

MODULE GUIDE

for the Study Program

INTERNATIONAL BUSINESS MANAGEMENT (M.A.)

4 SEMESTERS (FULL-TIME)

NOTE: THIS IS AN ENGLISH TRANSLATION. ONLY THE DOCUMENT IN THE GERMAN ORIGINAL HAS LEGALLY BINDING VALIDITY.

INU - INNOVATIVE UNIVERSITY OF APPLIED SCIENCES

Department of Management, Technology & Psychology

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1 Structure of the Study Program

The curriculum of the International Business Management (M.A.) study program, which has a modular structure, is made up of various business modules as well as modules that examine business processes with an international focus. Some business modules are also part of the Master's study program in Digital Business Management (M.A.) and are completed together with this study program as so-called "compound modules":

Modul no.	Module name	ECTS points	SWS	Compound ^{*)}
2.0001.0.01	International Finance	5	4	DBM; IBM
2.0003.0.01	Accounting for Managers	5	4	DBM; IBM
2.0004.0.01	Strategic Management in the Global Environment	5	4	DBM; IBM
2.0006.0.01	Leadership & Business Ethics	5	4	DBM; IBM
2.0007.0.01	Business Statistics	5	4	DBM; IBM
2.0008.0.01	Research Methods for Business	5	4	DBM; IBM
2.0009.0.01	Business Analytics	5	4	DBM; IBM
2.0019.0.01	Internship	10	0	DBM; IBM
*) DBM = Digital Business Management (M.A.), IBM = International Business Management (M.A.)				

Table 1 Overview of the compound modules

The compound modules ensure that all students acquire in-depth knowledge in relevant areas of business administration. The compound modules thus cover subject areas that are not part of the subject focus of the individual study programs, but nevertheless provide relevant knowledge and skills as a basis for the subject focus of the respective study program. They also serve to teach methodological and interdisciplinary core skills.

The compound modules are supplemented by program-specific modules from the field of International Business Management, which can be found in the following overview:

Module no.	Module name	ECTS points	SWS
2.0020.0.01	Global Supply Chain Management	5	4
2.0021.0.01	Global Marketing & Sales	5	4
2.0022.0.01	Managing Digitalization	5	4
2.0023.0.01	Global Human Resource Management	5	4
2.0024.0.01	International Negotiations & Culture	5	4
2.0025.0.01	Business Research in Europe	5	4
2.0026.0.01	Business Research in the USA	5	4
2.0027.0.01	Business Research in Asia	5	4
2.0028.0.01	Global Change & Innovation Management	5	4
2.0029.0.01	Intrapreneurship & Entrepreneurship	5	4
2.0030.0.01	Theory & Practice of Consulting	5	4
2.0031.0.01	Master's Thesis	20	0

Table 2 Overview of the specific modules of the study program

The compound modules and the program-specific modules can be divided into five module groups as part of the modularization concept:

- **Subject Area Foundations of Management**
 - International Finance (2.0001.0.01)
 - Global Supply Chain Management (2.0020.0.01)
 - Accounting for Managers (2.0003.0.01)
 - Strategic Management in the Global Environment (2.0004.0.01)
 - Global Marketing & Sales (2.0021.0.01)
 - Leadership & Business Ethics (2.0006.0.01)
 - Managing Digitalization (2.0022.0.01)
- **Subject Area Methods of Management & Research**
 - Business Statistics (2.0007.0.01)
 - Research Methods for Business (2.0008.0.01)
 - Business Analytics (2.0009.0.01)
- **Subject Area Managing Across Culture**
 - Global Human Resource Management (2.0023.0.01)
 - International Negotiations & Culture (2.0024.0.01)
- **Subject Area Empirical Research, Projects & Case Studies**
 - Business Research in Europe (2.0025.0.01)
 - Business Research in the USA (2.0026.0.01)
 - Business Research in Asia (2.0027.0.01)
- **Subject Area International Experience & Master's Thesis**
 - Internship (2.0019.0.01)
 - Master's Thesis (2.0031.0.01)

The distribution of the compound modules and the program-specific modules over the course of study can be found in the following study plan.

The examination formats specified in the module descriptions constitute the standard assessment formats. In order to ensure an assessment that is fully aligned with the intended learning outcomes and competence orientation, the specific form of assessment may be modified on a semester-by-semester basis. The applicable examination format will be formally announced at the commencement of the respective course.

Study plan of the International Business Management (M.A.) study program

International Business Management (M.A.)																
Compound with	Module no.	Module name	ECTS Points				SWS			Workload (in hours)			Type ¹⁾	Prerequisite for the award of credits		
			1	2	3	4	1	2	3	4	Synchronous contact time online	Asynchronous contact time guided self-study		Self-study	Forms of examination	
		Subject Area: Introduction to Self-organized Learning ^{1*)}														
IBA BP SMM PSY DBM	1.0001.0.01	Introduction to Self-organized Learning					1							E	-	
		Subject Area: Foundations of Management														
DBM	2.0001.0.01	International Finance	5				4				14	42	69	M	Written Online Exam (75 Minutes)	
-	2.0020.0.01	Global Supply Chain Management	5				4				14	42	69	M	Written Online Exam (75 Minutes)	
DBM	2.0003.0.01	Accounting for Managers		5				4			14	42	69	M	Written Online Exam (75 Minutes)	
DBM	2.0004.0.01	Strategic Management in the Global Environment		5				4			14	42	69	M	Term Paper	
-	2.0021.0.01	Global Marketing & Sales		5				4			14	42	69	M	Poster Presentation	
DBM	2.0006.0.01	Leadership & Business Ethics			5				4		14	42	69	M	Term Paper	
-	2.0022.0.01	Managing Digitalization			5				4		14	42	69	M	Case Study	
		Subject Area: Methods for Management & Research														
DBM	2.0007.0.01	Business Statistics	5				4				14	42	69	M	Written Online Exam (75 Minutes)	
DBM	2.0008.0.01	Research Methods for Business	5				4				14	42	69	M	Term Paper	
DBM	2.0009.0.01	Business Analytics		5				4			14	42	69	M	Term Paper	
		Subject Area: Managing Across Cultures														
-	2.0023.0.01	Global Human Resource Management	5				4				14	42	69	M	Presentation and Handout	
-	2.0024.0.01	International Negotiations & Culture		5				4			14	42	69	M	Presentation and Handout	
		Subject Area: Empirical Research, Projects & Case Studies														
-	2.0025.0.01	Business Research in Europe	5				4				14	42	69	M	Project Report	
-	2.0026.0.01	Business Research in the USA		5					4		14	42	69	M	Term Paper	
-	2.0027.0.01	Business Research in Asia			5				4		14	42	69	M	Term Paper	
		Subject Area: Global Business Development														
-	2.0028.0.01	Global Change & Innovation Management			5				4		14	42	69	M	Written Online Exam (75 Minutes)	
-	2.0029.0.01	Intrapreneurship & Entrepreneurship			5				4		14	42	69	M	Presentation and Handout	
-	2.0030.0.01	Theory & Practice of Consulting			5				4		14	42	69	M	Project Report	
		Subject Area: International Experience & Master's Thesis														
DBM	2.0019.0.01	Internship				10					0	0	250	M	Ungraded Proof	
-	2.0031.0.01	Master's Thesis				20					7	7	486	M	Thesis	
Total ECTS Points per Semester			30	30	30	30	24	24	24	0						
Total ECTS-Punkte / Total SWS			120				72									
Total Workload											259	763	1978			
											3000					
1) Legend																
Compound Study Programs																
IBA		International Business Administration (B.A.)														
PSY		Psychology (B.Sc.)														
BP		Business Psychology (B.Sc.)														
SMM		Social-Media-Management (B.A.)														
DBM		Digital Business Management (M.A.)														
IBM		International Business Management (M.A.)														
Type																
M		Mandatory Module														
E		Extracurricular Optional Module														
1*) Note:																
The introductory project on self-organized learning is an optional, extracurricular module aimed at firstyear students before the start of the lecture period, which provides knowledge about the online systems to be used in the study program as well as methods for self-organization.																

Table 2 Study plan

2 Introduction to Self-organized Learning

2.1 Introductory Project on Self-organized Learning (1.0001.0.01) (optional, extracurricular)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
1.0001.0.01		1 semester		1	1	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
- h	0	1	- h	- h		- h	
Detailed information:							
1	Courses: Introductory Project on Self-organized Learning (1.0001.0.01) (optional, extracurricular) (1 SWS) Note: The Introductory Project on Self-organized Learning (1.0001.0.01) (optional, extracurricular) takes place before the start of the regular lecture periods of the other curricular content for students beginning their studies in order to present the students with the diverse possibilities of the online systems used. You will also be given an overview of communication tools with other students and lecturers and familiarized with methods of self-organized learning.						
2	Intended learning outcomes After successfully completing the module, students will be able to, ... to log on to the online systems of the INU - Innovative University of Applied Sciences and to understand and use the functionalities, ... develop adequate self-management and time management for themselves, ... apply various learning and working techniques and use digital media for communication, collaboration and organization, ... network with fellow students to form learning groups, ... get in touch with professors digitally and use various interactive communication channels, ... create their own learning plan for their studies and reflect on learning strategies and make adjustments, ... use learning platform tools and digital tools for communication and collaboration with each other and to be able to assess and evaluate concepts for online-related communication in professional life, ... carry out study-related administrative procedures digitally using the online systems and ... take part in online tests to monitor success.						
3	Study contents • Virtual learning processes - an introduction • Online systems of the INU • Online studies and learning projects - Knowledge management • Focus on learning • Communication						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination none						
7	Requirements for the awarding of ECTS credits No ECTS points are awarded.						
8	Importance of the grade for the final grade The module is not included in the final grade.						

9	Person responsible for the module See study plan.
10	Mandatory literature • Amen, D. A./Amen, C./Castellanos, A. (2019): Change Your Brain, Change Your Grades: The Secrets of Successful Students: Science-Based Strategies to Boost Memory, Strengthen Focus, and Study Faster, 1st edition, Dallas. • Fry, J. (2018): Get organized, 4th edition, New York. • James, A. (2021): Say 'No' to Exam Stress: The Easy to Use Programme to Survive Exam Nerves, 1st edition, New York. • Selhub, E. (2019): The Stress Management Handbook: A Practical Guide to Staying Calm, Keeping Cool, and Avoiding Blow-Ups, 1st edition, New York.

3 Foundations of Management

3.1 International Finance (2.0001.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0001.0.01		1 semester		1	-	every WS and SS	P
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125 h	5	4	14h	42 h		69 h	
Detailed information:							
1	Courses: International Finance (2.0001.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... master concepts of corporate finance, especially in an international context. ... have a comprehensive knowledge of the evaluation of financing and investment decisions and can apply the instruments in a practice-oriented manner. ... can apply their knowledge of known capital market models and theories to financing decisions. ... are able to explain and apply concepts and theories of financing from the perspective of companies, with special consideration of risk aspects, both for financing on the capital market and for private equity-financed growth companies.						
3	Study contents - Fundamentals of corporate finance - Management of the asset structure - Securities transactions - Alternatives for raising capital - Technologies and innovations in finance - Financial planning and working capital management						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Online exam (75 minutes)						
7	Requirements for the awarding of ECTS credits Students complete this module with an online exam, which takes 75 minutes to complete. The prerequisite for the awarding of ECTS points is passing the online exam with a module grade of at least 4.0.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature - Madura, J./Fox, R. (2023): International Financial Management, 6th edition Cengage Learning, London. - Eiteman, D./ Stonehill, A./ Moffett, M. 8. (2024): Multinational Business Finance, 16th edition, Pearson, Harlow.						

Further reading

- Hull, J. (2023): Risk Management and Financial Institutions, 6th edition, Wiley, New Jersey.
- Brealey, R./Myers, S./Allen, F. (2023): Principles of Corporate Finance ISE, 14th edition, McGraw-Hill, New York.
- Baker, K./ Filbeck, G./ Barkley, T. (2023): Working Capital Management - Concepts and Strategies, World Scientific, Singapore.
- Coles, J. L./Li, Z. F. (2023): An Empirical Assessment of Empirical Corporate Finance. In: Journal of Financial & Quantitative Analysis. Jun2023, Vol. 58 Issue 4, p1391-1430.
- Dehejia, R./Gupta, N. (2022): Financial Development and Micro-Entrepreneurship. In: Journal of Financial & Quantitative Analysis. Aug 2022, Vol. 57 Issue 5, p1834-1861.
- Swain, K. R. (2022): Lessons in Corporate Finance -- A Case Studies Approach to Financial Tools, Financial Policies, and Valuation. In: South Asian Journal of Management. Oct-Dec2022, Vol. 29 Issue 4, p203-206.
- Gao, X./ Jia, Y./ Li, S. (2020): Does Mandatory Disclosure of Internal Control Weaknesses Affect Corporate Financing Decisions? In: Journal of Accounting, Auditing & Finance. Jul2020, Vol. 35 Issue 3, p581-606.
- Additionally: Selected current case studies.

3.2 Global Supply Chain Management (2.0020.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0020.0.01		1 semester		1	-	every WS and SS	P
Total work-load	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125 h	5	4	14h	42 h		69 h	
Detailed information:							
1	Courses: Global Supply Chain Management (2.0020.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... can analyze and evaluate strategic design aspects of global multi-level supply chains. ... understand the need for innovation to realize competitive global supply chains. ... develop concepts and methods for developing and evaluating new strategies. ... are able to evaluate global production and distribution networks. ... learn to assess the applicability of simulation tools for the design of supply networks. ... apply methods to analyze the inventory management of globally operating companies. ... know models and systems for dynamic batch size planning. ... recognize problems in production processes and global supply chains. ... are able to develop new sustainable supply strategies or strategies adapted to specific problems. ... can apply the knowledge they have learned to implement strategies and concepts. ... critically discuss current topics and tasks from the specialist area.						
3	Study Contents - Strategy development - Design of global multi-level distribution and production networks - Innovation, change and project management for global supply chains - Risk management in the supply chain - Sustainability in the supply chain - Technologies in supply chain management - Current topics and challenges of global supply chains						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Online exam (75 minutes)						
7	Requirements for the awarding of ECTS credits Students complete this module with an online exam, which takes 75 minutes to complete. The prerequisite for the award of ECTS points is passing the online exam with a module grade of at least 4.0.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature						

- Chopra, S. (2019): Supply Chain Management: Strategy, Planning, and Operation, 7th Edition, Pearson, Harlow.

Further reading

- Cachon G. / Terwiesch C. (2012): Matching Supply with Demand: An Introduction to Operations Management, McGraw Hill.
- Phadnis, S. S. (2024): Creating Value Through Supply Chain Orchestration as a Business Model. In: Academy of Management Perspectives, Feb2024, Vol. 38 Issue 1, p1-22. 22p.
- Ruomeng C./Allon, G./Bassamboo, A. (2015): Information Sharing in Supply Chains: An Empirical and Theoretical Valuation. In: Management Science; Nov2015, Vol. 61 Issue 11, p2803-2824, 22p, 4 Charts, 4 Graphs.

3.3 Accounting for Managers (2.0003.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0003.0.01		1 semester		2	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Accounting for Managers (2.0003.0.01) (4 SWS)						
2	Intended learning outcomes After successfully completing the module students ... have skills in assessing the legal and institutional aspects of auditing annual financial statements. ... have methodological skills for the application of modern auditing techniques. ... are able to operationalize business analysis concepts in the context of the annual audit. ... have the skills to assess and organize the proper conduct of business audits on special occasions. ... are able to recognize and apply the relationship between accounting data and the operating, investing and financial activities of a company in order to promote the productivity of the company. ... recognize limitations of accounting data and how they can lead to difficulties in the efficient collection and evaluation of data. ... have the scientific methodological and detailed professional specialist knowledge required for the process-oriented performance of financial audits, in particular audits of financial statements, in accordance with the current state of scientific and professional knowledge (deepening).						
3	Study Contents - Regulation of auditing - System tests and analytical tests - Individual case reviews - Audit planning and procedure - Industry and event-specific audits - Final examinations - Case studies and practical applications						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Online exam (75 minutes)						
7	Requirements for the awarding of ECTS credits Students complete this module with an online exam, which takes 75 minutes to complete. The prerequisite for the award of ECTS points is passing the online exam with a module grade of at least 4.0.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature Noreen, E./Brewer, P./Garrison, R. (2023): Managerial Accounting for Managers, 6th edition, McGraw-Hill, New York.						

- Weil, R.L./Schipper, K./Francis, J. (2014): Financial Accounting: An Introduction to Concepts, Methods and Uses, South-Western Cengage Learning, Ohio.
- Atrill, P./ McLaney, E. (2022): Financial Accounting for Decision Makers, 10th edition, Pearson, Harlow.
- Further binding literature and text passages will be published at the beginning of the course.

Further reading

- Blocher, E./ Juras, P./ Smith, S. (2022): Cost Management: A strategic emphasis, 9th edition, McGraw-Hill, New York.
- Wahlen, J./ Baginski, S./Bradshaw, M. (2022): Financial Reporting, Financial Statement Analysis and Valuation, Cengage Learning, Boston.
- Marr, B. (2016): Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results, Wiley, Chichester.
- Chen, R./El Ghoul, S./Guedhami, O. (2024): Conducting Research in International Accounting and Finance: Opportunities, Challenges, and Recommendations. In: Journal of International Accounting Research. 2024, Vol. 23 Issue 1, p1-20.
- Hajeb, H. R./Alipour, S./Moghadam, A. G. (2023): Scientific Revolution in Accounting: Paradigm Shift Towards the Use of Fair Values.
- Zeff, Stephen A. (2024): Tracing Intellectual Origins in Accounting. In: Accounting Historians Journal. Jun2024, Vol. 51 Issue 1, p111-125.

3.4 Strategic Management in the Global Environment (2.0004.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0004.0.01		1 semester		2	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Strategic Management in the Global Environment (2.0004.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... recognize different perspectives and drivers of corporate development. ... understand different explanatory approaches to strategic positioning. ... differentiate between different forms of strategy development. ... apply the tools and concepts they have acquired to specific case studies from practice. ... have an in-depth understanding of sustainable business management and the fundamentals of the competitive process and competitive dynamics. ... are able to classify the role and significance of strategic management in the context of international business administration and corporate management. ... apply theoretical knowledge to practical case studies and industry contexts.						
3	Study Contents - Strategic management - Models of corporate development - Strategic positioning - Strategy processes - Mergers and acquisitions (M&A) - Organizational staff reduction (downsizing) - Disruptive innovation - Analysis of case studies of globally active companies						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Term paper						
7	Requirements for the awarding of ECTS credits Students complete this module with a term paper of 12 to 15 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the term paper.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature						

- Lasserre, P./Monteiro, F. (2023): Global Strategic Management, 5th edition, Bloomsbury Academic, London.
- David, F./David, F./David, M. (2023): Strategic Management: A Competitive Advantage Approach, Concepts and Cases, 17th edition, Pearson, Harlow.
- Further binding literature and text passages will be announced at the beginning of the course.

Further reading

- Bromiley, P.; Rau, D. (2022): Some Problems in using prospect theory to explain strategic management issues. In: Academy of Management Perspectives. Feb2022, Vol. 36 Issue 1, p125-141.
- Dess, G.C./Lumpkin, G.T./Eisner, A.B. (2013): Strategic Management: Creating Competitive Advantages, 7th edition, McGraw Hill Higher Education, New York.
- Taneja, S./Atinc, Y./Pryor, M. (2023): Redefining Strategic Management: The Alignment and Implementation Perspective. Journal of Accounting, Business & Management. Oct2023, Vol. 30 Issue 2, p19-26.
- Teece, D. J. (2023): Big Tech and Strategic Management: How Management Scholars Can Inform Competition Policy. In: Academy of Management Perspectives. Feb2023, Vol. 37 Issue 1, p1-15.
- Wan, J./Wang, L./Saade, R. (2022): Empirical Analysis of Strategic Management in Inter-Governmental Organization. In: Administrative Sciences (2076-3387). Sep2022, Vol. 12 Issue 3.
- Wunder, T. (2023): Essentials of Strategic Management: Effective Formulation and Execution of Strategy in the Era of Sustainability, 2nd edition, Schaeffer-Poeschel, Stuttgart.

3.5 Global Marketing and Sales (2.0021.0.01)

Module number			Duration	Semester of study		Frequency of the offer	Type
				FT	PT		
2.0021.0.01			1 semester	2	-	every WS and SS	P
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125 h	5	4	14h	42 h		69 h	
Detailed information:							
1	Courses: Global Marketing and Sales (2.0021.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... know the special features of marketing and sales activities in a global context and the influence of cultural, political, legal and economic differences on international marketing. ... take into account the social environments of different target groups when selecting and addressing markets. ... are aware of the challenges involved in bringing together stakeholders from different cultures and/or nations and are able to manage them. ... are able to identify and evaluate opportunities for expansion into global markets. ... can develop global marketing strategies and programs for market entry and establishment. ... can adapt marketing measures to the requirements and conditions of specific markets. ... are able to present a marketing process in a comprehensible manner in the form of a scientific poster. ... can apply their knowledge of marketing concepts to current case studies/company situations.						
3	Study contents - Opportunities and challenges in global marketing and sales - Global marketing strategies - Market entry strategies - Global marketing environments - Current case studies						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Poster presentation (1 DIN A0 poster) with discussion lasting 10 minutes.						
7	Requirements for the awarding of ECTS credits Students complete this module with a poster presentation (1 DIN A0 poster) and a discussion lasting 10 minutes. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the poster presentation and the discussion.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature - Zhukov, S./Diugovanets, O. (2020): Multinational Corporations' International Marketing in the Focus of Global Regionalization Process. In: Virtual Economics, Vol 3, Iss 4, Pp 188-210. - Lammenett, E. (2021): Praxiswissen Online-Marketing: Affiliate, influencer, content, social media, Amazon, voice, B2B, voice assistant and email marketing, Google Ads, SEO. Wiesbaden.						

- Nazari, F./Najafi, S./Shahsavari, F. (2020): Drawing a Structural Model by the Most Effective Components on Optimal Global Marketing. In: Brazilian Journal of Operations & Production Management, Vol 17, Iss 1.

Further reading

- Albaum, G./Duerr, E./Josiassen, A. (2016): International Marketing and Export Management, 8th edition, Pearson, Harlow.
- Keegan, W. J./Green, M. C. (2017): Global Marketing Management, 9th edition, Pearson, Harlow.

3.6 Leadership & Business Ethics (2.0006.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0006.0.01		1 semester		3	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Leadership & Business Ethics (2.0006.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... can analyze various theories about the relationships between companies and their stakeholders and define their effects on entrepreneurial activities. ... develop and justify effective concepts for strengthening ethical behavior in companies. ... identify their social and economic responsibility as actors in companies and other areas of the economy. ... have acquired in-depth knowledge of philosophical perspectives and ethical debates on economic and entrepreneurial activity. ... are able to explain entrepreneurial action and entrepreneurial responsibility from an external and internal perspective of the company and to evaluate it with the help of scientific approaches. ... identify areas in which their own leadership skills can be expanded. ... are able to critically question the assumptions, prerequisites and values that everyone brings to complex transactions. ... recognize business ethical problems of individual, corporate and regulatory ethics and analyze them using classical theories of business ethics. ... are able to discuss and critically scrutinize the social responsibility of companies against the background of their role as socio-political sponsors. ... can discuss and comment on current business ethics topics (e. g. globalization, sustainability, corporate responsibility, remuneration systems) in an informed manner. ... are able to classify the current state of the entrepreneurial ethical discussion in the context of social expectations and formulate the resulting tasks of entrepreneurial change.						
3	Study contents - Practical philosophy - Individual ethics in the economy - Business ethics - Ethics of order - Areas of application of business ethics - Areas of conflict in governance and ethics - Leadership and leadership personality - Practical applications and case studies						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Term paper						

7	Requirements for the awarding of ECTS credits Students complete this module with a term paper of 12 to 15 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the term paper.
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature • Ferrell, O./ Fraedrich, J. (2021): Business Ethics, Cengage Learning, Boston. • Ciulla, J.B. (2020): The Search for Ethics in Leadership, Business, and Beyond, Springer, Cham. • Rezaee, Z./ Fogarty, T. (2019): Business Sustainability, Corporate Governance, and Organizational Ethics Wiley, Hoboken. • Further binding literature and text passages will be announced at the beginning of the course. Further reading • Amal, A./Bernd, V. (2023): Knowing but Not Enacting Leadership: Navigating the Leadership Knowing-Doing Gap in Leveraging Leadership Development. In: Academy of Management Learning & Education. Sep2023, Vol. 22 Issue 3, p507-530. 24p. 2 diagrams, 2 charts. • Becker, C. (2024): Business Ethics: Methods, Theories, and Application, 2nd edition, Routledge, London. • Kotter, J.P. (2012): Leading Change - with a new preface by the author, Harvard Business School Press, Boston. • Pless, N. / Maak, T. (2021): Responsible Leadership, 2nd edition, Routledge, London. • Csikszentmihalyi, M. (2004): Good Business: Leadership, Flow, and the Making of Meaning, Penguin, New York. • Tricker, B. (2023): Corporate Governance: Principles, Policies and Practices, 4th edition, Oxford University Press, Oxford. • Hildebrand, C./Baumgarten, J./Madhavan, M. (2024): How CEOs Build Confidence in Their Leadership. In: Harvard Business Review. Jul/Aug2024, Vol. 102 Issue 4, p52-56. • Knight, R. (2024): 6 Common Leadership Styles - and How to Decide Which to Use When. In: Harvard Business Review Digital Articles. 4/9/2024, p1-8. • Porkodi, S. (2024): The effectiveness of agile leadership in practice: A comprehensive meta-analysis of empirical studies on organizational outcomes. In: Journal of Entrepreneurship, Management & Innovation. 2024, Vol. 20 Issue 2, p117-138. • Quinn, R./Crane, B./Thompson, T. (2024): Why Real-Time Leadership Is So Hard. In: Harvard Business Review. Jan/Feb2024, Vol. 102 Issue 1, p56-59. 4p. • Volk, S./Waldman, D. A./Barnes, C. M. (2023): A Circadian Theory of Paradoxical Leadership. In: Academy of Management Review. Oct2023, Vol. 48 Issue 4, p611-638. References to multimedia-supported teaching and learning programs • Ethics Unwrapped: University of Texas at Austin, available here: http://ethicsunwrapped.utexas.edu/series/cases-unwrapped. • Justice with Michael Sandel: Harvard University, available here: http://www.justiceharvard.org/

3.7 Managing Digitalization (2.0022.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0022.0.01		1 semester		3	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Managing Digitalization (2.0022.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... receive an introduction to the basics of digitalization concepts for products and services. ... can understand and analyze the effects of digitalization on business models. ... master methods for analyzing, specifying and defining the requirements of digital transformation projects. ... can develop and implement digital transformation strategies. ... can apply methods for the result-oriented structuring of digitization projects. ... know and use various methods for the accompanying status assessment of digitization projects. ... expand their skills for the successful implementation and realization of digitalization projects. ... can develop change management strategies and projects to successfully implement digital changes. ... apply methods for evaluating the success of digitization projects.						
3	Study contents - Introduction to digitization management - Digital business models - Digitalization technologies - Digital transformation strategies - Data management and analysis - Change management in digitalization - Challenges and risks in digitization projects						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Exam form(s) Case Study						
7	Requirements for the awarding of ECTS credits Students complete this module with a case study including a presentation. The minimum length of the case study is 10 pages, maximum 15 pages. The duration of the presentation, including discussion, is a minimum of 10 and a maximum of 20 minutes. If specified by the lecturer, case studies can also be completed as group work. In this case, the following applies: - The performance of each student must be assessed individually. - The group size should not exceed 3 people. - Depending on the topic to be worked on, the length of the case study per person is a minimum of 5 and a maximum of 10 pages of text. - The individual performance of each student must be clearly distinguishable and marked by sections, page numbers or other criteria. - The individual performance of each student must also be clearly distinguishable in the presentation.						

	A prerequisite for the award of ECTS points is a grade of at least 4.0 for the case study including the presentation.
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature • Rogers, D.L. (2016): Digital Transformation Playbook: Rethink Your Business for the Digital Age, Columbia Business School Publishing. • Westerman, G./Bonnet, D./McAfee, A. (2014): Leading Digital: Turning Technology into Business Transformation Harvard Business Review Press, USA. Further reading • Brynjolfsson, E./McAfee, A. (2014): The Second Machine Age, Norton, New York. • Kane, G.C./Palmer, D./Phillips, A.N./Kiron, D./Buckley, N. (2015): Strategy, not Technology, Drives Digital Transformation, available here http://sloanreview.mit.edu/projects/strategy-drives-digital-transformation/, short version here: https://dupress.deloitte.com/content/dam/dup-us-en/articles/digital-transformation-strategy-digitally-mature/15-MIT-DD-Strategy_small.pdf. • Laasch, O. (2024): Corporate Sustainability: Managing Responsible Business in a Globalized World (2nd edition). In: Academy of Management Learning & Education. Jun2024, Vol. 23 Issue 2, p360-362. • Oryekhov, M./Zelinska, D./Hirdvainis, V. (2024): Managing the intellectual potential of global value chains in the context of digitalization challenges. In: Business Management / Biznes Upravljenje. 2024, Issue 1, p101-113. • Sherimova, N./Isabekov, B./Alkeev, M. (2022): An analytical assessment of industrial sector innovative management in the context of digitalization. In: Journal of Innovation & Entrepreneurship. 10/14/2022, Vol. 11 Issue 1, p1-13. • Streibich, K.-H. (2014): The Digital Enterprise. The Moves and Motives of the Digital Leaders. Software AG Darmstadt.

4 Methods for Management & Research

4.1 Business Statistics (2.0007.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0007.0.01		1 semester		1	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Business Statistics (2.0007.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... are able to determine probabilities of events and basic parameters of characteristics. ... are familiar with the concept of parameter estimation and can apply it. ... can check statistical models using tests and interpret the results. ... are able to graphically process and interpret time series of statistical data. ... are able to carry out empirical analyses independently using the methods they have learned and to interpret the results in a targeted manner. ... apply the statistical analysis skills they have acquired to current economic requirements, taking into account the relevant framework conditions and variables in order to provide a basis for decision-making. ... develop recommendations for decision-making based on current case studies. ... have basic knowledge of econometric methods, which enables them to understand scientific contributions in the field of empirical economic research and to carry out empirical studies on economic issues independently. ... can estimate parameters of linear and generalized regression models, of models for discrete and limited dependent variables and of time series models using suitable inference methods and carry out hypothesis tests. ... can create forecasts of economic variables. ... know the basics of statistical analysis and can apply statistical methods to research questions in a global context. ... are able to establish relationships between variables and assess them with regard to the representativeness of the data. ... know data collection methods and understand how data is categorized.						
3	Study contents - Descriptive statistics for data analysis - Probability theory and distributions, Statistical inference - Correlation and regression analysis - Time series analysis - Application of statistical models						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Online exam (75 minutes)						
7	Requirements for the awarding of ECTS credits Students complete this module with an online exam, which takes 75 minutes to complete. The prerequisite for the award of ECTS points is passing the online exam with a module grade of at least 4.0.						

8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature - Sharpe, N. R./De Veaux, R. D./Velleman, P. (2015): Business Statistics, 3rd global edition, Pearson, Harlow. Further reading - Anderson, D. R. (2018): Statistics for Business & Economics, 13 revised edition, Cengage Learning Boston. - Brockwell, P. J./Davis, R. A. (2016): Introduction to Time Series and Forecasting, 4th edition, Springer, Cham. - Groebner, D. F./Shannon, P. W./Fry, P. C. (2018): Business Statistics: A Decision-Making Approach, (student value edition), 10th edition, Pearson, Prentice Hall. - Journal of Econometric Methods, de Gruyter, Berlin. - Newbold, P./Carlson, W./Thorne, B. (2013): Statistics for Business and Economics, 8th edition, Pearson, Harlow. - Shumway, R. H./Stoffer, D. S. (2017): 4th edition, Time Series Analysis and Its Applications: With R Examples, Springer, Cham.

4.2 Research Methods for Business (2.0008.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0008.0.01		1 semester		1	-	every WS and SS	A
Total work-load	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Research Methods for Business (2.0008.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... know the various procedures of selected, current quantitative and qualitative research methods and are able to select and apply suitable procedures for investigating various research questions. ... are able to conceptualize and comprehensibly describe selected, current quantitative and qualitative research methods for investigating (economic) scientific questions. ... are able to present the research process and report in a comprehensible and structured manner. ... are able to describe an empirical data set using descriptive statistics and test simple hypotheses on the structure of the data. ... can differentiate between entrepreneurial and scientific issues. ... know the knowledge potentials and limitations of empirical research methods and can evaluate them on the basis of quality criteria. ... are able to place the results in a general functional context and derive implications. ... are able to carry out empirical analyses independently using the methods they have learned and to interpret the results in a targeted manner.						
3	Study contents - Origin and areas of application of various research approaches - Criteria of good research practice and ethical guidelines - Quantitative methods - Qualitative methods - Development of a research project - Current research examples in an international context						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Term paper						
7	Requirements for the awarding of ECTS credits Students complete this module with a term paper of 12 to 15 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the term paper.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						

10	Mandatory literature • Clow, K. E./James, K. E. (2014): Essentials of Marketing Research: Putting Research into Practice, Sage Publications, 2014. • Staddon, J. (2024): Scientific Method: How Science Works, Fails to Work, and Pretends to Work. Oxford: Routledge. • Further binding literature and text passages will be announced at the beginning of the course. Further reading • Mayring, Ph. (2015): Qualitative Content Analysis. Theoretical background and procedures, in: Bikner-Ahsbahr, A./Knipping, C./Presmeg, N. (Eds.): Approaches to qualitative research in mathematics education. Examples of methodology and methods (pp. 365-380), Springer, New York. • Saunders, M./Lewis, P./Thornhill, A. (2016): Research Methods for Business Students, 7th edition, Pearson, Harlow. • Further recommended reading will be announced at the beginning of the course.
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4.3 Business Analytics (2.0009.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0009.0.01		1 semester		2	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Business Analytics (2.0009.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... know the current and future areas of application in which business analytics can be used. ... can describe the functions of business analytics, explain its process and categorize the instruments of business analytics. ... know the limits and criteria for guaranteeing and protecting privacy. ... are able to transfer the results to a business context, communicate them effectively and support business decisions. ... can collect data relevant to decision-making and use it to derive/determine key business parameters.						
3	Study contents - Basics and necessity - Business analytics process - Analytics types - Areas of application and trends - Data protection and ethical implications - Decision-making and KPIs - Effective communication and presentation of quantitative analytical results						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Term paper						
7	Requirements for the awarding of ECTS credits Students complete this module with a term paper of 12 to 15 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the term paper.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature - Samaddar, S./Nargundkar, S. (2018): Data Analytics: Effective Methods for Presenting Results (Data Analytics Applications), Auerbach Publications. - Sharda, R./Delen, D./Turban, E. (2017): Business intelligence, analytics, and data science: a managerial perspective, 4th edition, Pearson, Boston.						

Further reading

- Aggarwal, C.-C. (2015): Data Mining, Springer, Heidelberg/New York.
- Davenport, T.-H. (2014): Big Data at Work, Vahlen, Munich.
- Jackson, S. (2015): Cult of Analytics: Data analytics for marketing, 2nd edition, Routledge, Oxon/ New York.

5 Managing Across Cultures

5.1 Global Human Resource Management (2.0023.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0023.0.01		1 semester		1	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Global Human Resource Management (2.0023.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... have an overview of the conditions affecting personnel management in various labor markets. ... know the functions and special features of the basic processes in HR management in a global context. ... are able to select suitable personnel strategies and recognize current trends, developments and challenges and initiate adaptation measures. ... understand the influence of cultural and trait-related differences in the composition of personnel on the success of personnel practices and can manage these. ... confronted with current challenges, students can develop recommendations for action for personnel management with regard to employee-related decisions and the success of the company.						
3	Study contents - Functions of global personnel management - Global labor markets: An overview (e. g. rigid vs. dynamic markets, changing industries, emerging and developing countries, socio-demographic facts) - Processes in global personnel management - Factors influencing the processes in global HR management - Leadership strategies in global personnel management - Dynamics and alignment of personnel management systems - Influence of global HR practices on corporate success						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Presentation and handout						
7	Requirements for the awarding of ECTS credits Students complete this module with a presentation and a handout. The presentation has a length of 10-20 minutes, the handout has a length of 3 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the presentation and handout.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature						

- Brewster, C./Houldsworth, E./Sparrow, P./Vernon, G. (2016): International Human Resource Management, CIPD, London.
- Harzing, A.-W./Pinnington, A. H. (2015): International Human Resource Management, 4th edition, Sage, London.

Further reading

- Further recommended reading will be announced at the beginning of each course.

5.2 International Negotiations & Culture (2.0024.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0024.0.01		1 semester		2	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: International Negotiations & Culture (2.0024.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... know basic communication and negotiation techniques and can apply them successfully in typical negotiation situations in an intercultural business environment. ... can assess and control their own impact on others through their appearance and behavior and in conversations. ... know the central characteristics of negotiations and can distinguish the form of asserting interests and resolving conflicts from other forms of interest representation and conflict resolution. ... understand intercultural conflict resolution and negotiations as management processes and can plan and organize the necessary measures to complete the tasks in the individual process phases. ... are able to analyze the mutual dependencies of goals and results in different conflict and negotiation situations and, based on their knowledge of specific cultural characteristics and differences, determine the basic approaches to conflict resolution and negotiation that are appropriate for a specific conflict or negotiation situation. ... are able to define clear goals for conflict and negotiation management and translate them into adequate strategies and initial tactical guidelines for conflict management and negotiation. ... understand how different behaviors, assumptions, values and attitudes, especially in other cultures, influence business negotiations and can apply this knowledge to effectively shape negotiation strategies and other business transactions. ... are able to differentiate between selected negotiation tactics on the basis of their objectives, their modes of operation and possible countermeasures, to evaluate their chances of success in specific negotiation situations and to use them in a targeted manner. ... recognize situations in which cultural differences affect working relationships and are able to apply their understanding of cultural nuances.						
3	Study contents - Theoretical foundations of intercultural cooperation - The influence of cultures on perception processes - The nature and different basic characteristics of conflicts and negotiations - Conflict management (process) - Basics of negotiation techniques - Practical exercises: Simulation of conflict and intercultural negotiation situations (role plays)						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Presentation and handout						

7	Requirements for the awarding of ECTS credits Students complete this module with a presentation and a handout. The presentation has a length of 10–20 minutes, the handout has a length of 3 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the presentation and handout.
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature • Brett, J. M. (2014): Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Global Boundaries, 3rd edition, Jossey-Bass. • Lewicki, R. J./Barry, B./Saunders, D. M. (2018): Essentials of Negotiation, 5th edition, McGraw Hill Education, New York. Further reading • Hofstede, G./Hofstede, J./Minkov, M. (2010): Cultures and Organizations: Software of the Mind, McGraw Hill, New York. • Fisher, R./Ury, W./Patton, B. (2011): Getting to Yes. Penguin Books, 3rd edition, New York. • Luthans, F./Doh, J.P. (2015): International Management: Culture, Strategy, and Behavior, 9th edition. McGraw Hill Education, New York. • Worm, V./Kumar, R. (2014): Pragmatism versus Idealism: Understanding the Negotiating Practices in China and India, Thunderbird International Business Review, 56 (6), 519–530. • Meyer, E. (2016): The Culture Map. Public Affairs, New York. • Trompenaars, F./Hampden-Turner, C. (2012): Riding the Waves of Culture, 3rd edition, Nicholas Brealey Publishing, London. • Panke, D. (2020): States as Drivers of Regionalization? Examining Negotiations in International Economic Organizations. In: International Negotiation. 2020, Vol. 25 Issue 2, p201–224. • Bjola, C. (2015): Using Momentum Analysis to Explain and Forecast the Outcome of International Negotiations. In: International Negotiation. 2015, Vol. 20 Issue 2, p319–349.

6 Empirical Research, Projects & Case Studies

6.1 Business Research in Europe (2.0025.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0025.0.01		1 semester		1	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Business Research in Europe (2.0025.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... know the special features of cross-cultural research work, which must also be taken into account with regard to the different definitions of terms and due to different backgrounds and current framework conditions. In particular, they are familiar with the special features of the European economic area. ... are able to divide the project into sections and subtasks using a structured approach and efficient time and self-management and work on them in a structured manner using a process flow chart ... students can work on the assigned research area by researching and analyzing the current state of research in reputable scientific journals. ... can independently analyze a central business administration project in accordance with high scientific research standards in a theory- and literature-based (deductive) manner and derive implications. ... are able to work in groups to develop proposals for solutions to a specific (economic) scientific European research problem and to present these and their results in the form of a project report and a final presentation.						
3	Study contents Each semester, current topics are assigned, sometimes in collaboration with cooperation partners, which are worked on as group work. Guest lectures on the respective topics are given by economic experts who deal with (economic) scientific issues relating to Europe. The work is carried out in groups. - Research in different cultures (Europe, USA, Asia) - Time and self-management in global work teams (internal and external factors) - Project presentation - Project allocation and processing - Subtasks of the processing						
4	Teaching form(s) Synchronous contact Online lecture, discussion of case studies, use of interactive feedback options. time: Asynchronous con- Explanation of IT systems and methods with case studies in the form of learning videos tact time: and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Project work						
7	Requirements for the awarding of ECTS credits Students complete this module with a project as group work with an associated presentation. The presentation has a length of 10-20 minutes. The following applies to group work: - The performance of each student must be assessed individually. - The group size should not exceed 3 people.						

	At the end of the project work, a project report must be submitted, the length of which must be at least 10 and no more than 15 pages of text per person, depending on the topic to be worked on. The individual work of each student must be clearly delineated and marked by sections, page numbers or other criteria. The individual performance of each student must also be clearly distinguishable in the presentation. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the project work and the presentation.
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature • Sorge, A./Noorderhaven, N./Koen, C. (2023): Comparative International Management Oxford: Routledge. • Further binding literature and text passages will be announced at the beginning of the course. Further reading • Project Management Institute: A Guide to the Project Management Body of Knowledge, PMI, 2017.

6.2 Business Research in the USA (2.0026.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0026.0.01		1 semester		2	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Business Research in the USA (2.0026.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... know the special features of the business world in the USA and can critically compare them with the European system. ... can apply their theoretical knowledge of research methods to a given real-life problem and work on it within the framework of an empirical quantitative or qualitative study. ... are able to develop and implement a suitable research design (deductive or inductive) for the investigation of their research question. ... can evaluate the quality of their approach and results in a critical appraisal and present them neutrally. ... can describe their approach and results in a comprehensible manner as part of an independent research project and defend them in a discussion with their fellow students. ... can make economic implications (global, cross-cultural) with corresponding areas of application.						
3	Study contents Each semester, current topics are assigned, sometimes in collaboration with cooperation partners, which are worked on as group work. Guest lectures on the respective topics are given by economic experts who deal with (economic) scientific issues relating to the USA. Depending on the topic, the work can be done individually or in groups. - Project presentation - Project allocation and processing - Subtasks of the processing						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Term paper						
7	Requirements for the awarding of ECTS credits Students complete this module with a term paper of 12 to 15 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the term paper.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						
10	Mandatory literature Sorge, A./Noorderhaven, N./Koen, C. (2023): Comparative International Management Oxford: Routledge.						

- Further binding literature and text passages will be announced at the beginning of the course.

Further reading

- Staddon, J. (2024): Scientific Method: How Science Works, Fails to Work, and Pretends to Work. Oxford: Routledge.
- Luthans, F. & Doh, J. (2023): International Management: Culture Strategy and Behavior ISE Twelfth edition. New York, NY: McGraw Hill.
- Further recommended reading will be announced at the beginning of the course.

6.3 Business Research in Asia (2.0027.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0027.0.01		1 semester		3	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Business Research in Asia (2.0027.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... know the special features of the Asian business world and can compare them critically with European and American systems. ... know how to search and research Asian databases to investigate the current state of research. ... use Asian and international literature sources to work on the research project. ... can apply their theoretical knowledge of research methods to a given real-life problem in Asia and work on it within the framework of an empirical quantitative or qualitative study. ... take into account the framework conditions of Asian markets and an understanding of research in contrast to other cultures and economic systems. ... are able to work in groups to develop solutions for a specific economic research problem from the Asian environment. ... can describe their approach and results in a comprehensible manner as part of an independent research project and defend them in a discussion with their fellow students. ... can make economic implications (global, cross-cultural) with corresponding areas of application.						
3	Study contents Each semester, current topics from the business research environment in the Asian region are compiled and assigned to students to work on. The focus of the topics is on the Chinese environment; other specific topics from Japan, Korea, etc. can also be offered. It is also possible to work on specific research topics with a cooperation partner. Depending on the topic, the work can be done individually or in groups. - Project presentation - Project allocation and processing - Subtasks of the processing						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Term paper						
7	Requirements for the awarding of ECTS credits Students complete this module with a term paper of 12 to 15 pages. Group work is possible. The following applies in the case of group work: - The performance of each student must be assessed individually. - The group size should not exceed 3 people. - Depending on the topic to be worked on, the length of the term paper is at least 5 and at most 10 pages per person. - The individual performance of each student must be clearly distinguishable and marked by sections, page numbers or other criteria.						

	Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the term paper.
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature • Sorge, A./Noorderhaven, N./Koen, C. (2023): Comparative International Management Oxford: Routledge. • Further binding literature and text passages will be announced at the beginning of the course. Further reading • Ji, W. (2013): Exploring Cross-Cultural Competence in East Asia. Houndmills, Hampshire: Palgrave Macmillan. • Prange, C. & Kattenbach, R. (2019): Management Practices in Asia: Case Studies on Market Entry, CSR, and Coaching. Cham: Springer. 2019. • Further recommended reading will be announced at the beginning of the course.

7 Global Business Development

7.1 Global Change & Innovation Management (2.0028.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0028.0.01		1 semester		3	-	every WS and SS	P
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125 h	5	4	14h	42 h		69 h	
Detailed information:							
1	Courses: Global Change & Innovation Management (2.0028.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... are familiar with the conceptual foundations of change management. ... know the various process models for change processes and can apply them. ... are able to recognize conflicts in change processes and can actively manage them. ... take into account the special intercultural aspects of global change projects during implementation. ... apply tools and techniques with high practical relevance. ... critically scrutinize current principles of change management and discuss recent research on the topic of change. ... learn the basics of innovation management. ... discuss types and patterns of innovation and their effects in the global environment. ... place creativity and evaluation techniques in the context of global innovation cultures. ... are familiar with the current state of innovation research and engage in critical discourse						
3	Study contents Change management - Terms and concepts - Dealing with resistance to change: managers' cognitive filters - Implementation of change projects in the company Innovation management - Concepts, prerequisites and preparation of innovations - Creativity techniques - Organization of innovation management						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Online exam (75 minutes)						
7	Requirements for the awarding of ECTS credits Students complete this module with an online exam, which takes 75 minutes to complete. The prerequisite for the award of ECTS points is passing the online exam with a module grade of at least 4.0.						
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.						
9	Person responsible for the module See study plan.						

10	Mandatory literature - Christensen, C. M./Raynor, M./McDonald, R. (2015): What is Disruptive Innovation?, Harvard Business Review, 93(12), 44-53. - Hayes, J. (2018): The Theory and Practice of Change Management, 5th edition, Palgrave Macmillan, New York. - Pepe, C. G. E./Fonseca, M. V. A./Silva M. (2024): International collaboration towards innovation management: a network perspective and the Global Innovation Index. In: Journal of Innovation and Entrepreneurship: A Systems View Across Time and Space. - Beretta, M./Smith, P. (2023): Embarking on a Business Agility Journey: Balancing Autonomy Versus Control. In: California Management Review; Aug2023, Vol. 65 Issue 4, p93-115. - Sherimova, N./Isabekov, B./Alkeev, M. (2022): An analytical assessment of industrial sector innovative management in the context of digitalization. In: Journal of Innovation and Entrepreneurship: A Systems View Across Time and Space. Further reading - Christensen, C.M. (2016): The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Reprint edition, Harvard Business Review Press, Boston.
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7.2 Intrapreneurship & Entrepreneurship (2.0029.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0029.0.01		1 semester		3	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Intrapreneurship & Entrepreneurship (2.0029.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... understand theoretical and application-related issues of start-up management and entrepreneurship. ... are able to explain and evaluate theoretical concepts and methods of entrepreneurship and transfer them to practical applications. ... are sensitized to think entrepreneurially and can act and react with an entrepreneurial mindset. ... can plan a business start-up and acquire missing resources. ... know how to deal with entrepreneurial growth. ... know the challenges that arise in the field of entrepreneurship on a structural and organizational level. ... can present a business idea convincingly as part of a pitch.						
3	Study contents Concepts, theories and methods of entrepreneurship, intrapreneurship and corporate entrepreneurship, e.g. - Business idea generation and evaluation - Recognizing business opportunities - Composition of the founding team - Legal forms of incorporation - Market (competitor analysis, customer benefits, marketing, etc.) - Corporate organization and management - Personnel development - Cost and sales planning, profitability, liquidity - Start-up financing, financing instruments and planning, e.g. VCs, business angels, accelerators, crowdfunding - Promotion of start-ups and SMEs - Structure, content and writing of a business plan - Pitch a business idea - Competitive analysis, development of business models, financing - Phase models and the lean startup approach - Effectuation vs Causation - Business plan vs. business model and the lean startup model - Entrepreneur vs. manager, entrepreneurship as a career choice - Innovators' dilemma and solution - Protection of intellectual property - Management of conflicts of interest						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Presentation (pitch of a business idea) and handout						

7	Requirements for the awarding of ECTS credits Students complete this module with a presentation and a handout. The presentation has a length of 10–20 minutes, the handout has a length of 3 pages. Group work is possible. Further details are regulated by the examination regulations and guidelines of the examination office. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the presentation and handout.
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature • Kawasaki, G./Filby, L. (2015): The Art of the Start 2.0 The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio Press, Revised Edition. • Spinelli, S./Adams, R. (2016): New Venture Creation: Entrepreneurship for the 21st Century, 10th edition, McGraw Hill Education, New York. • Wasserman, N. (2013): The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup. Princeton University Press, Princeton. • Additionally: Selected current case studies. Further reading • Amit, R./Zott, C. (2012): Creating Value through Business Model Innovation, in: Sloan Management Review. • Feld, B./Mendelson, J. (2013): Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist, 2nd edition, Wiley, Hoboken. • Grant, A. (2016): Originals: How Non-Conformists Move the World, Viking, New York. • Moore, G.A. (2014): Crossing the Chasm, HarperCollins Publishers, New York. • Alam, M./Nasir, N. (2020): Intrapreneurship concepts for engineers: a systematic review of the literature on its theoretical foundations and agenda for future research. In: Journal of Innovation and Entrepreneurship: A Systems View Across Time and Space. • Hadad, S./Cantaragiu, R. (2017): Corporate social entrepreneurship versus social intrapreneurship: same idea, different trajectories? In: Management & Marketing; Jun2017, Vol. 12 Issue 2, p252–276. • van den Broek, A./Koria, M./Saarelainen, E. (2023): I want to break free: how a design approach guides nascent intrapreneurs in a global public service organization. In: Journal of Innovation and Entrepreneurship: A Systems View Across Time and Space. • Hinteregger, C./Baldegger, U./Durst, S. (2022): Exploring the Link Between Strategic Human Resource Management, Organizational Culture, and Corporate Entrepreneurship. In: Management Revue. 2022, Vol. 33 Issue 2, p135–160.

7.3 Theory & Practice of Consulting (2.0030.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0030.0.01		1 semester		3	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
125	5	4	14 h	42 h		69 h	
Detailed information:							
1	Courses: Theory & Practice of Consulting (2.0030.0.01) (4 SWS)						
2	Intended learning outcomes After successful completion of the module students ... identify business management problems through methodical questioning and active listening. ... use existing quantitative data with statistical methods to develop strategies. ... derive objectives for the benefit-oriented solution of problems using IT-supported tools. ... create interdisciplinary concepts for solving problems and are able to present them convincingly. ... use the knowledge they have acquired about the special features of communication forms in consultancy work to negotiate and advise in a targeted, effective and responsible manner. ... objectively discuss the necessary changes contained in the implementation concepts from a scientific and practical point of view. ... are able to recognize critical and conflict-laden situations and apply methods to deal with them consistently in line with the objectives. ... know how to deal with the special aspects of cultural differences in consulting projects. ... are able to use recognized project management methods effectively. ... can critically evaluate the implementation results of the concepts.						
3	Study contents - Theoretical and practical basics of consulting - Structure of the consulting process from acquisition to project completion - Techniques, content and objectives of counseling sessions - Strategy development, concept derivation and concept validation - Professional communication in conflict situations - Selected aspects of project management for consulting projects - Special aspects of international and global consulting projects - Presentation techniques for presenting concepts and results						
4	Teaching form(s) Synchronous contact time: Online lecture, discussion of case studies, use of interactive feedback options. Asynchronous contact time: Explanation of IT systems and methods with case studies in the form of learning videos and digital literature. Self-study: Self-directed preparation and follow-up of lectures and case studies as well as literature study. Teaching language: English						
5	Participation requirements No knowledge from other modules is required.						
6	Form(s) of examination Project work						
7	Requirements for the awarding of ECTS credits Students complete this module with a project as group work with an associated presentation. The presentation has a length of 10-20 minutes. The following applies to group work: - The performance of each student must be assessed individually. - The group size should not exceed 3 people.						

	At the end of the project work, a project report must be submitted, the length of which must be at least 10 and no more than 15 pages of text per person, depending on the topic to be worked on. The individual work of each student must be clearly delineated and marked by sections, page numbers or other criteria. The individual performance of each student must also be clearly distinguishable in the presentation. A prerequisite for the award of ECTS points is a grade of at least 4.0 for the project work and the presentation.
8	Importance of the grade for the final grade The grade goes with a share of 5/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature • Cope, M. (2010): The Seven Cs of Consulting: The Definitive Guide to the Consulting Process, 3rd edition, FT Press, London. • Kubr, M. (2013): Management Consulting - A Guide to the Profession, 4th edition, Bookwell Publications, Geneva. Further reading • Cleland, D. I./Gareis, R. (2006): Global Project Management Handbook: Planning, Organizing, and Controlling International Projects, McGraw-Hill Professional Publishing, Blacklick, Ohio. • Project Management Institute: A Guide to the Project Management Body of Knowledge, PMI, 2017. • Thompson, L.L. (2011): The mind and heart of the negotiator, 5th edition, Pearson Prentice Hall, New Jersey. • Tommissen, K. (2007): An Innovative View of Management Consultancy - Complemented by a comprehensive selection of tools, Amsterdam, available here: https://lifecycle-performance-pros.com/phocadownload/Resources/Consulting/An-Innovation-View-of-Management-Consultancy.pdf. • Cowle, E. N./Kleppe, T. J./Moon J. (2022): Client Consulting Opportunities and the Reemergence of Big 4 Consulting Practices: Implications for the Audit Market. In: Accounting Review. Nov2022, Vol. 97 Issue 7, p135-168.

8 International Experience & Master's Thesis

8.1 Internship (2.0019.0.01)

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0019.0.01		1 semester		4	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
250	10	-	0 h	0 h		250 h	
Detailed information:							
1	Courses: -						
2	Intended learning outcomes After successful completion of the module students ... are familiar with various fields of activity in their academic discipline and are able to make responsible decisions about their career choice and personal development. ... are able to place their own experiences in a theoretical and practical context. ... can apply the methods and concepts acquired during their studies in practice or compare them with the procedures used there and enrich them with the newly acquired knowledge. ... develop a selection of current topics/questions for further processing as part of the Master's thesis in accordance with the needs of the internship employer.						
3	Study contents The students work in the context of an internship in professional practice. An internship partner can be selected according to the student's own interests and the applicable provisions of the Examination Regulations General and Specific Part and corresponding internship regulations. The internship is supervised by a mentor from the university. In preparation for the Master's thesis, possible questions to be worked on are already developed here. The scope of the internship is at least the equivalent of 30 full-time working days.						
4	Teaching form(s) Synchronous contact time: At the beginning of the second semester, a separate introductory event is held to provide information about the aim, purpose and course of the internship. Asynchronous contact time: - Self-study: Independent processing of practical professional issues. Teaching language: English						
5	Participation requirements Admission to the internship can be applied for from the second semester onwards. The application for admission to the internship must be accompanied by signed proof from the place where the internship is to be carried out, stating the area of work and duration. Admission to the internship is granted after the Examination Office has checked that the internship is relevant to the professional field and the duration of the internship. Further details are regulated by the examination regulations and the corresponding internship regulations.						
6	Form(s) of examination none						
7	Requirements for the awarding of ECTS credits Students complete this module by submitting the relevant proof of completion of the internship to the Examination Office by the deadline in accordance with the applicable internship regulations and the Examination Office confirms this.						
8	Importance of the grade for the final grade No grade is awarded for the module. Upon successful completion of the internship, 10/120 ECTS points are awarded.						
9	Person responsible for the module See study plan.						
10	Mandatory literature						

	If necessary, binding literature and text passages will be announced at the beginning of the internship together with the internship partner
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8.2 Master's Thesis

Module number		Duration		Semester of study		Frequency of the offer	Type
				FT	PT		
2.0031.0.01		1 semester		4	-	every WS and SS	A
Total workload	ECTS points	SWS	Synchronous contact time online	Asynchronous contact time Guided self-study		Self-study	
500	20	-	0 h	0 h		500 h	
Detailed information:							
1	Courses: -						
2	Intended learning outcomes After successful completion of the module students ... know the current status of methodological discussions in the subject. ... use it for independent scientific and practice-oriented work. ... identify scientifically viable questions and problems and work on these questions independently using the relevant primary and secondary literature. ... formulate theoretical and methodological approaches for scientific research work. ... draw up a research plan and implement it independently. ... organize and design a scientific research process. ... collect relevant data independently and evaluate it methodically and competently. ... discuss theoretical and methodological problems in depth in an exchange with lecturers, other students and interested parties. ... evaluate research results critically and develop scientifically and socially relevant conclusions from research results. ... can write an independent research paper on a given topic.						
3	Study contents The students develop the topic of the Master's thesis together with their supervisors. The topic can arise from a course or from the internship, but does not necessarily have to relate to it.						
4	Teaching form(s) Synchronous contact - time: Asynchronous con- - tact time: Self-study: Independent preparation of the Master's thesis. Teaching language: English						
5	Participation requirements Admission can only be granted if the applicant 1. is enrolled for the current semester and 2. has successfully completed the module examinations and examinations required for admission and has earned a total of at least 75 credit points at the time of application and 3. is not in a corresponding or comparable examination procedure and has not definitively failed a corresponding or comparable examination.						
6	Form(s) of examination Master's Thesis						
7	Requirements for the awarding of ECTS credits The students complete this with the Master's thesis, the scope of which is 60 to 80 pages. After appropriate specification by the supervisor and approval of the admission by the Examination Office and the responsible Dean of Studies or Head of the study program, the Master's thesis can also be completed as group work. In this case the following applies: • The performance of each student must be assessed individually. • The group size should not exceed 3 people. • The scope of the Master's thesis must correspond to the scope specified in the applicable examination regulations.						

	The individual performance of each student must be clearly distinguishable and marked by sections, page numbers or other criteria. The prerequisite for the awarding of ECTS points is passing the Master's thesis with a module grade of at least 4.0.
8	Importance of the grade for the final grade The note goes with a share of 20/110 ECTS points in the final grade.
9	Person responsible for the module See study plan.
10	Mandatory literature Any binding literature and text passages will be determined at the beginning in consultation with the supervisors.