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Internationalization - Facts

1. Internationalization – Facts

Stuttgart University of Applied Sciences

- There are overall 80 partner universities of the HFT from around the world. About 20% of them are partner universities of Business School.
- About 120 incoming international students each year, 20% of them are incoming students of Business School.
- In 2017, more than 242 students of our university decided to study or intern abroad. Nearly 30% of them belong to the HFT School of Business.
- International Students Office is responsible for advising and guiding incoming international students throughout their stay, for example: "buddy program" and the supports in the application process for accommodation in local dormitories: http://www.hft-stuttgart.de/International/Accommodation/index.html/en

School of Business @ Stuttgart University of Applied Sciences

- Academic year:
 - winter term: middle of March end of July (incl. examination period)
 - summer term: beginning of October middle of February (incl. examination period)
- Residential intensive language courses take place 4 weeks before the semester starts.
- Duration of study: 3 years (according to the German regulations 6 semester Bachelor)
- Study programs with a distinct international focus, e.g. by:
 - o Various International Modules offered as part of the curriculum
 - o Intensive Foreign Language education, mandatory for each student, Selectable languages: English, Spanish, Chinese
 - o Courses that are exclusively focusing on cultural and regional issues, including political and economic peculiarities of particular regions
 - Opportunity to complete the compulsory internship abroad
 - o Partner universities around the globe
- Degree: Bachelor of Arts (B.A.) in Business Administration and Bachelor of Science (B.Sc.) in Business Psychology
- Bachelor Plus Program: Special four year program B.A. in Business Administration with our partners in Mexico, Taiwan and Oviedo (Spain)

 – Emerging Markets/ Languages, entailing one regular academic year of studies abroad
- Double Degree Program with our partner universities in Finnland and Scotland: one regular academic year of studies abroad, including jointed Bachelor Thesis (Dissertation)





2. International Modules for Incoming Students

As part of our Bachelor's Degree in Business Administration and Business Psychology, we are able to offer the following modules for our international exchange students from Undergraduate Degree Programs in the business management environment. The teaching language and the language of the examination for all modules is the English language. All the support materials are naturally in English as well.



Some of these modules are part of the regular Bachelor Program and will be offered as joint classes for national and international students. Exchange students will be able to complete one academic semester or one academic year in the Bachelor Program, which consists of two options: Bachelor Plus or Double Degree Program.

Incoming students can choose modules from both study programs: Business Administration or Business Psychology. The offer of the internship (Bachelor Plus) and the joined thesis (Double Degree Program) applies only to one academic year and is subject to the regulations of the home university.

All study programs have been accredited by FIBAA (Foundation for international Business Administration Accreditation). The Quality Management System of our Business School has been certified by TÜV according to DIN EN ISO 9001.





International Modules for Bachelor in Business Administration

Contents: English Classes and English Exams

Module	Subject	Credit Points	Term
	3091 Procurement and Logistics	5	Fall and Spring
	3093 Quality and Production Management	5	Fall and Spring
9024	5095 Application Coaching & selected HR topics for applicants	5	Fall and Spring
	5096 Capital Markets and Financial Institutions	5	Fall and Spring
9031	6311 Practical project @ University	6	Fall and Spring
	5343 Soft Skills	1	Fall and Spring
9034	6341 Business-Software (SAP)	3	Fall and Spring
	6342 eBusiness	2	Fall and Spring

Please find detailed descriptions of the above modules on pages 12-19.





International Modules for Bachelor in **Business Psychology**

Contents: English Classes and English Exams

Module	Subject	Credit Points	Term
8001	1013 Basic Principles of Psychology	2	Fall and Spring
8009	2091 Marketing and Sales	5	Fall and Spring
8010	2101 Human Resources Development and Organization	5	Fall and Spring
9003	3031 Social Psychology	5	Fall and Spring
9005	4051 Occupational and Organizational Psychology	5	Fall and Spring
9014	3141 Team and Organizational Development	6	Fall and Spring
9019	4191 Strategic Business Management	5	Fall and Spring

Please find detailed descriptions of the above modules on pages 20-26.





Further Modules for Bachelor **one academic year** (Bachelor Plus and Double Degree Program*)

Contents: Internship and Thesis (English as working language)

Module	Subject	Credit Points	Term
	4301 Internship Part 1 (48 days)	12	Fall and Spring
9030	4302 Internship Part 2 (48 days)	12	Fall and Spring
	4303 Internship presentation	6	Fall and Spring
0000	6901 Bachelor Thesis - joined Thesis	12	Fall and Spring
9999	6900 Bachelor Thesis Presentation	3	Fall and Spring

Please find detailed descriptions of the above modules on pages 27-31.

Contents: Intercultural Skills (English as working language)

Module	Subject	Credit Points	Term
	3131 International Business Skills*	4	Fall and Spring
9015	3132 Leadership*	4	Fall and Spring
	3133 Change Management*	4	Fall and Spring

*2 out of 3 elements to be completed

Please find detailed descriptions of the above module on pages 32-35.

^{*}depends from contract details





Contents: Foreign Language Classes – Business Focus

German Language Modules (offered by International Student Office)

Module	Туре	Level: CEFR *	Credit Points	Term
Basic German A1-1		A1	3	Fall and Spring
Basic German A2-1	Residential intensive language courses	A2	3	Fall and Spring
Intermediate German B1-1	(4 weeks before semester start)	B1	3	Fall and Spring
Intermediate German B2-1	Semester start)	B2	3	Fall and Spring
Basic German A1-2		A1	2	Fall and Spring
Basic German A2-2		A2	2	Fall and Spring
Intermediate German B1-2	Weekly semester courses	B1	2	Fall and Spring
Intermediate German B2-2		B2	2	Fall and Spring
Advanced German C1		C1	2	Fall and Spring

Further Details see Offerings of HFT International Office http://www.hft-stuttgart.de/International/German-Courses/index.html/en





Further Language Modules (part of Business Administration study program)

Module	Subject	Level: CEFR *	Credit Points	Term
3191	Business English 1	B1	2	Fall
5192	Business English 2	B2	2	Spring
6193	Business English Presentations – Levels 2 and 3	C1	2	Fall and Spring
1111	Spanish for Economists – Level 1	A1	2	Fall and Spring
2112	Spanish for Economists – Level 2	A1	3	Fall and Spring
6321	Spanish for Economists – Level 3	B1	3	Fall
6322	Spanish for Economists – Level 4	B2	3	Spring
1121	Chinese for Economists – Level 1	A1	2	Fall
2122	Chinese for Economists – Level 2	A1	3	Spring
6331	Chinese for Economists – Level		3	Fall
6332	Chinese for Economists – Level		3	Spring

^{*} CEFR = Common European Framework of Reference for Languages





Learning Unit: (Module 9024)	3091 Procurement and Logistics	ECTS-CP 5
Module Responsibility:		
Lecturer:	Ilva Kellermann	

Hochschule

University of Applied Sciences

Students will

- be able to relate to evolution from logistic to supply chain management (SCM)
- understand the value proposition of SCM in companies
- learn about the objectives and challenges of procurement, distribution, inventory management, transportation and packaging
- · understand the complexity of globally integrated supply chains
- get insight into trends of modern logistics and the adoption of future technology (Internet of Things, Big Data Analytics, Robots)
- Know measurements, critical success factors and optimization opportunities
- · learn about sustainability and risk management in supply chains
- understand the characteristics of Service supply chain
- learn to analyze real business examples with respect to supply chain strategy

- Development from traditional logistics to Supply Chain Management (SCM)
- Value proposition of SCM; challenges and critical success factors
- Sourcing; strategic sourcing decisions, sub-process procure-to-pay, trends in modern procurement
- Distribution; distribution channels, transportation, inventory management, packaging
- Measurements; KPIs, additional performance measurements, target setting
- Supply chain optimization; planning & forecasting, technology, enhanced client value, collaboration
- Globally integrated supply chain; transformation of global companies; decision framework
- Innovation in supply chain management; industry trends, technology trend, Big Data analytics, Industry 4.0
- Green supply chain; demand for sustainability, carbon footprint, emission trading
- Supply chain risk management;
- Supply chain for service companies

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Graded Seminar Paper or Written Exam, 120 minutes
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	3. Semester (Fall/Spring Term)







Learning Unit: (to module 9024)	3093 Quality and Production Management	ECTS-CP 5
Module Responsibility:		
Lecturer:	Stefan Bogenrieder	

Students will

- learn the foundations of production, enabling them to integrate TPS lectures and consolidation lectures into an overall concept.
- learn to make tactical and strategic decisions through production process analysis.
- familiarise themselves with the basic features of the system rationalisation approach.
- apply the five-factor model in order to develop and systematise new organisational, personnel and material trends in industrial companies.
- analyse and evaluate production networks.
- gain an understanding of the basic features of technology management for assessing product and process innovations.
- learn the application of concepts and methods through exercises, using current practice examples.

- Strategic Production Management
- Process Analysis
- Economic Viability Systems approach
- Five-Factor Model
- Economic Globe
- Functional Market Concept
- Lean Management / Lean Manufacturing
- Technology Management

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Graded Seminar Paper
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	3. Semester / (Fall/Spring Term)





Learning Unit: (to module 9024)	5095 Selected HRM topics & Application Coaching	ECTS-CP 5
Module Responsibility:		
Lecturer:	Jörg Hense	

Students will

- generate a general overview of the HR marketing, particular personnel recruitment fields and can explain principles and approaches.
- be able to understand the recruiting process and to participate also in non-HR roles
- can develop a recruitment strategy incorporating the stages of needs analysis, selection of sources and resources, techniques and evaluation.
- be familiar with the german labour market and be themselves able to apply effectively for Internships as well as for graduate jobs.

- Introduction to HR marketing, personnel recruitment and staffing
 - o Process overview
 - From the requirement to the integration of new employees
- HR Marketing
 - Strategic objectives, planning, internal and external measures and evaluation
 - Ways to become an employer brand
 - o Measures of operational HR marketing
- Recruitment
 - Needs assessment and job description.
 - o Recruitment planning, selection and evaluation of sources.
 - Preparing reasonable personnel selection methods.
 - Hiring process including integration program to support familiarization
 - New/future recruitment concepts and special issues
- Application coaching
 - o Personal application strategies
 - Creating application documents
 - Preparing for Job Interviews
 - o International characteristics

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	Spring term / winter term





Learning Unit: (to module 9024)	5096 Capital Markets and Financial Institutions	ECTS-CP 5
Module Responsibility:	Prof. Dr. Tobias Popović	
Lecturer:	Prof. Dr. Tobias Popović	

Students will

- develop an understanding of the financial crisis, the subsequent economic recession as well as the Euro- and sovereign debt crisis. Understand the resulting implications for corporate finance as well as financial institutions
- · obtain an insight into the fundamentals of sustainable finance and sustainable Investments
- be provided with profound insight into global capital markets, their segments, products and relevant institutions (incl. their different business models)
- acquire asset valuation know-how
- understand the foundations of portfolio theory and management
- develop an understanding of the current regulatory frameworks (Basel III/IV, Solvency II) relevant for financial institutions as well as corresponding changes
- obtain insights on value based management concepts for banks

- I. Background: Capital Market Crisis and Worldwide Recession
- II. Capital Markets and Their Segments
- III. Portfolio Theory and Management
 - 1. Risk, Return & the Capital Asset Pricing Model (CAPM)
 - 2. Research and Asset Valuation
- IV. Typology of Financial Institutions
 - 1. Commercial Banks
 - 2. Investment Banks
 - 3. Mutual Fund Operations
 - 4. Insurance and Pension Fund Operations
 - 5. Bausparkassen ("Building Societies", "Home Loan Savings Banks")
- V. The European Banking System
 - 1. Overview and Industry Structure
 - 2. The German Banking Landscape
- VI. (Regulatory) Framework for Financial Institutions
 - 1. Goals, Functions and Different Aspects of Bank Regulation
 - 2. How Regulators Monitor Banks
 - 3. The Rating Agency's Analytical Approach
 - 4. Outlook: Current Regulatory Challenges
- VII. Value Based Management Concepts for Banks
 - 1. Value Based Management: Return on Risk-adjusted Capital (RORAC)
 - 2. Linking Bank Strategy and Value Based Management

Teaching and Learning Methods:	Lecture + Integrated Exercises, Case Studies
Evaluation Method:	Written Exam 120 Minutes
Weekly Hours / SWS:	4
Independent Study:	108 h
Semester:	5. Semester (Fall/Spring Term)







Learning Unit: (Module 9031)	6311 Practical Project @ University	ECTS-CP 6
Module Responsibility:		
Lecturer:	All Professors	

Students will

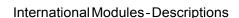
- gain insight into a business environments.
- learn the tasks, contents and the importance of a specific business functions or topic.
- Will be able to demonstrate their project management skills

The trainees' tasks need to sufficiently comply with contents of business studies'. Practice orientation has to support scientific studies and facilitates the entry into the profession as a business economist.

- gain deeper insight into their tasks during the Practical Project through discussions with other students.
- be able to reflect the project with theoretical approaches to solve business problems and discuss further advantages and disadvantages of different solutions.

- Identify business function or business topic to be subject of the specific project
- During this project students are strengthening their practical skills by creating a project plan, establishing the project milestones and applying of project management techniques.
- Knowledge of the economic and organisational relationships of a company
- Learning through observation, active involvement and literature study
- Presentation and discussion of expert or professional problems in areas of multidisciplinary practice
- Implementation of acquired knowledge and skills and reflection of study contents Presentation of business information

Teaching and Learning Methods:	Project
Evaluation Method:	Seminar Paper, Presentation evaluated
Weekly Hours / SWS:	2
Independent Study:	158 h
Semester:	5. or 6. Semester (Fall/Spring Term)







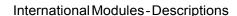
Lerneinheit: (Module 9034)	5343 Managing Team Meetings	ECTS-CP 1
Modulverantwortlicher:	Prof. Dr. Georg Hauer	
Lecturer:	Norman Becker	

The students:

- are able to plan and prepare efficient and effective teammeetings
- are able to facilitate team meetings
- know about the principles of workshop design
- are able to document meetings and generate meeting minutes
- are able to organize and facilitate virtual meetings in an intercultural context

- Types of Meetings
- Characters you'll meet at a Business Meeting
- Effective Meetings Produce Results: Planning and Implementation
- Working with Groups and Teams
- Using Team Building Icebreakers
- How to Reduce Time in Meetings
- How to Conduct Effective Meetings
- How to Use Creativity Techniques
- Chairing a Meeting
- Facilitation Basics
- Getting Unstuck With a Willing Team
- The Difference makes the Difference: Cultural Dimensions and Meeting Management
- Special Aspects of Virtual Team Meetings
- Meeting Minutes
- Follow up
- Tools

Teaching and Learning Methods:	Seminaristic style with a high degree of group work and role play
Evaluation Method:	Non-Graded Seminar Paper
Weekly Hours / SWS:	2
Independent Study:	8 h
Semester:	36. Semester







Learning Unit: (to module 9034)	6341 Business Software	ECTS-CP 3
Module Responsibility:	Prof. Dr. Georg Hauer	
Lecturer:	Dipl.Kfm. Jens Schütte	

Students will

- know the basic vocabulary of ERP / CRM and e-business software.
- familiarise themselves with the functions and capabilities of ERP, CRM and other e-business solutions.
- assess the potential of existing business systems in order to outline meaningful solutions.
- know the specific architecture of ERP, CRM and e-business systems.
- have learned the basic application functions of ERP, CRM and e-business systems.

Module Contents:

Business software supports entrepreneurial tasks such as accounting, customer management, production planning, controlling and the processing of orders. It is set up across departments and the underlying databases contain the enterprise's relevant financial, customer, and product data.

- During the course various concrete ERP, CRM and e-business systems will be presented and applied.
- The focus of the observations will be on the supported business processes (especially on the areas accounting / controlling (ERP) i.e. marketing / sales (CRM).
- A special challenge for modern business software is the integration of functions and tasks for internal and external handling of business processes. This increasingly requires the integration of systems across corporate boundaries.
- By using current case studies the practical significance and relevance of different application fields will be taught.
- Used software systems are e.g. SAP International Demonstration and Education System (IDES
 Case Studies modules (FI, CO, HR, PP, MM, SD)
- Teaching and Learning Methods:

 Evaluation Method:

 Graded Seminar Paper

 Weekly Hours / SWS:

 Independent Study:

 67 h

 Semester:

 6. Semester (Fall/Spring Term)



University of Applied Sciences

International Modules - Descriptions



Learning Unit: (to module 9034)	6342 eBusiness	ECTS-CP 2
Module Responsibility:	Prof. Dr. Georg Hauer	
Lecturer:	Javier Salas (CEO Anders & Sehr GmbH)	

Module Targets:

Students will

- know the basic vocabulary of the electronic and mobile business.
- familiarise themselves with the functions and capabilities of eMarketing and eBusiness Tools like google ad or facebook ads.
- assess the potential of electronic and mobile business processes and tools in order to outline meaningful solutions.
- know the specific IT security issues of e- and mobile business solutions.
- able to assess the importance of digitalization in context of the business environment

Module Contents:

The Students will get an overview of the different aspects of electronic and mobile business processes and the required Information Technology to implement these processes.

Afterwards the students will get the opportunity to work on their own project which includes working on case studies, analysing them and preparing a solution. The different solutions will be presented and tested in a workshop at the end of the term.

Teaching and Learning Methods:	Lecture, Project
Evaluation Method:	Graded Project Presentation
Weekly Hours / SWS:	2
Independent Study:	38 h
Semester:	6. Semester (Fall/Spring Term)



International Modules - Descriptions



Learning Unit: (Module 8001)	1013 Basic Principles of Psychology	ECTS-CP 2
Module Responsibility:	Prof. Dr. Stephanie Huber	
Lecturer:	Prof. Dr. Katrin Allmendinger	

Module Targets:

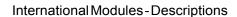
Students will

- know basic phenomena of internal processes, e.g. cognition
- get an overview of the essential areas of research of psychology, e.g. social psychological studies
- will be able to structure main application areas of psychology.

Module Contents (part 1013):

- Fundamental aspects of the psychological system and related terms
- Methodical approaches within psychology
- Most important methods of analysis in scientific psychology
- Overview of the fields of psychology and interconnections to other disciplines
- Application areas of psychology and especially of business psychology

Teaching and Learning Methods:	Seminar
Evaluation Method:	Seminar Paper (without assigning marks)
Weekly Hours / SWS:	2
Independent Study:	38 h
Semester:	1. Semester (Fall/Spring Term)







Learning Unit: (Module 8009)	2091 Marketing and Sales	ECTS-CP 5
Module Responsibility:	Prof. Dr. Stephanie Huber	
Lecturer:	Prof. Dr. Stephanie Huber	

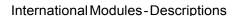
Students will

- know different market forms and their particularities as well as their implications for strategic and operational decisions in marketing and sales
- have the knowledge to translate marketing and sales strategies into operational and goal oriented actions
- have the ability to work out a marketing concept
- be able to elaborate solutions for practical questions in the field of marketing and sales of different branches of industry.

Module Contents (part 2091):

- Markets and market segments
- Marketing concepts
- Strategic marketing analysis
- Product-, Service- and Brand Management
- Price Management
- Communication and Advertising Management
- Sales Management in B-to-C and B-to-Bmarkets
- Personal Selling

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Graded Seminar Paper or Written Exam, 90 minutes
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	2. Semester (Fall/Spring Term)







Learning Unit: (Module 9009)	4091 Human Resources Management and Organisation	ECTS-CP 5
Module Responsibility:	Prof. Dr. Uta Bronner	
Lecturer:	Prof. Dr. Uta Bronner	

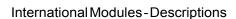
Students will

- generate an overview of HRM and can explain important HRM approaches
- analyze the implications and consequences of HRM efforts in organizations
- know different organizational theories
- show an understanding of different organizational structures, processes, cultures and organizational change.

Module Contents (part 4091):

- Personnel Planning
- Recruitment, Selection, Placement, and Talent Management
- Training and Development
- Performance Management
- Compensation Management
- Special Issues of HRM
- Organizational Theories
- Designing Organizational Structures and Processes
- Organizational Culture and Change

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	2. Semester (Fall/Spring Term)







Learning Unit: (Module 9003)	3031 Social Psychology	ECTS-CP 5
Module Responsibility:	Prof. Dr. Thomas Bäumer	
Lecturer:	Dr. Christopher Gresse	

Students will

- get an overview over the different theoretical approaches and insights of social psychology
- be able to connect their knowledge in social psychology with issues in business psychology
- be able to read and understand research papers in order to use them for applied fields

Module Contents (part 3031):

- Introduction to social psychology
- Social perception and attribution
- Social cognition
- Social identity
- Attitudes
- Persuasion
- Social influence
- Attraction and relationships
- Prosocial behavior
- Aggression
- Intragroup processes
- Prejudice and stereotyping
- Applied social psychology

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Written Exam 60 minutes /Seminar Paper, evaluated / Presentation
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	3. Semester (Fall/Spring Term)





Learning Unit: (Module 9005)	4051 Occupational and Organizational Psychology	ECTS-CP 5
Module Responsibility:	Prof. Dr. Thomas Bäumer	
Lecturer:	Prof. Dr. Uta Bronner	

Students will

- know the specific conditions of an organization and psychological aspects that have an influence on experiences and behavior of people in their work environment.
- know relevant theories, models, influencing factors and methods for shaping organizations and working conditions.

Module Contents (part 4051):

- classification of occupational and organizational psychology
- multicultural work
- work analysis and evaluation
- job related attitudes (job satisfaction, commitment etc.)
- motivation on the job
- worker well-being: health, stress, burnout
- interaction, communication, cooperation and conflict
- groups and teamwork
- leadership
- organizational culture and change
- Mergers & Acquisitions
- downsizing

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	4. Semester (Fall/Spring Term)







Learning Unit: (Module 9014)	3141 Team and Organisational Development	ECTS-CP 6
Module Responsibility:	Prof. Dr. Katrin Allmendinger	
Lecturer:	Prof. Dr. Katrin Allmendinger	

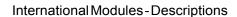
Students will

- know specific reasons and methods for team development
- be able to plan and structure team development interventions
- know to apply various change methods and will have an idea of their potentials and risks
- have developed a good understanding for the complexity of change processes within organisations.

Module Contents (part 3141):

- history, basic models and principles concerning organisational development and team development
- roles and group dynamic in teams
- digitalization, globalization and culture as context variables driving change
- models and methods for change (change toolbox), applied within case studies
- communication in change processes
- evaluation of interventions

Teaching and Learning Methods:	Lecture + Integrated Exercises
Evaluation Method:	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	3. Semester (Fall/Spring Term)







Learning Unit: (Module 9019)	6191 Strategic Business Management	ECTS-CP 5
Module Responsibility:	Prof. Dr. Stephanie Huber	
Lecturer:	Prof. Dr. Roland Erben/Prof. Dr. Stephanie Huber	

Students will

- be able to evaluate and solve decision problems in the context of business management
- be familiar with different strategic and operational management techniques
- have a deep knowledge of entrepreneurial goals and concepts
- be familiar with selected management instruments and are able to apply them in an entrepreneurial context.

Module Contents (part 6191):

- Main objectives and tasks of business management
- Entrepreneurship and Management
- Corporate goals at a glance
- Strategic Management
- Operational Planning and Control
- Alternative organizational designs
- Practical Exercises: Case Studies and Business Simulation Game

Teaching and Learning Methods:	Lecture + Integrated Exercises, Business Simulation Game
Evaluation Method:	(Poster) Presentation
Weekly Hours / SWS:	4
Independent Study:	105 h
Semester:	6. Semester (Fall/Spring Term)



International Modules - Descriptions



Learning Unit: (Module 9030)	4301 Practical Phase in the Management Sector	ECTS-CP 12
Module Responsibility:		
Lecturer:		

Module Targets:

Students will

- have gained understanding of international business management and organisational contexts
- have learned the tasks, contents and meanings of various business functions.
- have accomplished tasks that sufficiently comply with business study contents. Professional
 practice has to support scientific study in order to allow for easier entry into an international
 career as a business economist.

The internship will include three phases:

- 1. Introduction to the operating structures and processes of the chosen company.
- 2. Assistance in various departments of the company.
- 3. Acceptance of responsibility for project work.

- during their practical semester students should develop as many practical skills of business management functions of a company or business institution as possible
- knowledge of the economic and organisational relationships of a company
- learning through observation, active involvement and literature study apply project management techniques

Teaching and Learning Methods:	Practical Cooperation
Evaluation Methods:	
Weekly Hours SWS:	
Independent Study:	360 h
Semester:	



International Modules-Descriptions



Learning Unit: (to module 9030)	4303 Internship Seminar	ECTS-CP 6
Module Responsibility:		
Lecturer:		

Module Targets:

Students will

- have gained understanding of international business management and organisational contexts
- have learned the tasks, contents and meanings of various business functions.
- have accomplished tasks that sufficiently comply with business study contents. Professional
 practice has to support scientific study in order to allow for easier entry into an international
 career as a business economist.

The internship will include three phases:

- 1. Introduction to the operating structures and processes of the chosen company.
- 2. Assistance in various departments of the company.
- 3. Acceptance of responsibility for project work.

- · application strategies, design of application documents, preparation for the interview
- aspects of the labour law and social insurance regulations related to internships
- technical preparation of virtual meetings
- presentation and discussion of expert or professional problems in areas of multidisciplinary practice
- involvement of employees with regard to social, organisational and legal aspects implementation of acquired knowledge and skills and reflection of study contents

Teaching and Learning Methods:	Seminar, Group Work, Use of Business Collaboration Tools
Evaluation Methods:	Presentation 15 min
Weekly Hours SWS:	4
Independent Studies:	135 h
Semester:	



International Modules - Descriptions



Learning Unit: (Module 9999)	6901 Written Draft of the Thesis	ECTS-CP 10	
Module Responsibility:			
Lecturer:			
Module Targets: The graduates are able to deal with managerial issues within a limited time frame according to scientific methods. The Thesis is worked out as a scientific paper. Additionally, a summary as well as an index and indications of the used literature are part of the thesis. The main points of the thesis are presented by the students within a colloquium. Module Contents:			
Teaching and Learning Methods:			
Evaluation Methods:	Scientific Dissertation		
Weekly Hours SWS:			
Independent Studies:	300 h		
Semester:	Fall or Spring Term		



International Modules - Descriptions



Learning Unit: (to module 9999)	6900 Thesis Colloquium	ECTS-CP 2	
Module Responsibility:			
Lecturer:			
Module Targets: The Thesis is worked out as a scientific paper. Additionally, a summary as well as an index and indications of the used literature are part of the thesis. The main points of the thesis are presented by the students within a colloquium.			
Module Contents:			
Teaching and Learning Methods:	Presentation		
Evaluation Methods:	Presentation		
Weekly Hours SWS:	2		
Independent Studies:	38 h		
Semester:	Fall or Spring Term		



University of Applied Sciences

International Modules - Descriptions



Learning Unit: (Module 9015)	9015 International Business Culture & Leadership	ECTS-CP 8
Module Responsibility:	Prof. Dr. Georg Hauer	
Lecturer:	Prof. Dr. Patrick Chen (Tatung, Taiwan) Prof. Dr. Syed Jamal Abdul Nasir Syed Mohamad (UiTM, My) Prof. Dr. Sabine Rein (HFT, Germany)	

Module Targets:

The students:

- are familiar with the role of a manager, know their tasks and have tried different alternatives of behavior in enforcement and effect
- know methods of planning, initiation and regulation of change processes comprising field of application and potential consequences
- know cultural conditions and traditions of foreign economic territories
- can successfully apply their foreign language knowledge within specific situations and act within international multi-cultural teams

Module Contents: 2 out of 3 elements to be completed

- 3131 Intercultural Business Skills
- 3132 Leadership
- 3133 Change Management

Teaching and Learning Methods:	Presentation
Evaluation Methods:	Presentation
Weekly Hours SWS:	4
Independent Studies:	198 h
Semester:	Fall or Spring Term





University of Applied Sciences Information to lectures Within module 9015 International Business Culture & Leadership:

Learning Unit: (to module 9015)	3131 Intercultural Business Skills	ECTS-CP 4	
Prerequisites:			
Compulsory/Elective:	Elective/Compulsory		
Semester:	3. Semester		
Teaching and Learning Methods:	Seminar	Seminar	
Type of Assessment:	Presentation	Presentation	
Course Language:	English	English	
Weekly Hours/SWS:	2		
Self-study Hours:	99 h		
Didactical Tools:	Lecture notes, literature		
Intended learning outcomes:	The students: are able to deal with specific situations in conversations occurring within other cultural contexts like salutation, small talk, presentations, negotiations, dealing with offers can successfully apply their foreign language knowledge within role plays		
Contents:	 Meaning of cultural differences within business relationships and international cooperation Examples of business situations within case studies followed by role plays Focus on dealing with specific situations within conversations arising in other cultural contexts like salutation, small talk, presentations, negotiations, dealing with offers 		



International Modules - Descriptions



Learning Unit: (to module 9015)	3132 Leadership	ECTS-CP 4
Prerequisites:		
Compulsory/Elective:	Compulsory	
Semester:	3. Semester	
Teaching and Learning Methods:	Seminar	
Type of Assessment:	Presentation	
Course Language:	English	
Weekly Hours/SWS:	2	
Self-study Hours:	99 h	
Didactical Tools:	Lecture notes, Literature	
Intended Learning Outcomes:	The students:	
Contents:	 Basics of leadership: term, criteria of measuring successful leadership, role and power of a manager Leadership theory: leading by example, character orientated management models, behavior orientated management models, management substitutes Tasks of a manager Motivation of personnel Leading teams Women and Leadership 	



International Modules - Descriptions



Learning Unit: (to module 9015)	3133 Change Management	ECTS-CP 4
Prerequisites:		
Compulsory/Elective:	Compulsory	
Semester:	3. Semester	
Teaching and Learning Methods:	Seminar	
Type of Assessment:	Presentation	
Course Language:	English	
Weekly Hours/SWS:	2	
Self-study Hours:	99 h	
Didactical Tools:	Literature notes, Literature, Video, Case Studies	
Intended Learning Outcomes:	The students: • know in which phases changing processes occur and know the causes and aims of organizational change • know methods of planning, initiating and steering of changing processes • know different methods of intervention with application areas and intended effects • recognize the meaning of communication and participation for successful change	
Contents:	 Causes and aims of organizational change Principles of change of organizations Need for change/willingness to change/ability to change Models of development phases of organizations Diffusions of innovation Models of promotion Culture as a factor of context/variable of design in changing processes Resistance/reactions of resistance and strategies of intervention Communication as a precise instrument of Change Management Organizational Learning/Learning Organization 	