openness of the economy. In particular, Students will acquire skills that will help them to mitigate business
risks and to seize business opportunities that arise from the globalisation process.

Module content:
Businesses have to operate in an economic environment that has become more competitive and more open. The increased openness is witnessed by increasing foreign trade, investment and international capital movements and brings about opportunities and threats to firms. In the first part of the module the economic implications of globalised goods and factor markets are addressed. It is discussed how the world has become more integrated, what gains can be expected to follow the growth in trade and what conditions are necessary in order that these gains will be realized.

Next, the module focuses on the balance of payments, exchange rates and monetary policy. Misaligned exchange rates, balance of payment crises and foreign exchange turmoil can potentially impose huge costs on businesses.

Total workload:
Lectures: 60 hours / Pre lecture 30 hours, Post lecture 60 hours

Lecturer:
Prof. Dr. Vogl

Teaching method:
Lecture/Seminar

Language of instruction:
English

Topics:
1) Trade theory
2) Trade policy
3) International factor mobility
4) The multinational firm
5) The balance of payments
6) Exchange rate determination in the short and long run
7) Exchange rate policy
8) Financial crises

Literature:
Dermot McAleese, Economics for Business, Prentice Hall
Paul Krugman and Maurice Obstfeld, International Economics, Pearson
Paul De Grauwe, Economics of Monetary Unions, Oxford University Press
Gregory Mankiw and Mark Taylor, Economics, South-Western
Various reports from international institutions

Misc.:
Course Specification

Date: 13.06.2018

Module code:
MIM 206

Modul name:
Business Ethics, Sustainability and Corporate Social Responsibility (CSR)

Contact hours:
4 lecture hours per week

Credits:
5 CP

Gewichtung der Note in der Gesamtnote:
(5 CP / 60 CP)*0,75

Module coordinator:
Prof. Dr. Martin Wenke

Course of study:
MIM

Intended semester:
2nd semester

Module frequency:
Each Summer semester

Duration:
1 Semester

Type of module:
Compulsory module

Form of assessment:
Class presentation and seminar paper

Prerequisites:
Business knowledge competencies, basical social competencies; knowledge in team building and self organization. Basics of methodical competencies: academic writing, presentation skills, ability and knowledge of critical thinking.

Applicability of this module in the same study programme:

Applicability of this module to other study programmes:
This module is eligible as the English variant of the respective module of the German speaking programme MBM.

Objectives; competencies to be gained:
The students acquire the relevant business ethics related knowledge to be able to evaluate the consequences of their own actions based on their individual values for themselves, the company they are working, the direct and indirect business environment and the society as a whole. Furthermore, they know how to apply supporting instruments as „compasses“ to question and redirect their values and to develop their own and companies action in the direction of more sustainability and social responsibil-
Course Specification

Date: 13.06.2018

ity. Finally they know how to guide and to convince staff, co-workers and external business partners by utilizing tools for sustainable and responsible management.

Module content:
Fundamentals of Business Ethics, practical syllogism, „moral point of view“, empirical conditions, responsible management, sustainable development, sustainable strategies and policies of societies (SDGs), single management tools, corporate responsible management and CSR, risk management and the business case discussion, selected CSR elements in detail.

Total workload:
60 h seminar / 30 h preparation / 60 h consolidation

Lecturer:
Prof. Dr. Martin Wenke

Teaching method:
Seminar

Language of instruction:
English

Topics:
1. Business ethics and corporate ethics
   1.1 Opposite views: fortunately there is corporate ethics!
   1.2 The „moral point of view“ and the moral power of judgement
   1.3 Empirical conditions: companies and coordination schemes in competitive markets
   1.4 Corporate ethics and corporate responsibility
   1.5 Ethics management
   1.6 Ethics audits
2. Concept of Sustainable Development (SD)
   2.1 Historical backgrounds and the current status of ecological, economic and social systems
   2.2 Triple Ps, social management rules and fundamental strategies towards sustainability
   2.3 Frameworks for selected aspects of business related SD - examples
3. Management of corporate responsibility
   3.1 CSR in practice: overview
   3.2 Applied CSR management
   3.3 CSR and risk management
   3.4 CSR and the business case discussion
4. Elements to implement corporate responsible management
   4.1 Management: Mission and corporate responsibility
   4.2 CSR, responsibility of management and employees
   4.3 CSR management in in the supply chain
   4.4 CSR and stakeholder communication
5. Case studies

Teaching/ Reading material:


Misc.:
Selected topics are discussed based on practical case studies, which are connected to the other topics/modules of the study programme (International Management, Organization in a Global Society, International Procurement, etc.).

Additionally this module will be integrated in forthcoming international Student ERASMUS+ workshops, as they already took place 2013-2015: EU ERASMUS IP “Combining Ethics, Environment and Profitability” with partner universities from Finland, Hungary, Poland and France.

Finally the module will be closely connected to the university competence center EthNa (Ethics and Sustainability), which is dealing with applied research regarding the practical implementation of sustainability /CSR strategies and tools.
Modulbeschreibung
Stand: 13.06.2018

Modulnummer:
MIM 401 und MIM 402, MBM 401 und MBM 402, IMM 401 und IMM 402

Modulbezeichnung:
Masterarbeit (MBM 401) und Kolloquium (MBM 402)
Masterthesis (MIM 401) und Kolloquium (MIM 402)
Masterarbeit (IMM 401) und Kolloquium (IMM 402)

Modulumfang:
900 Stunden

Credits:
30 CP (27 CP Masterarbeit + 3 CP Kolloquium)

Gewichtung der Note in der Gesamtnote:
27 CP *0,2
3 CP *0,05

Modulverantwortlicher:
Die Masterarbeit kann von jedem Professor, der gemäß § 7 Abs. 1 der PO für den Master-Studiengang zum Prüfer bestellt werden kann, ausgegeben und betreut werden. Auf Antrag des Prüflings kann der Prüfungsausschuss ausnahmsweise auch einen Honorarprofessor oder einen mit entsprechenden Aufgaben betrauten Lehrbeauftragten zum Betreuer bestellen. Ein Lehrbeauftragter muss selbst die durch die Prüfung festzustellende oder eine gleichwertige Qualifikation besitzen.

Die Masterarbeit ist von zwei Prüfern (Erst-/Zweitprüfer) zu bewerten. Der Erstprüfer ist in der Regel auch der Betreuer der Masterarbeit.

Das Kolloquium wird von den Prüfern der Masterarbeit durchgeführt und bewertet.

Studiengang:
MBM, IMM, MIM

Semester:
4. Fachsemester

Angebotsturnus:
jedes Semester

Dauer des Moduls:
Die Zeit für die Bearbeitung einer Masterarbeit beträgt vier Monate. Das Kolloquium soll innerhalb von zwei Monaten nach Abgabe der Masterarbeit stattfinden.

Art des Moduls:
Pflichtmodul

Art der Prüfung:
Bewertung der Masterarbeit durch zwei Prüfer und Bewertung der mündlichen Prüfung (Kolloquium) durch die Prüfer der Masterarbeit

Voraussetzungen für die Teilnahme:
Zur Masterarbeit kann zugelassen werden, wer während der Masterarbeit an der HS Niederrhein für den Master-Studiengang eingeschrieben ist und mindestens 80 CP erworben hat (s. auch PO § 20).

Zum Kolloquium kann zugelassen werden, wer zum Zeitpunkt des Kolloquiums an der HS Niederrhein für den Master-Studiengang eingeschrieben ist und mindestens 104 CP erworben hat (s. auch PO § 23).
Modulbeschreibung
Stand: 13.06.2018

Verwendbarkeit des Moduls innerhalb desselben Studiengangs:
/..

Verwendbarkeit des Moduls für andere Studiengänge:
Die Masterarbeit ist Bestandteil aller Master-Prüfungsordnung am Fachbereich.

Zu erwerbende Kompetenzen:
Die Masterarbeit soll zeigen, dass der Studierende befähigt ist, innerhalb einer vorgegebenen Frist
eine Aufgabenstellung aus einem Fachgebiet des Master-Studiengangs nach wissenschaftlichen
Methoden selbstständig zu bearbeiten. Die Studierenden erwerben die Kompetenz, eine
fachwissenschaftliche Aufgabenstellung unter Einbeziehung aktueller wissenschaftlicher Erkenntnisse
und Methoden systematisch zu erschließen

Das Kolloquium soll zeigen, dass der Studierende befähigt ist, die Ergebnisse der Masterarbeit, ihre
fachlichen Zusammenhänge und ihre außerfachlichen Bezüge mündlich darzustellen, selbstständig zu
begründen und ihre Bedeutung für die Praxis einzuschätzen.

Inhalte des Moduls:
Gegenstand der Masterarbeit ist eine Aufgabenstellung aus einem Fachgebiet des MBM-
Studiengangs.

Gesamtworkload und seine Zusammensetzung:
Masterarbeit: 810 h
Kolloquium: 90 h

Dozent:
s. Rubrik “Verantwortlicher”

Art der Lehrveranstaltung:
Persönliche Betreuung des Studierenden

Lehnsprache:
Deutsch oder Englisch

Inhalt:
Masterarbeit: Bearbeitung einer Aufgabenstellung aus einem Fachgebiet des Master-Studiengangs

Kolloquium: mündliche Darstellung der Ergebnisse, der fachlichen Zusammenhänge und außerfachli-
chen Bezüge der Masterarbeit

Verwendete Literatur:
abhängig vom jeweiligen Thema der Masterarbeit

Besonderes:
/..
Course Specification

Date: 01.06.2018

Module code:
MIM10402, IMM 10401, MBM 10401

Module name:
Applied Econometrics

Contact hours:
4 lecture hours per week

Credits:
5 CP

Gewichtung der Note in der Gesamtnote:
(5 CP/ 60 CP)*0,75

Module coordinator:
Prof. Dr. Freund

Course of study:
MIM, IMM

Intended Semester:
1st semester

Semester frequency:
Each semester

Duration:
1 semester

Type of module:
Optional compulsory subject

Examination:
Assignment incl. presentation

Prerequisites:
The students are expected to have at least basic knowledge in statistics (descriptive statistics, random variables, distribution and density functions, tests of hypotheses) and in micro-/macroeconomics.

Applicability of this module in the same programme:
-

Applicability of this module to other study programmes:
This module is offered in:

Master Business Management, Master Internationales Marketing, Master International Management

Objectives; competencies to be gained:
The students learn to analyse quantitative information, to prepare (own) empirical research and to improve decision making in business. They learn to scrutinize the results of econometric studies. Therefore they are familiarized with every single step of empirical research projects and the most important statistical software applications (like STATA, SPSS or R). The students analyse empirical re-
search questions, learn to formulate the mathematical-statistical (estimation) model and estimate these models. Especially they learn the limits and pitfalls of econometric analyses. All in all the students get empirical research competence, such as statistical-econometric competence. Teamwork fosters the social competence, reduces the prejudices and barriers which are (often) associated with statistical or empirical research and assist the critical discussion of econometric results.

Module content:

To start the course, some important aspects of undergraduate statistics are repeated. Simultaneously the students are familiarized with a (chosen) statistical software applications (like STATA, SPSS or R). After this short introduction in basic concepts, the students learn the basics of empirical analyses, like different data sets or survey techniques. With these contents they are able to evaluate the origin and quality of data sets and could construct own survey-strategies. Based on current micro- or macroeconomic topics the interdependence between theoretical question and econometric model are discussed. Afterward the concept of linear multiple regression analyses are presented. The results are discussed along the famous “pitfalls” of regression diagnostic (endogeneity, multicollinearity, heteroscedasticity, autocorrelation). To avoid (some of) these pitfalls are more sophisticated models of econometric analyses presented.

Total workload:
Lectures: 60 hours / pre lecture 30 hours / post lecture 60 hours

Lecturer:
Prof. Dr. Freund

Teaching method:
Seminar

Language of instruction:
English

Topics:
1. (Basic concepts of) statistic
2. Statistical software applications (like STATA, SPSS or R)
3. Survey techniques and data sets
4. Current micro- or macroeconomic topics (changes every term)
5. Multiple Regression
6. Regression diagnostic (popular pitfalls):
   a. endogeneity
   b. multicollinearity
   c. heteroscedasticity
   d. autocorrelation
7. Advanced models:
   a. binary response / multinominal data
   b. panel data sets
   c. non-linearities
   d. time series
   e. spatial regression

Literature:
Obligatory (one of the following):
Course Specification

Date: 01.06.2018
Cameron, A. Colin / Trivedi, Pravin K.: Microeconometrics using Stata, Stata Press 2010
Kohler, Ulrich / Kreuter, F.: Data Analysis using Stata, Stata Press 2012

Additional literature (to repeat basic statistic):
Bortz, J.: Statistik – für Human- und Sozialwissenschaftler, 7. Aufl., 2010

special literature for the current topic (every term pronounced)

Misc.
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Course Specification

Date: 13.06.2018

Module code:
MIM 10402

Module name:
Digital Business

Contact hours:
4 lectures hours per week

Credits:
5 CP

Weighting:
(5 CP/ 60 CP)*0,75

Module coordinator:
Prof. Dr. Schekelmann

Course of study:
MIM

Intended Semester:
1 st semester

Module frequency:
Each year

Duration:
1 Semester

Type of module:
Optional compulsory subject

Examination:
Written examination

Prerequisites:
Students are expected to have at least basic knowledge in business informatics (knowledge about different kinds of information systems, basic skills in modeling information system)

Applicability of this module in the same programme:
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Applicability of this module to other study programmes:
This module can also be offered in the programme: Master Business Management

Objectives; competencies to be gained:
On completion of this course students will:
• have an overview on recent trends in business informatics
• have a basic understanding of the technical basis of these trends
• be able to recognize the impact of these trends on the business
• be able to evaluate the impact of these trends on the business
• know about the importance of data in today’s business
Course Specification

Date: 13.06.2018

- have an overview on the possibilities of analyzing data
- have hands-on experience in analyzing data
- have an understanding of recent research topics in the field

Module content:
The module shows the role of technology as an enabler for business. Thereto it discusses selected technologies and application of technologies for business purposes. A certain emphasis is put on the topic data and its analysis.

Total workload:
60 h directed study / 30 h pre lecture study / 60 h after lecture study

Module Part A:
Electronic Business: Technologies and Applications

Lecturer:
Prof. Dr. Karla / Prof. Dr. Mülder / Prof. Dr. Schekelmann (in turns)

Teaching method
Front end lecture, but very practical oriented; problem based learning style

Language of instruction:
English

Topics:

- Business models, underlying technologies and software applications:
  - E-Commerce and M-Commerce
  - E-Payment
  - E-Recruiting
  - Recent trends
- Digital Transformation
  - Management of information and data
  - Management of process, esp. business process modeling and business process optimization
  - Management of software development projects, esp. process models and requirements engineering
  - Recent research trends, e.g. digital assistants
- Social Media Management
  - General media and value creation in the media ecosystem
  - Social Media integration
  - Recent research trends of Social Media application in business

Literature:

- Robertson / Robertson: Mastering the requirements process
- Laudon / Laudon: Management Information Systems

Misc.:

Module Part B:
Electronic Business: Data Analysis
Course Specification

Date: 13.06.2018

Lecturer:
Prof. Dr. Frick / Lankes

Teaching method:
Practical course based on case studies

Language of instruction:
English

Topics:

- Basic concepts (provisioning and modeling of data / generation, storage, distribution and retrieval of information)
- Selected BI techniques such as:
  - Multidimensional Analysis
  - Queries and Reporting
  - Data Modeling
  - Building a Data Warehouse
  - Predictive Analysis
  - Data Mining
  - Text Mining

Literature:

- Laudon / Laudon: Management Information Systems
- Grossmann / Rinderle-Ma: Fundamentals of Business Intelligence

Misc.:

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