



Date: 06.05.2020

Module code:

MIM 101, MBM 20105, IMM 102

Module name:

International Management I

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

(5 CP / 90 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:

Optional 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:

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Applicability of this module to other study programmes:

The module is also offered in:
Master Business Management
Master Internationales Marketing
Master International Management

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”



Date: 06.05.2020

Total workload:

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

Module Part I:

Global Business Environment

Lecturer:

Prof. Dr. Winnewisser

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 English)

Additional material/ recommended reading:

Jahrmann, F.-U.: Außenhandel, 13. Auflage, Kiehl Verlag, 2010

Kutschker, M., Schmid, S.: Internationales Management, 7. Auflage, Oldenbourg, 2010

Deresky, H.: International Management. Managing Across Borders and Cultures. Text and Cases, 7th edition, Prentice Hall, 2010

Krugman, P., Obstfeld, M., Melitz, M.: International Economics, 9th edition, Prentice Hall, 2011

Salvatore, D.: Introduction to International Economics, 2nd edition, John Wiley & Sons, 200

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



Date: 06.05.2020

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.

Course Specification

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Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Module code:

MIM 102

Module name:

Organization in a Global Society

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

(5 CP / 60 CP)*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:

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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 able 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

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Faculty of Business Administration
and Economics

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

Module name:

International Marketing

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

5 CP/ 120 CP

Module coordinator:

Prof. Dr. Vergossen

Course of study:

MIM

Intended semester:

1 st semester

Semester frequency:

Winter term

Duration:

1 semester

Type of module:

Optional compulsory subject

Examination:

Assignment, group presentation

Prerequisites:

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

Applicability of this module to other study programmes:

The module is also suitable for students of Business & Engineering.

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.

Module content:

To understand and interpret the international environment and markets is a key challenge for international 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



Course Specification

Date: 20.03.2017

market-segmentation strategies will be discussed as well as cross-country standardization and differentiation. The international marketing-mix, its 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 addressed. 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:

Keegan, W.J.; Green, M.C.: Global Marketing, 9th edition (global edition), Pearson, 2017

Complementary:

Czinkota, M.R.; Ronkainen, I.A.: International Marketing, 10th edition, Cengage Learning, 2013

Hollensen, S.: Global Marketing, 7th edition, Pearson, 2016

Homburg, Ch; Kuester, S., Krohmer, H.: Marketing Management, 2nd edition, McGraw Hill, 2013

Müller S.; Gelbrich K.: Interkulturelles Marketing, 2. Aufl. Vahlen, 2015

Misc.:

Mix of Lectures, readings, cases and discussion



Date: 15.02.2019

Module code:

MIM 10401, IMM 10401, MBM 10401

Module name:

Applied Econometrics

Contact hours:

4 lecture hours per week

Credits:

5 CP

Gewichtung der Note in der Gesamtnote:

MBM: $(5 \text{ CP} / 90 \text{ CP}) * 0,75$

MIM/IMM: $(5 \text{ CP} / 60 \text{ CP}) * 0,75$

Module coordinator:

Prof. Dr. Freund

Course of study:

MIM, IMM, MBM

Intended Semester:

1st semester

Semester frequency:

Each semester

Duration:

1 semester

Type of module:

Optional compulsory subject

Examination:

Presentation and assignment

Prerequisites:

It is 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 study program:

Due to the fact that (understanding) quantitative information, empirical research and econometric results are crucial for all kinds of modern economic research, the skills could be used in nearly all (advanced) modules.

Applicability of this module to other study programs:

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-



Date: 15.02.2019

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:

At the beginning, 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 and some methods of regression diagnostic 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 econometric models presented. For example: estimating of panel data, binary response models, spatial regression or instrument variable estimation. Finally the students get an overview of common advanced ideas in econometrics.

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. Introduction and Idea of the course
2. Econometrics as an academic discipline
 1. history and purpose
 2. the econometric process
 3. an overview of possible econometric topics
3. A short overview of statistical software packages (**STATA**, SPSS, R, eViews, SAS)
4. Review of basic statistics
 1. survey techniques and data sets
 2. sample statistics and the main graphically illustrations
 3. covariance & (pairwise) correlations
 4. random variables & distributions
 5. testing hypotheses
5. Getting started with **STATA**
 1. Basic principles of **STATA**
 2. Resources (help, search, STB, SJ)
 3. Do.files / log.files
 4. Command syntax & first commands
6. Linear regression – the basic concept
 1. OLS with one independent variable
 2. OLS with multiple independent variables



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3. Non-Linearities
7. Simple regression in **STATA**
 1. the regress command
 2. a first look to the output sheet
8. Regression diagnostic (accuracy of OLS-estimates)
 1. testing the assumptions of OLS
 2. heteroscedasticity
 3. autocorrelation
 4. multicollinearity
 5. Is it possible to detect endogeneity?
9. Regression diagnostic in **STATA**
10. Avoiding the (major) pitfalls of OLS
11. Remodeling often yields to advanced models:
 1. First example of advanced models – panel regression
 2. Second example of advanced models – binary response
 3. Third example of advanced models – instrumental variable estimation
 4. Fourth example of advanced models – spatial regression
12. Many advanced ideas – an overview of the different groups of methods
13. General quality standards of econometric estimations

Literature:

Obligatory (one off the following):

Cameron, A. Colin / Trivedi, Pravin K.: Microeconometrics using Stata, Stata Press 2010

Adkins, Lee C.: Titel: Using Stata for Principles of Econometrics, John Wiley & Sons 2011

Kohler, Ulrich / Kreuter, F.: Data Analysis using Stata, Stata Press 2012

Additional literature (to repeat basic statistic):

Wooldridge, J. M.: Introductory Econometrics, 2008

Schira, J.: Statistische Methoden der VWL und BWL. Theorie und Praxis, 4. Aufl. 2012

Bortz, J.: Statistik – für Human- und Sozialwissenschaftler, 7. Aufl., 2010

special literature for the current topic (every term pronounced)

Misc.:

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Modulbeschreibung

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Stand: 01.02.2020

Modulnummer:
MBM 20503

Modulbezeichnung:
Digital Business

Modulumfang:
150 Stunden

Credits:
5 CP

Gewichtung der Note in der Gesamtnote:
(5 CP / 90 CP)*0,75

Modulverantwortliche/r:
Prof. Dr. Kaufmann

Studiengang:
MBM

Semester:
2. Fachsemester

Angebotsturnus:
Sommersemester

Dauer des Moduls:
1 Semester

Art des Moduls:
Wahlpflicht

Art der Prüfung:

Die Prüfungsleistung besteht entweder (A) aus einem Kolloquium mit Vortrag (Gewichtung: 25%) und der Teilnahme an einer schriftlichen Klausur (Gewichtung: 75%) oder (B) aus einer schriftlichen Hausarbeit mit Vortrag (Gewichtung: 50%) und aus einem Kolloquium (Gewichtung: 50%) oder (C) aus der erfolgreichen Teilnahme an einer Klausur (Gewichtung: 100%) oder (D) aus einer schriftlichen Hausarbeit (Gewichtung: 25%) und der erfolgreichen Teilnahme an einer Klausur (Gewichtung: 75%) oder (E) aus einem Kolloquium mit Vortrag (Gewichtung 100%). Die endgültige Form der zu erbringenden Prüfungsleistung (A, B, C, D oder E) wird zu Beginn der ersten Lehrveranstaltung bekanntgegeben. In der Regel erfolgt die Prüfungsleistung der Form B.

Voraussetzungen für die Teilnahme:

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Verwendbarkeit des Moduls innerhalb desselben Studiengangs:

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Verwendbarkeit des Moduls für andere Studiengänge:

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Zu erwerbende Kompetenzen:

Studierende sollen die Anforderungen an Entscheider und Entscheidungsunterstützung, z. B. durch Controlling, im Zeitalter der Digitalisierung kennenlernen und das notwendige Handwerkszeug erler-



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nen. Hierfür werden gemeinsam die Anforderungen erarbeitet und das notwendige Handwerkszeug untersucht. Die Studierenden

- können gängige Methoden der Strategiearbeit, z.B. Porter, St. Gallener Modell oder BCG Matrix einordnen und diskutieren
- können die Operationalisierung von Unternehmensstrategie und ihre Herausforderungen erklären
- können Auswirkungen durch technologische Entwicklung auf Unternehmensstrategien und deren Umsetzung benennen, erklären und einordnen
- können Werkzeuge der Entscheidungsunterstützung oder des Controllings, bspw. Multidimensionale Deckungsbeitragsrechnungen, konzeptionell erarbeiten und beschreiben.
- können Methoden des Data Management und Modelling, sowie Methoden der Datenanalyse gezielt auszuwählen, einsetzen und selbständig anwenden
- können die Rolle des Controllings als Business Partner in einer digitalen Welt diskutieren und die Werkzeuge des Business Partnering vergleichen und bewerten
- können die Ergebnisse ihrer Analysen sach- und adressatengerecht aufbereiten, visualisieren und präsentieren

Inhalte des Moduls:

In der Veranstaltung werden die Studierenden mit der umfangreichen Welt der Steuerung und Strukturierung von Unternehmen im Zeitalter der Digitalisierung vertraut gemacht. Neben eines allgemeinen datengetriebenen Steuerungsverständnisses und einer Einordnung gängiger Methodik, erfolgt ein konsistenter Durchstich von der Unternehmensstrategie, über ein digitales Performance Management und Measurement mit modernen, digitalen Controllingwerkzeugen bis in die Daten eines Unternehmens. Hierbei werden einzelne ausgewählte Methoden des Information und Data Management sowie multidimensionaler Analysen vertieft, diskutiert und erprobt. Begleitet wird der Change zu einer digitalisierten Steuerung durch das Controlling in der Rolle des Business (Sparrings-)Partners. Methoden und Vorgehensweisen werden erarbeitet, präsentiert und im Plenum diskutiert.

Gesamtworkload und seine Zusammensetzung:

44 h Präsenzzeit / 66 h Vorbereitung / 40 h Nachbereitung und Prüfungsvorbereitung

Dozent/in:

Dr. Volknant

Art der Lehrveranstaltung:

Seminaristische Lehrveranstaltung mit Anwesenheitspflicht / Übung

Sprache:

Deutsch

Inhalt:

- **Digital Transformation and Digitalization**
- **Data-driven Management**
- Business Architecture
- Digital Performance Management
- Information & Data Management
- Multidimensional Analysis
- Business Partnering

Verwendete Literatur:

Literatur wird in der Veranstaltung genannt.

Einführend:

- Hungenberg, H.: Strategisches Management in Unternehmen: Ziele – Prozesse – Verfahren, aktuelle Auflage



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- Roth, A.: Ganzheitliches Performance Management: Unternehmenserfolg durch Perpektivenintegration in ein Management Cockpit, aktuelle Auflage
- Horváth, P.; Gleich, R.; Seiter, M.: Controlling, aktuelle Auflage
- Hanschke, I.: Enterprise Architecture Management - einfach und effektiv: Ein praktischer Leitfaden für die Einführung von EAM, aktuelle Auflage
- DAMA International: DAMA-DMBOK: Data Management Body of Knowledge, aktuelle Auflage
- Swientozielskyj: Business Partnering, aktuelle Auflage

Ergänzend:

- Krause, H.U.; Arora, D.: Controlling-Kennzahlen - Key Performance Indicators: Zweisprachiges Handbuch Deutsch/Englisch - Bi-lingual Compendium German/English, aktuelle Auflage
- Baum, H.G.; Coenenberg, A.G.; Günther, T.: Strategisches Controlling, aktuelle Auflage
- Taschner, A.: Management Reporting: Erfolgsfaktor internes Berichtswesen
- Hanschke, I.: Business Analyse - einfach und effektiv: Geschäftsanforderungen verstehen und in IT-Lösungen umsetzen, aktuelle Auflage
- Laudon / Laudon: Management information systems: managing the digital firm. Harlow, England: Pearson. Latest edition.

Besonderes:

Literatur / Materialien / Werkzeuge / Software tlw. in englischer Sprache

Einsatz eines eigenen Notebooks erforderlich

Course Specification

Hochschule Niederrhein
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Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Date: 06.05.2020

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- und 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.



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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



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EU Competition Policy

- Antitrust
- Merger control
- State aid

Teaching/ Reading material:

Compulsory:

McAleese, D.: Economics for Business: Competition, Macro-Stability and Globalisation, Prentice Hall, Harlow, n. Aufl.

Additional material/ Recommended reading:

El-Agraa, A.M.: The European Union, Cambridge University Press, Cambridge, n. Aufl.

Artis, M./Nixson, F. (Eds.): Economics of the European Union, Oxford University Press, Oxford, n. Aufl.

Mankiw, N.G./Taylor, M.P.: Economics, South-Western, Andover, n. Aufl.

Sloman, J.: Economics and the Business Environment, Prentice Hall, Harlow, n. Aufl.

Misc.:

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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.

III. Business Cycle in action: Drawing the current Business Cycle Picture of the German economy.

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:

Mankiw, N.G.: Principles of Economics, South-Western, Mason, n. Aufl.

Additional material/Recommended reading:

Current reports of economic research institutes and international organizations (EU, OECD)

Misc.:

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Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

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-

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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
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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):

All additional course material provided on the Moodle platform to this seminar

- Fisher, Roger/Ury, William: *Getting to Yes – Negotiating Agreement Without Giving In*; New York/Penguin; revised edition 2011.
- Hall, Edward T.: *Understanding Cultural Differences*, Intercultural Press/Yarmouth, ME; 1990.
- Hofstede, Geert/Hofstede, Gert Jan/Minkov, Michael: *Cultures and Organizations – Software of the Mind*. New York/McGraw-Hill, 2010.
- Lewis, Richard D.: *When Teams Collide – Managing the International Team Successfully*; Nicholas Brealy Publishing/London, 2012.
- Luecke, Richard: *Harvard Business Essentials: Negotiations*; Harvard Business School Press/Boston, ME; 2003.
- Trompenaars, Fons: *Riding the Waves of Culture, Understanding Diversity in Global Business*. London/McGraw-Hill, 3rd edition; 2012.

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

- Bolten, Jürgen: *Einführung in die Interkulturelle Wirtschaftskommunikation*; Verlag Vandenhoeck & Ruprecht/Göttingen; 2. Auflage 2015.
- Cohen, Raymond. *Negotiating Across Cultures: International Communication in an Interdependent World*. Washington D.C.: United States Institute of Peace, 2004 (4th Ed.).
- Heringer, Hans Jürgen: *Interkulturelle Kompetenz – Ein Arbeitsbuch mit interaktiver CD und Lösungsvorschlägen*; A. Francke Verlag Tübingen und Basel; 2012.
- Losche, Helga/Püttker, Stephanie: *Interkulturelle Kommunikation – Theoretische Einführung und Sammlung praktischer Interaktionsübungen*; ZIEL Verlag/Augsburg; 5. Auflage 2009.
- Lustig, Myron W./Koester, Jolene: *Intercultural Competence – Interpersonal Communication Across Cultures*; Allyn and Bacon/Boston; 4th edition 2003.
- Nisbett, Richard. *The geography of thought. How Asians and Westerners think differently and ... Why*. New York: The Free Press, 2003.
- Watzlawick, Paul/Beavin Bavelas, Janet/Jackson, Don D.: *Pragmatics of Human Communication – A Study of Interactional Patterns, Pathologies, and Paradoxes*; W. W. Norton & Company, Inc./New York, 2014.

Misc:

./.



Course Specification

Date: 06.05.2020

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:

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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: 06.05.2020

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:

Jahrmann, F.-U.: Außenhandel, 13. Auflage, Kiehl Verlag, 2010

Kutschker, M., Schmid, S.: Internationales Management, 7. Auflage, Oldenbourg, 2010

Deresky, H.: International Management. Managing Across Borders and Cultures. Text and Cases, 7th edition, Prentice Hall, 2010

Krugman, P., Obstfeld, M., Melitz, M.: International Economics, 9th edition, Prentice Hall, 2011

Salvatore, D.: Introduction to International Economics, 2nd edition, John Wiley & Sons, 200

Misc.:

Discussions on current articles relating to the topic.

Course Specification



Date: 09.07.2019

Module code:
MIM 202, MBM 20402

Module name:
International Procurement

Contact hours:
4 lecture hours per week

Credits:
5 CP

Weighting:
MBM: $(5 \text{ CP} / 90 \text{ CP}) * 0,75$
MIM: $(5 \text{ CP} / 60 \text{ CP}) * 0,75$

Module coordinator:
Prof. Dr. Zeisel

Course of study:
MIM, MBM

Intended Semester:
2nd semester

Semester frequency:
Every semester

Duration:
1 Semester

Type of module:
Compulsory subject for MIM, Optional for MBM

Examination:
Written examination

Prerequisites:
Good command of English

Applicability of this module in the same study programme:
This module complements the focus area "Strategisches Beschaffungsmanagement" of MBM students

Applicability of this module to other study programmes
This module is 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: 09.07.2019

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

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 elements. 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:

- AberdeenGroup (2005): Low Cost Country Sourcing Success Strategies, June 2005
- Hanfield, R./Monczka, R./Giunierero, L.; Patterson, J. (2011): Sourcing and Supply Chain Management, 5th edition, Cengage Learning
- Schuh, C./Strohmer M./Easton, S./Scharlach, A./Schabert, P. (2012): The CPO – Transforming Procurement in the Real World, Apress
- Bolman, L./Deal, T. (2013): Reframing Organizations, John Wiley & Sons
- Cialdini, R. (2006): Influence – The Psychology of Persuasion, HarperBusiness
- Gates, S. (2011): The negotiations book, Wiley

Misc.:

Modulbeschreibung

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Stand: 01.06.2018

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



Stand: 01.06.2018

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
- Michael Armstrong; Stephen Taylor: Armstrong's Handbook of Human Resource Management Practice: Essentials of Category Management, SRM, Negotiation, Contract Management and Supply Chain Management
- Matthias T. Meifert; Dave Ulrich: Strategic Human Resource Development

Course Specification

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Date: 06.05.2020

Module code:

MIM 204

Module name:

Management Accounting

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

5 CP/ 120 CP

Module coordinator:

Prof. Dr. Nissen

Course of study:

MIM; MBM

Intended Semester:

2 nd semester

Module frequency:

Each semester

Duration:

1 Semester

Type of module:

Optional 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 to other study programmes:

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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.



Date: 06.05.2020

Module content:

N°	Topic
1	Introduction
2	Cost structure analysis
3	Variance analysis
4	Behavioral Accounting
5	Reporting
6	Classification of costs
7	Cost Centre Accounting; Variance Analysis
8	Product Cost Calculation (Part 1)
9	Cost calculation systems
10	Sales Controlling Systems – Introduction
11	Product Cost Calculation (Part 2)
12	Applied Sales Controlling
13	Capital budgeting; Investment Appraisals
14	Specialities
14.1	Activity Based Costing
14.2	Energy Management Accounting
14.3	Value Analysis
14.4	Target Costing
14.5	Pricing decisions
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.

Language of instruction:

English

Course Specification

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Date: 06.05.2020

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

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
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Date: 06.05.2020

Course Specification

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Date: 06.05.2020

Module code:

MIM 205, MBM 303, IMM 204,

Module name:

International Economics

Contact hours:

4 SWS

Credits:

5 CP

Weighting:

(5 CP / 90 CP) *0,75

Module coordinator:

Prof. Dr. Vogl

Course of study:

MBM, IMM, MIM

Intended Semester:

2nd.,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



Date: 06.05.2020

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 from integration and what conditions are necessary in order to realize these gains.

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, Dr. Fabian Kreutzer

Teaching method:

Lecture/Seminar

Language of instruction:

English

Topics:

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

Literature:

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

Misc.:

Modulbeschreibung

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

Stand: 03.01.2019

Module code:

MBM 303 02, MIM 20502, IMM 20402

Module name:

Regional Economics

Contact hours:

4 SWS

Credits:

5 CP

Weighting:

(5 CP / 90 CP)*0,75

Module coordinator:

Prof. Dr. Rüdiger Hamm

Study program:

Master Business Management

Intended semester:

MIM: 2nd semester, IMM: 2nd semester, MBM 3rd semester

Semester frequency:

Each semester

Duration:

One semester

Type of Module:

Optional compulsory subject

Examination:

Presentation + written exam

Prerequisites:

Basic knowledge of microeconomic and macroeconomic relationships

Applicability of this module to other study programs Studiengänge:

This module can be used for all economic study programs to deepen knowledge in general economics in a regional context

Objectives; competencies to be gained:

Students ...

- ... will be enabled to understand and explain firms' and households' locational choice and the consequences of these individual decisions for the spatial distribution of economic activity.
- ... will become acquainted with most important theories to explain regional economic development and structural change on the regional level.
- ... will get to know empirical methods to analyse important research questions from regional economics.
- ... will be enabled to use their new knowledge and competencies in discussions of research results and their consequences for regional economic policy.



Stand: 03.01.2019

Total workload:

60 h Lectures/ 30 h Pre Lecture/ 60 h Post Lecture

Lecturer:

Prof. Dr. Rüdiger Hamm

Teaching method:

Lecture/ Seminar

Language of instruction:

English

Content/Topics:

1. Introduction
2. Location Theory
 - 2.1. Firm's Location Decisions
 - 2.2. Household's Location Decisions
3. Spatial Distribution of Activities
 - 3.1. Agglomeration Economies
 - 3.2. The Cluster-Concept
 - 3.3. Related Variety
 - 3.4. New Economic Geography
 - 3.5. Creative Class
4. Regional Developments
 - 4.1. Regional Growth
 - 4.1.1. Neoclassical Regional Growth
 - 4.1.2. The Economic Base Model
 - 4.1.3. Growth-Pole Theories
 - 4.1.4. Regional Innovation Systems (RIS)
 - 4.2. Regional Structural Change
 - 4.2.1. Regional Structures and Structural Change
 - 4.2.2. Structural Change in Mönchengladbach and Middle Lower Rhine Region
 - 4.2.3. Explaining Structural Change
 - 4.2.4. Regional Structures and Growth: Shift-share Analysis



Stand: 03.01.2019

Literature:

- Capello, R. (2016): Regional Economics. 2nd Edition. Abingdon.
- Fahrhauer, O. / Kröll, A. (2014): Standorttheorien: Regional- und Stadtökonomik in Theorie und Praxis. 2. Auflage, Wiesbaden.
- Eckey, H.-F. (2008): Regionalökonomie. Wiesbaden.
- Maier, G. / Tödtling, F. (2012): Regional- und Stadtökonomik 1, Standorttheorie und Raumstruktur. 5. aktualisierte Auflage, Wien, New York.
- Maier, G. / Tödtling, F. / Trippel, M. (2012): Regional- und Stadtökonomik 2: Regionalentwicklung und Regionalpolitik, 4. aktualisierte Auflage, Wien, New York.
- McCann, Ph. (2013): Modern Urban and Regional Economics. Oxford.

Furthermore, empirical studies will be recommended and provided during the course.

Misc.:

The relevant contents are communicated by using a combination of theory and empirical case studies. In most cases examples and case studies are based on research done in the Niederrhein Institute for Regional and Structural Research (NIERS) for Northrhine-Westphalian regions. Aim is to have a close interconnection between university teaching and applied research.



Course Specification

Date: 06.05.2020

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:

$(5 \text{ CP} / 60 \text{ CP}) * 0,75$

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 responsibility.



Course Specification

Date: 06.05.2020

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
 - 3.3 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:

BARNETT, M. L; SALOMON, R. M. (2012): Does It Pay to Be Really Good? Addressing the Shape of the Relationship between Social and Financial Performance. In: Strategic Management Journal, 33, S. 1304-1320.

BELZ, F.-M.; PEATTIE (2009): Sustainability Marketing. A Global Perspective. New Jersey u.a.

CARROLL, A. B. (1993): Business and Society, 2. Aufl., Cincinnati



Course Specification

Date: 06.05.2020

CARROLL, A. B., SHABANA, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. In: International Journal of Management Reviews, 12, S. 85-105.

CRANE, A., MATTEN, D. (2015). Business Ethics. Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford University Press.

HOPKINS, M. (ed.) (2016): CSR and Sustainability. From the Margin to the Mainstream: A Textbook. Greenleaf.

LOCKE, R.; AMENGUAL, M.; MANGLA, A. (2009): Virtue or Necessity? Compliance, Commitment and the Improvement of Labor Conditions in Global Supply Chains. In: MIT Sloan Working Paper.

MALIK, M. (2015): Value-Enhancing Capabilities of CSR. A Brief Review of Contemporary Literature. In: Journal of Business Ethics, 127, S. 419-438.

PORTER, M. E.; KRAMER, M. (2011): Creating Shared Value – How to reinvent Capitalism and unleash a wave of innovation and growth. In: Harvard Business Review, 89.

SHAW, W. H. (2016): Business Ethics: A Textbook with Cases. Cengage

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.