

Modulhandbuch

für den Studiengang

Master International
Management, englisch

für die Prüfungsordnung

90|831|-|-|H|2018

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Modulname	Modulcode
101 - International Management I	MIM 101
Modulverantwortliche/r	Fachbereich
Christian Winnewisser	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
1. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
Basic knowledge of business studies, economics, law, languages, international business

Voraussetzungen laut Prüfungsordnung
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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Internationales Management I	Wahlpflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
<p>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). In particular, the following competencies will be developed in the course: Technical and subject matter competencies:</p> <ul style="list-style-type: none"> • In-depth understanding of major theories for international trade, and their strengths and limitations • In-depth understanding of frameworks to analyze international markets (e.g., Porter's diamond, PESTEL) • In-depth understanding of most relevant modes of market entry for export and production abroad • Familiarity with documentation requirements in exporting • Familiarity with trade barriers, and trade regimes • Familiarity with international publications providing information on international businesses • Improved verbal and written presentation skills in English <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Skills to analyze recent events in international business (socio-economical, political) and their consequences through the perspective of both economics, and social sciences

<ul style="list-style-type: none">• Ability to understand a wide range of professional and academic, complex publications/ blogs/other forms of media, including skills to detect their implicit meaning and impact on businesses• Ability to use digital tools for research, analysis, collaboration, communication, and presentation• Ability to use the English language flexibly and effectively for social, academic and professional purposes• Ability to take a cross-functional view in the analysis of global businesses Social and personal competencies:• Ability to work in diverse, multinational teams• Ability to overcome ambiguity connected with a volatile, diverse, multi-national setting
Zu erbringende Prüfungsleistung
Written examination
Verwendbarkeit der Veranstaltung
Master Business Management Master Internationales Marketing Master International Management
Stellenwert der Modulnote in der Endnote
MBM/IMM: (5CP/90CP)*0,75 MIM: (5CP/60CP)*0,75

Modulname		Modulcode	
101 - International Management I		MIM 101	
Veranstaltungsname		Veranstaltungscod	
Internationales Management I		MBM 10105/10205, MIM 101, IMM 102	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Christian Winnewisser	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
1. Semester	in jedem Semester	englisch	40 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Pre lecture 30 hours, Post lecture 60 hours	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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).
Inhalte
<p>“Managing in an international environment”</p> <p>Module Part I: Global Business Environment</p> <p>Module content:</p> <ul style="list-style-type: none"> • 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 <p>Module Part II: Strategic International Sourcing</p> <p>Relevance of and reasons for Global Sourcing, International Procurement Strategies, International Supplier Management, Strategic Project Management for introducing Global Sourcing</p>
Studien-/Prüfungsleistung

Written examination

Literatur

Module Part I: Global Business Environment

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

Module Part II: Strategic International Sourcing

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

Modulname	Modulcode
102 - Organization in a Global Society	MIM 102
Modulverantwortliche/r	Fachbereich
Regina Hahn	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
1. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
Solid knowledge of management theories and methods

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Organization in a Global Society	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
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
Zu erbringende Prüfungsleistung
Class presentation
Verwendbarkeit der Veranstaltung
/
Stellenwert der Modulnote in der Endnote
(5CP/60CP)*0,75

Modulname		Modulcode	
102 - Organization in a Global Society		MIM 102	
Veranstaltungsname		Veranstaltungscode	
Organization in a Global Society		MIM 102	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Regina Hahn	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
1. Semester	in jedem Semester		15 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	30 hours preparation / 60 hours consolidation	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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
Inhalte
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. 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
Studien-/Prüfungsleistung
Class presentation
Literatur
All relevant literature will be announced in class.

Modulname	Modulcode
103 - International Marketing	MIM 103
Modulverantwortliche/r	Fachbereich
Martin Wenke	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
1. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
Knoweldge in business administration, economics, marketing and the framework of international business.

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Marketing	Pflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
Objectives: • Students will be able to understand, to consider and to identify the opportunities and challenges of marketing in international context• Ability to research and analyse the international marketing environmental and company situations• Understand the general dimension of adaptation and standardization in international marketing context• Adapt marketing and global marketing methodologies and frameworks that helps to structure decisions• Learn to apply core theoretical and conceptional frameworks/ tools to find practical solutions for international business situations • Skills to assess, design and implement international marketing strategies and make decisions in order to create longterm company performance and customer value • Real world examples, case studies, presentations, teamwork and reports have enabled the students to discuss and present international business situation and solutions competently • Expanded communicative and cooperative skills • Enables students to work in international environment and international marketing rol
Zu erbringende Prüfungsleistung
Assignment, group presentation, report writing
Verwendbarkeit der Veranstaltung

/
Stellenwert der Modulnote in der Endnote
$(5CP/60CP)*0,75$

Modulname		Modulcode	
103 - International Marketing		MIM 103	
Veranstaltungsname		Veranstaltungscode	
International Marketing		MIM 103	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Pflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
1. Semester	nur im Wintersemester	englisch	15 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	pre lecture 30 hours, post lecture 60 hours	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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.
Inhalte
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 inter-national 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 differentiation. 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 addressed. Readings and case-studies will help to explore how insight and knowledge can be translated to business-problem solving. 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
Studien-/Prüfungsleistung
Assignment, group presentation
Literatur

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.

Modulname	Modulcode
10401 - Applied Econometrics	MIM 10401
Modulverantwortliche/r	Fachbereich
Matthias Freund	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
1. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
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.

Voraussetzungen laut Prüfungsordnung
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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Applied Econometrics	Wahlpflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
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 research 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.
Zu erbringende Prüfungsleistung
Presentation and assignment
Verwendbarkeit der Veranstaltung
Master Internationales Marketing Master International Management

Master Business Management
Stellenwert der Modulnote in der Endnote
MBM/IMM: $(5CP/90CP) * 0,75$ MIM: $(5CP/60CP) * 0,75$

Modulname		Modulcode	
10401 - Applied Econometrics		MIM 10401	
Veranstaltungsname		Veranstaltungscod	
Applied Econometrics		MBM 10401, IMM 10401, MIM 10401	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Matthias Freund	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
1. Semester	in jedem Semester	englisch	20 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	pre lecture 30 hours / post lecture 60 hours	150 hours

Lehrform
seminarbased lecture
Lernergebnisse / Kompetenzen (learning outcomes)
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 research 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.
Inhalte
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.

1. Introduction and Idea of the course
2. Econometrics as an academic discipline
 - history and purpose
 - the econometric process
 - an overview of possible econometric topics
3. A short overview of statistical software packages (STATA, SPSS, R, eViews, SAS)
4. Review of basic statistics
 - survey techniques and data sets
 - sample statistics and the main graphically illustrations
 - covariance & (pairwise) correlations
 - random variables & distributions
 - testing hypotheses
5. Getting started with STATA
 - Basic principles of STATA
 - Resources (help, search, STB, SJ)
 - Do.files / log.files
 - Command syntax & first commands
6. Linear regression – the basic concept
 - OLS with one independent variable
 - OLS with multiple independent variables
 - Non-Linearities
7. Simple regression in STATA
 - the regress command
 - a first look to the output sheet
8. Regression diagnostic (accuracy of OLS-estimates)
 - testing the assumptions of OLS
 - heteroscedasticity
 - autocorrelation
 - multicollinearity
 - 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:
 - First example of advanced models – panel regression
 - Second example of advanced models – binary response
 - Third example of advanced models – instrumental variable estimation
 - 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

Studien-/Prüfungsleistung

Presentation and assignment

Literatur

Obligatory (one of 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)

Modulname	Modulcode
10402 - Digital Business	MIM 10402
Modulverantwortliche/r	Fachbereich
Kathleen Diener	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master Business Management
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
1. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
/

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Digital Business	Wahlpflicht	4.00	150 Stunden
2.	Digital Business	Pflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
Students will be able to analyze relevant business models and stakeholder groups by applying the principles of business model innovation and evaluating them against selected Corporate Social Responsibility (CSR) frameworks in order to make responsible digitization decisions. On completion of this course, students will be able to: explain digital business models and relevant underlying concepts by outlining the relevant technology and its enabling capacity for business recognize recent trends in business transformation and the resulting innovation potential analyze relevant stakeholder groups and derive implications based on the identified need structure apply ethical thinking in critical decision situations as trained by studying real business cases evaluate decision option in reflection of the existing paradox between economic and social/ecological goals
Zu erbringende Prüfungsleistung
Written examination / project assignments / seminar paper / presentation / oral examination or a combination of some of the aforementioned. The form of examination will be finally announced in the first lesson.

Verwendbarkeit der Veranstaltung
Master Business Management Master International Management
Stellenwert der Modulnote in der Endnote
MBM: $(5CP/90CP)*0,75$ MIM: $(5CP/60CP)*0,75$

Modulname		Modulcode	
10402 - Digital Business		MIM 10402	
Veranstaltungsname		Veranstaltungscode	
Digital Business		MBM 20503	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	nur im Sommersemester	deutsch	Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	44 Stunden Präsenzzeit	66 Stunden Vorbereitung / 40 Stunden Nachbereitung und Prüfungsvorbereitung	150 Stunden

Lehrform
Seminaristische Lehrveranstaltung mit Anwesenheitspflicht / Übung
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Studierende sollen die Anforderungen an Entscheider und Entscheidungsunterstützung, z. B. durch Controlling, im Zeitalter der Digitalisierung kennenlernen und das notwendige Handwerkszeug erlernen. Hierfür werden gemeinsam die Anforderungen erarbeitet und das notwendige Handwerkszeug untersucht. Die Studierenden können gängige Methoden der Strategiearbeit, z.B. Porter, St. Gallerer Modell oder BCG Matrix einordnen und diskutieren</p> <p>können die Operationalisierung von Unternehmensstrategie und ihre Herausforderungen erklären</p> <p>können Auswirkungen durch technologische Entwicklung auf Unternehmensstrategien und deren Umsetzung benennen, erklären und einordnen</p> <p>können Werkzeuge der Entscheidungsunterstützung oder des Controllings, bspw. Multidimensionale Deckungsbeitragsrechnungen, konzeptionell erarbeiten und beschreiben.</p> <p>können Methoden des Data Management und Modelling, sowie Methoden der Datenanalyse gezielt auszuwählen, einsetzen und selbständig anwenden</p> <p>können die Rolle des Controllings als Business Partner in einer digitalen Welt diskutieren und die Werkzeuge des Business Partnering vergleichen und bewerten</p> <p>können die Ergebnisse ihrer Analysen sach- und adressatengerecht aufbereiten, visualisieren und präsentieren</p>
Inhalte
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 Manage- 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.

Inhalt:

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

Studien-/Prüfungsleistung

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.

Literatur

Literatur wird in der Veranstaltung genannt.

Einführend:

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

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.

Modulname		Modulcode	
10402 - Digital Business		MIM 10402	
Veranstaltungsname		Veranstaltungscod	
Digital Business		MIM 104	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Jens Kaufmann	Wirtschaftswissenschaften		Pflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
1. Semester	nur im Wintersemester	englisch	15 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours directed study	30 hours pre lecture study / 60 hours after lecture study	150 hours

Lernergebnisse / Kompetenzen (learning outcomes)
<p>On completion of this course students will:</p> <ul style="list-style-type: none"> • be able to explain digital business models and relevant underlying concepts • 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 • 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
Inhalte
<p>Module content: The module shows the role of technology as an enabler for business. It discusses selected business models as well as technologies and the application of technologies for business purposes. A certain emphasis is put on the topic data and its analysis.</p> <p>Module Part A: Digital Business: Technologies and Applications Topics:</p> <ul style="list-style-type: none"> • Business models and concepts, underlying technologies and software applications, e.g., <ul style="list-style-type: none"> • E-Commerce and M-Commerce • E-Payment • Start-up characteristics • Recent research trends, e.g. Blockchain • Digital Transformation, e.g., <ul style="list-style-type: none"> • Digitalization of existing business models

- Change management
- Management of information and data
- Management of software development and software introduction
- Organizational structures
- Recent research trends, e.g. digital assistants
- Data-driven business models, e.g.,
 - Social Media
 - Advertising
 - Search Engines
 - Recent research trends of data-driven business models
- Topics may vary based on recent trends, available technologies and progression of the course

Module Part B: Digital Business: Data Analysis

Topics:

- Basic concepts
 - Provisioning and modeling of data
 - Generation, storage, distribution and retrieval of information
- Selected data analysis techniques such as:
 - Multidimensional Analysis
 - Explorative Data Analysis and Data visualization
 - Queries and Reporting using Data Warehousing Concepts
 - Regression analysis
 - Predictive Analysis
 - Data Mining
 - Text Mining
 - Artificial Neural Networks

Studien-/Prüfungsleistung

Written examination / project assignments / seminar paper / presentation / oral examination or a combination of some of the aforementioned. The form of examination will be finally announced in the first lesson.

Literatur

Module Part A: Digital Business: Technologies and Applications

- Laudon / Laudon: Management information systems: managing the digital firm. Harlow, England: Pearson. Latest edition.
- Further literature will be named in the course

Module Part B: Digital Business: Data Analysis

- Laudon / Laudon: Management information systems: managing the digital firm. Harlow, England: Pearson. Latest edition.
- Provost / Fawcett: Data Science for Business. Beijing: O'Reilly. Latest edition.

Modulname	Modulcode
105 - Business Economics	MIM 105
Modulverantwortliche/r	Fachbereich
Martin Wenke	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
1. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
Knowledge of micro- und macroeconomics and statistics

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Volkswirtschaftslehre II (Business Economics)	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
Students will be able to apply the relevant theory modules (macro/micro/management) for the formulated task (significant change in the macroeconomic framework) and use them to conduct a systematic analysis of the effects at the company level. Based on this, the participants further on should develop potential appropriate reaction/adaptation strategies of the companies to the changes on the national/international macroeconomic level and explain their implementation using practical company examples. Finally, these examples will be evaluated using common grids/templates (PESTEL/SWOT) and students finally will offer indications for improvements.
Verwendbarkeit der Veranstaltung
Master Business Management Master Internationales Marketing Master International Management
Stellenwert der Modulnote in der Endnote
MBM/IMM: (5CP/90CP)*0,75 MIM: (5CP/60CP)*0,75

Modulname		Modulcode	
105 - Business Economics		MIM 105	
Veranstaltungsname		Veranstaltungscode	
Volkswirtschaftslehre II (Business Economics)		MBM 10501, IMM 105, MIM 105, MBM 20106/20206	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Martin Wenke	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
1. Semester	in jedem Semester	englisch	30 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Independent study: pre lecture: 30 hours, post lecture 60 hours	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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.
Inhalte
<p>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.</p> <p>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</p>

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.

Module Part I: The Microeconomic and Regulatory Business Environment

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

EU Competition Policy

- Antitrust
- Merger control
- State aid

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

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.

Studien-/Prüfungsleistung

Projectwork (60%) and written exam (40%)

Literatur

Module Part I: The Microeconomic and Regulatory Business Environment

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.

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

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)

Modulname	Modulcode
106 - Intercultural Communication and Cooperation	MIM 106
Modulverantwortliche/r	Fachbereich
Minal Sauerhammer	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
1. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
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).

Voraussetzungen laut Prüfungsordnung
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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Intercultural Communication and Cooperation	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
Die Studierenden- können interkulturelle Theorieansätze anwenden. - sind in der Lage ihre eigene kulturelle „Programmierung“ zu evaluieren.- verstehen, dass trotz der Verwendung des Englischen als Lingua Franca die kulturspezifischen Codes sowohl auf der Sprach- als auch auf der Verhaltensebene wirksam sind, und sind fähig, zu analysieren, zu evaluieren und Lösungsvorschläge zu erschaffen.- wenden sprachliche Mittel der Metakommunikation und Mediation an, um wirksam interkulturelle Missverständnisse und Konfliktsituationen zu evaluieren und wenden sprachliche Mittel der Diplomatie und Höflichkeit in interkulturellen geschäftsbezogenen Kommunikationsanlässen an.- evaluieren ein Thema mit dem Schwerpunkt interkulturelle Kommunikation und halten darüber einen Vortrag in englischer Sprache- analysieren die eigene kulturelle Brille, sind in der Lage diese abzusetzen (Ethnozentrismus) und in einem internationalen Team zu arbeiten
Zu erbringende Prüfungsleistung
Hausarbeit und Präsentation

Verwendbarkeit der Veranstaltung
Master Business Management Master International Management
Stellenwert der Modulnote in der Endnote
MBM: $(5CP/90CP)*0,75$ MIM: $(5CP/60CP)*0,75$

Modulname		Modulcode	
106 - Intercultural Communication and Cooperation		MIM 106	
Veranstaltungsname		Veranstaltungscode	
Intercultural Communication and Cooperation		MBM 20604, MIM 106	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Minal Sauerhammer	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	in jedem Semester		25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	60 Stunden Nacharbeit und Erstellung der Hausarbeit / 30 Stunden für Präsentation	150 hours

Lehrform
Seminar with (task) group discussions, presentations, simulations, etc.
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Die Studierenden</p> <ul style="list-style-type: none"> - verfügen über Grundlagenkenntnisse in interkulturellen Theorieansätzen - sind in der Lage, ihre eigene kulturelle „Programmierung“ zu verstehen - sind sich bewusst, dass trotz der Verwendung des Englischen als Lingua Franca die kulturspezifischen Codes sowohl auf der Sprach- als auch auf der Verhaltensebene wirksam sind, und sind fähig, diese aufzudecken, zu analysieren und Lösungsvorschläge aufzuzeigen - verwenden sprachliche Mittel der Metakommunikation und Mediation, um wirksam mit interkulturellen Missverständnissen und Konfliktsituationen umzugehen - benutzen sprachliche Mittel der Diplomatie und Höflichkeit in interkulturellen geschäftsbezogenen Kommunikationsanlässen <p>erarbeiten sich ein Thema mit dem Schwerpunkt interkulturelle Kommunikation und halten darüber einen Vortrag in englischer Sprache</p> <p>kennen die eigene kulturelle Brille und sind in der Lage diese abzusetzen (Ethnozentrismus)</p> <ul style="list-style-type: none"> - sind in der Lage in einem internationalen Team zu arbeiten
Inhalte
<p>Inhalte des Moduls:</p> <ul style="list-style-type: none"> - Vermittlung interkulturellen Theorieansätze (z.B. nach Edward Hall und Hofstede) - Aufdeckung persönlicher und eigenkultureller Werte, Annahmen und Erwartungen - Studentische Vorträge über ein Thema mit dem Schwerpunkt interkulturelle Kommunikation

- Training im Verhalten als Teilnehmende Person in einem interkulturellen Team
- Analyse von Case Studies und sog. Critical Incidents

Inhalt:

- Cultural aspects (e.g. direct/indirect communication, power, stereotypes/prejudices)
- Working in an international team
- Cultural dimension (Hofstede, Richard D. Lewis, Hall)
- Presentations to an international Audience
- Managing intercultural Meetings
- Negotiating across Cultures
- Communication through Email
- Simulations, case studies and critical incidents
- Ethnocentrism: The problem of judging another culture through the eyes of your own culture.

Studien-/Prüfungsleistung

Hausarbeit und Präsentation

Literatur

- Trompenaars, Fons: Riding the Waves of Culture, London 2012
- Hofstede, Gert et al: Cultures and Organizations, New York 2010
- Dignen, Bob: Communicating across Cultures, Cambridge 2011
- Powell, Mark: International Negotiations, Cambridge 2012
- Powell, Mark: Dynamic Presentations, Cambridge 2010
- Intercultural Training Video: A World of Difference, London 2012
- Meyer, Erin: The Culture Map: Breaking Through the Invisible Boundaries of Global Business, PublicAffairs 2014
- Evan Frenedo und Shuna Hsu: Working in Asia, Cornelsen 2010
- Handreichungen

Modulname	Modulcode
201 - International Management II	MIM 201
Modulverantwortliche/r	Fachbereich
Christian Winnewisser	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
2. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
Basic knowledge of business studies, economics, law, languages, international business.

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Internationales Management II	Wahlpflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
<p>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. In particular, the following competencies will be deepened and further developed (building on the groundwork laid in MIM 101) in the course:</p> <p>Technical and subject matter competencies:</p> <ul style="list-style-type: none"> • In-depth understanding of major forces driving the future development of global trade and global markets • In-depth understanding of frameworks to assess the impact of global forces on international companies (e.g., scenario analyzes, Porter`s diamond, BCG matrix, McKinsey growth framework) • Familiarity with international publications providing information on international businesses • Improved verbal and written presentation skills in English <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Skills to analyze recent events in international business (socio-economical, political) and their consequences through the perspective of both economics, and social sciences • Ability to understand a wide range of professional and academic, complex publications/blogs/other forms of media, including skills to detect their implicit meaning and impact on businesses • Ability to use digital tools for research, analysis, collaboration, communication, and presentation • Ability to use the English language flexibly and effectively for social, academic and professional purposes • Ability to take a cross-functional view in the analysis of global businesses <p>Social and personal</p>

competencies:• Ability to work in diverse, multinational teams• Ability to overcome ambiguity connected with a volatile, diverse, multi-national setting
Zu erbringende Prüfungsleistung
Assignment/ incl. presentation (Group)
Verwendbarkeit der Veranstaltung
Master Business Management Master Internationales Marketing Master International Management
Stellenwert der Modulnote in der Endnote
MBM/IMM: (5CP/90CP)*0,75 MIM: (5CP/60CP)*0,75

Modulname		Modulcode	
201 - International Management II		MIM 201	
Veranstaltungsname		Veranstaltungscod	
Internationales Management II		MBM 20105/20205, MIM 201, IMM 202	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	in jedem Semester	englisch	40 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Post lecture, group work, presentation: 60-90 hours	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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.
Inhalte
Module content: „Strategies for the globalized world”
Topics:
<ul style="list-style-type: none"> • Trends shaping the future competitive landscape • Understanding global forces • Exploring international opportunities <ul style="list-style-type: none"> • Developing an international strategy • Changes and risks of FDI • Partner selection in an international context • Case studies for the fastest growing regions
Studien-/Prüfungsleistung
Assignment/ incl. presentation (Group)
Literatur
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

Modulname	Modulcode
202 - International Procurement	MIM 202
Modulverantwortliche/r	Fachbereich
Stefan Zeisel	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
2. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
Good command of English

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Procurement	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
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.
Zu erbringende Prüfungsleistung
Written examination
Verwendbarkeit der Veranstaltung
Master Business Management Master International Management
Stellenwert der Modulnote in der Endnote
MBM: (5CP/90CP)*0,75 MIM: (5CP/60CP)*0,75

Modulname		Modulcode	
202 - International Procurement		MIM 202	
Veranstaltungsname		Veranstaltungscode	
International Procurement		MBM 20402, MIM 202	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Stefan Zeisel	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	in jedem Semester		25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	50 hours	Independent study: pre lecture 30 hours, post lecture and exam preparation: 70 hours	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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.
Inhalte
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.
Studien-/Prüfungsleistung
Written examination

Literatur

Compulsory:

- Lecture notes

Additional material/ Recommended reading:

- AberdeenGroup (2005): Low Cost Country Sourcing Success Strategies, June 2005
- Hanfield, R./Monczka, R./Giunierper, 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

Modulname	Modulcode
203 - International Human Resource Management	MIM 203
Modulverantwortliche/r	Fachbereich
Lena Evertz	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
2. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
- Solid knowledge of management theories and methods - Intercultural awareness

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Human Resources Management	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
The course aims to achieve three main learning outcomes:1) By the end of the course students will be able to identify and analyze challenges of the various human resource activities within multinational companies (MNC) and to provide innovative solutions for these challenges, by solving case studies and presenting scientific articles in the field of International Human Resource Management (IHRM). This enables students to master the challenges and problems in a company with a multinational background or a company with ideas for international expansion.2) By the end of the course students will be able to critically appraise the impact of cultural sensitivity in shaping human resource activities in MNCs, by gaining intercultural experience in role plays and reflection exercises. This enables students in future to work effectively with colleagues with diverse cultural backgrounds, experience levels and a diverse way of thinking and/or to lead an international team in a MNC.3) By the end of the course students will be able to be critical and reflective in the process of evaluating sources of knowledge by analyzing and presenting scientific articles in the field of IHRM. This enables students in future to evaluate what are appropriate sources for academic writing (i. e. for Master Thesis) and it enables them to use academic resources for problems in practice (theory-practice-transfer).
Zu erbringende Prüfungsleistung

Class presentation
Verwendbarkeit der Veranstaltung
/
Stellenwert der Modulnote in der Endnote
$(5CP/60CP)*0,75$

Modulname		Modulcode	
203 - International Human Resource Management		MIM 203	
Veranstaltungsname		Veranstaltungscode	
International Human Resources Management		MIM 203	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Lena Evertz	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	nur im Sommersemester	englisch	15 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	90 hours	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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
Inhalte
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. 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
Studien-/Prüfungsleistung
Class presentation
Literatur

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

Modulname	Modulcode
204 - Management Accounting & Energy Management Accounting	MIM 204
Modulverantwortliche/r	Fachbereich
Ulrich Nissen	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
2. Semester	1	Pflichtfach	5.00

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

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Management Accounting & Energy Management Accounting	Wahlpflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
On completion of this course students: • will have a broad understanding of what management accounting is; • can to controll cost centres und how to calculate products; • are able to set a system to control an enterprise; • have refreshed their knowledge on investment appraisal methods; • are able to set up investment appraisal models so that they can analyse existing calculations and ; • are able to implement an energy management system and to develop an energy performance indicator system; • are able to develop ideas on how to reduce the energy consumption; • have a broad overview and understanding of energy supply technologies; • have a comprehensive knowledge of the business aspects of energy management; • know how to integrate the energy issues of a company into normal accounting systems; • can communicate effectively with engineering colleagues on energy management related issues.
Zu erbringende Prüfungsleistung
Written examination
Verwendbarkeit der Veranstaltung
Master Business Management

Master International Management
Stellenwert der Modulnote in der Endnote
MBM: $(5CP/90CP)*0,75$ MIM: $(5CP/60CP)*0,75$

Modulname		Modulcode	
204 - Management Accounting & Energy Management Accounting		MIM 204	
Veranstaltungsname		Veranstaltungscode	
Management Accounting & Energy Management Accounting		MBM 20401, MIM 204	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Ulrich Nissen	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	in jedem Semester		25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	pre lecture: 30 hours, post lecture 60 hours	150 hours

Lehrform
Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
<p>On completion of this course students will:</p> <ul style="list-style-type: none"> • have a broad understanding of what management accounting is; • know, how to controll cost centres und how to calculate products; • be able to set a system to control an enterprise; • have refreshed their knowledge on investment appraisal methods; • be trained to set up investment appraisal models; • be able to implement an energy management system and to develop an energy performance indicator system; • be able to develop ideas on how to reduce the energy consumption; • have a broad overview and understanding of energy supply technologies; • have a comprehensive knowledge of the business aspects of energy management; • know how to integrate the energy issues of a company into normal accounting systems; • and will be able to communicate effectively with engineering colleagues on energy management related issues.
Inhalte
<ul style="list-style-type: none"> • Introduction • Management Accounting <ul style="list-style-type: none"> • Variance analysis • Cost Centre Accounting • Product Costing • Cost calculation systems • Controlling of an enterprise • Valuation of investments; investment appraisal <ul style="list-style-type: none"> • Investment Appraisal – Methods

- Investment Appraisal – Modelling
- Energy Management Accounting
 - Introduction to energy, thermodynamics and electricity
 - Energy efficiency in industry
 - Energy efficiency - definition, explanation
 - Energy Management Systems
 - Energy Performance Indicator Systems
 - Energy Audits according to the EDL- G
 - Energy supply technologies and valuation of such investments
 - Investment appraisal for a modern heating system
 - Investment appraisal for a cogeneration unit
 - Investment appraisal for a photovoltaic system and a solar collector system
 - Investment appraisal for heat pumps
 - Investment appraisal for energy efficiency measures
 - Energy oriented investment appraisal
 - I Management accounting with incorporated energy management

Due to rising energy prices and therefore growing energy expenditures within companies, and because of the climate crisis that the mankind is facing, one of the major challenges and priorities for business is the development of energy efficiency initiatives. This course integrates conventional management accounting and investment appraisal skills with a foundation level knowledge of energy engineering and provides students with the skills to communicate effectively with engineering colleagues to facilitate innovative energy management solutions for business.

Studien-/Prüfungsleistung

Written examination

Literatur

Harrison / Horngreen: Managerial Accounting Nissen: Energiekostenmanagement

Modulname	Modulcode
205 - International Economics	MIM 205
Modulverantwortliche/r	Fachbereich
Bernard Vogl	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
2. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
Microeconomics and Macroeconomics

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Economics	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
Students will be able to analyse the effects of globalisation and protectionism on welfare using different trade models and protectionist instruments. Students will better understand, react and possibly even control the impacts on firms resulting from the increased openness of the economy and from protectionism. In addition, students will be able to assess the impact of monetary policy decisions on capital movements, exchange rates and the balance of payments in order to identify business risks resulting from international movements of capital and exchange rates, and ways to manage these risks.
Zu erbringende Prüfungsleistung
Written exam
Verwendbarkeit der Veranstaltung
Master Business Management Master Internationales Marketing Master International Management
Stellenwert der Modulnote in der Endnote
MBM/IMM:(5CP/90CP)*0,75

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

Modulname		Modulcode	
205 - International Economics		MIM 205	
Veranstaltungsname		Veranstaltungscode	
International Economics		MBM 30301, MIM 20501, IMM 20401	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Fabian Kreuzer	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	in jedem Semester		30 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Pre lecture 30 hours, Post lecture 60 hours	150 hours

Lehrform
Lecture/Seminar
Lernergebnisse / Kompetenzen (learning outcomes)
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.
Inhalte
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. 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
Studien-/Prüfungsleistung
Written exam
Literatur
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

Modulname	Modulcode
206 - Ethics and Corporate Responsibility	MIM 206
Modulverantwortliche/r	Fachbereich
Martin Wenke	Wirtschaftswissenschaften

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
2. Semester	1	Pflichtfach	5.00

Empfohlene Voraussetzungen
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.

Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Ethics and Corporate Responsibility	Pflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Lernergebnisse / Kompetenzen des Moduls (learning outcomes)
Students develop a basic understanding of corporate responsibility in regular production and procurement processes and with regard to the downstream effects of distribution/ consumption. In doing so, they take into account the "compass properties" of business ethics as an aid to mastering ethical-moral challenges and know that there is never just one right decision. The participants are able to take into account the different places of morality and the structures or frameworks existing there on every different level. They are able to apply the different models of the concept of sustainable development (SD) to concrete questions and to derive decision variants/scenarios from them. In doing so, they will understand the influence of the respective political regulations and, above all, the fixed requirements of planetary boundaries for corporate social responsibility (CSR). Building on the aforementioned competencies, the students are able to apply the different levels of CSR management (eg. ISO26000 standard) with regard to concrete corporate behaviour, to evaluate this behaviour with regard to ethical and moral requirements and to develop ideas for concrete improvement strategies.
Zu erbringende Prüfungsleistung
Presentation (60%), Final Report (30%), Opposition (10%)

Verwendbarkeit der Veranstaltung
/
Stellenwert der Modulnote in der Endnote
$(5CP/60CP)*0,75$

Modulname		Modulcode	
206 - Ethics and Corporate Responsibility		MIM 206	
Veranstaltungsname		Veranstaltungscod	
Ethics and Corporate Responsibility		MIM 206	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Martin Wenke	Wirtschaftswissenschaften		Pflicht

Vorgesehenes Studiensemester	Angebotshäufigkeit	Sprache	Gruppengröße
2. Semester	nur im Sommersemester	englisch	15 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	90 hours	150 hours

Lehrform
Seminar

Name des Studiengangs:
Master International Management, englisch

Modulname:
Auslandsstudiensemester

Modulname	Modulcode
Auslandsstudiensemester	MIM
Modulverantwortliche/r	Fachbereich
	Hochschule Niederrhein

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
3. Semester			30.00

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
Summe (Pflicht und Wahlpflicht)			.	

Name des Studiengangs:
Master International Management, englisch

Modulname:
Praxissemester

Modulname	Modulcode
Praxissemester	MIM
Modulverantwortliche/r	Fachbereich
	Hochschule Niederrhein

Zuordnung zum Studiengang
Master International Management, englisch

Vorgesehenes Studiensemester	Dauer des Moduls	Modultyp	ECTS
3. Semester			30.00

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
Summe (Pflicht und Wahlpflicht)			.	

