



## SCHOOL OF BUSINESS

### Bachelor Degree Programs

Business Administration  
Business Psychology

**Undergraduate -  
International Modules**

April 2018

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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:
  - Various International Modules offered as part of the curriculum
  - Intensive Foreign Language education, mandatory for each student, Selectable languages: English, Spanish, Chinese
  - 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
  - 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

## International Modules for Bachelor in **Business Administration**

Contents: English Classes and English Exams

Module	Subject	Credit Points	Term
9024	3091 Procurement and Logistics	5	Fall and Spring
	3093 Quality and Production Management	5	Fall and Spring
	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
9034	5343 Soft Skills	1	Fall and Spring
	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

## 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.

# International Modules

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

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

\*depends from contract details

Contents: Intercultural Skills (English as working language)

Module	Subject	Credit Points	Term
9015	3131 International Business Skills*	4	Fall and Spring
	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.

# International Modules

Contents: Foreign Language Classes – Business Focus

## German Language Modules (offered by International Student Office)

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



<b>Learning Unit: (Module 9024)</b>	<b>3091 Procurement and Logistics</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>	Ilva Kellermann	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• be able to relate to evolution from logistic to supply chain management (SCM)</li> <li>• understand the value proposition of SCM in companies</li> <li>• learn about the objectives and challenges of procurement, distribution, inventory management, transportation and packaging</li> <li>• understand the complexity of globally integrated supply chains</li> <li>• get insight into trends of modern logistics and the adoption of future technology (Internet of Things, Big Data Analytics, Robots)</li> <li>• Know measurements, critical success factors and optimization opportunities</li> <li>• learn about sustainability and risk management in supply chains</li> <li>• understand the characteristics of Service supply chain</li> <li>• learn to analyze real business examples with respect to supply chain strategy</li> </ul>		
<b>Module Contents:</b>		
<ul style="list-style-type: none"> <li>• Development from traditional logistics to Supply Chain Management (SCM)</li> <li>• Value proposition of SCM ; challenges and critical success factors</li> <li>• Sourcing; strategic sourcing decisions, sub-process procure-to-pay, trends in modern procurement</li> <li>• Distribution; distribution channels, transportation, inventory management, packaging</li> <li>• Measurements; KPIs, additional performance measurements, target setting</li> <li>• Supply chain optimization; planning &amp; forecasting, technology, enhanced client value, collaboration</li> <li>• Globally integrated supply chain; transformation of global companies; decision framework</li> <li>• Innovation in supply chain management; industry trends, technology trend, Big Data analytics, Industry 4.0</li> <li>• Green supply chain; demand for sustainability , carbon footprint, emission trading</li> <li>• Supply chain risk management;</li> <li>• Supply chain for service companies</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Graded Seminar Paper or Written Exam, 120 minutes	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	3. Semester (Fall/Spring Term)	

<b>Learning Unit: (to module 9024)</b>	<b>3093 Quality and Production Management</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>	Stefan Bogenrieder	
<b>Module Targets:</b>		
Students will		
<ul style="list-style-type: none"> <li>• learn the foundations of production, enabling them to integrate TPS lectures and consolidation lectures into an overall concept.</li> <li>• learn to make tactical and strategic decisions through production process analysis.</li> <li>• familiarise themselves with the basic features of the system rationalisation approach.</li> <li>• apply the five-factor model in order to develop and systematise new organisational, personnel and material trends in industrial companies.</li> <li>• analyse and evaluate production networks.</li> <li>• gain an understanding of the basic features of technology management for assessing product and process innovations.</li> <li>• learn the application of concepts and methods through exercises, using current practice examples.</li> </ul>		
<b>Module Contents:</b>		
<ul style="list-style-type: none"> <li>• Strategic Production Management</li> <li>• Process Analysis</li> <li>• Economic Viability Systems approach</li> <li>• Five-Factor Model</li> <li>• Economic Globe</li> <li>• Functional Market Concept</li> <li>• Lean Management / Lean Manufacturing</li> <li>• Technology Management</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Graded Seminar Paper	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	3. Semester / (Fall/Spring Term)	

<b>Learning Unit: (to module 9024)</b>	<b>5095 Selected HRM topics &amp; Application Coaching</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>	Jörg Hense	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• generate a general overview of the HR marketing, particular personnel recruitment fields and can explain principles and approaches.</li> <li>• be able to understand the recruiting process and to participate also in non-HR roles</li> <li>• can develop a recruitment strategy incorporating the stages of needs analysis, selection of sources and resources, techniques and evaluation.</li> <li>• be familiar with the german labour market and be themselves able to apply effectively for Internships as well as for graduate jobs.</li> </ul>		
<b>Module Contents:</b>		
<ul style="list-style-type: none"> <li>• Introduction to HR marketing, personnel recruitment and staffing <ul style="list-style-type: none"> <li>○ Process overview</li> <li>○ From the requirement to the integration of new employees</li> </ul> </li> <li>• HR Marketing <ul style="list-style-type: none"> <li>○ Strategic objectives, planning, internal and external measures and evaluation</li> <li>○ Ways to become an employer brand</li> <li>○ Measures of operational HR marketing</li> </ul> </li> <li>• Recruitment <ul style="list-style-type: none"> <li>○ Needs assessment and job description.</li> <li>○ Recruitment planning, selection and evaluation of sources.</li> <li>○ Preparing reasonable personnel selection methods.</li> <li>○ Hiring process including integration program to support familiarization</li> <li>○ New/future recruitment concepts and special issues</li> </ul> </li> <li>• Application coaching <ul style="list-style-type: none"> <li>○ Personal application strategies</li> <li>○ Creating application documents</li> <li>○ Preparing for Job Interviews</li> <li>○ International characteristics</li> </ul> </li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	Spring term / winter term	

<b>Learning Unit: (to module 9024)</b>	<b>5096 Capital Markets and Financial Institutions</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>	Prof. Dr. Tobias Popović	
<b>Lecturer:</b>	Prof. Dr. Tobias Popović	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• obtain an insight into the fundamentals of sustainable finance and sustainable Investments</li> <li>• be provided with profound insight into global capital markets, their segments, products and relevant institutions (incl. their different business models)</li> <li>• acquire asset valuation know-how</li> <li>• understand the foundations of portfolio theory and management</li> <li>• develop an understanding of the current regulatory frameworks (Basel III/IV, Solvency II) relevant for financial institutions as well as corresponding changes</li> <li>• obtain insights on value based management concepts for banks</li> </ul>		
<b>Module Contents:</b>		
<p>I. Background: Capital Market Crisis and Worldwide Recession  II. Capital Markets and Their Segments  III. Portfolio Theory and Management      1. Risk, Return &amp; 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</p>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises, Case Studies	
<b>Evaluation Method:</b>	Written Exam 120 Minutes	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	108 h	
<b>Semester:</b>	5. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 9031)</b>	<b>6311 Practical Project @ University</b>	<b>ECTS-CP 6</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>	All Professors	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• gain insight into a business environments.</li> <li>• learn the tasks, contents and the importance of a specific business functions or topic.</li> <li>• Will be able to demonstrate their project management skills</li> </ul> <p>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.</p> <ul style="list-style-type: none"> <li>• gain deeper insight into their tasks during the Practical Project through discussions with other students.</li> <li>• be able to reflect the project with theoretical approaches to solve business problems and discuss further advantages and disadvantages of different solutions.</li> </ul>		
<b>Module Contents:</b>		
<ul style="list-style-type: none"> <li>• Identify business function or business topic to be subject of the specific project</li> <li>• During this project students are strengthening their practical skills by creating a project plan, establishing the project milestones and applying of project management techniques.</li> <li>• Knowledge of the economic and organisational relationships of a company</li> <li>• Learning through observation, active involvement and literature study</li> <li>• Presentation and discussion of expert or professional problems in areas of multidisciplinary practice</li> <li>• Implementation of acquired knowledge and skills and reflection of study contents Presentation of business information</li> </ul>		
<b>Teaching and Learning Methods:</b>	Project	
<b>Evaluation Method:</b>	Seminar Paper, Presentation evaluated	
<b>Weekly Hours / SWS:</b>	2	
<b>Independent Study:</b>	158 h	
<b>Semester:</b>	5. or 6. Semester (Fall/Spring Term)	

<b>Lerneinheit: (Module 9034)</b>	<b>5343 Managing Team Meetings</b>	<b>ECTS-CP 1</b>
<b>Modulverantwortlicher:</b>	<b>Prof. Dr. Georg Hauer</b>	
<b>Lecturer:</b>	Norman Becker	
<b>Module Targets:</b>		
The students:		
<ul style="list-style-type: none"> <li>• are able to plan and prepare efficient and effective team meetings</li> <li>• are able to facilitate team meetings</li> <li>• know about the principles of workshop design</li> <li>• are able to document meetings and generate meeting minutes</li> <li>• are able to organize and facilitate virtual meetings in an intercultural context</li> </ul>		
<b>Module Contents:</b>		
<ul style="list-style-type: none"> <li>• Types of Meetings</li> <li>• Characters you'll meet at a Business Meeting</li> <li>• Effective Meetings Produce Results: Planning and Implementation</li> <li>• Working with Groups and Teams</li> <li>• Using Team Building Icebreakers</li> <li>• How to Reduce Time in Meetings</li> <li>• How to Conduct Effective Meetings</li> <li>• How to Use Creativity Techniques</li> <li>• Chairing a Meeting</li> <li>• Facilitation Basics</li> <li>• Getting Unstuck With a Willing Team</li> <li>• The Difference makes the Difference: Cultural Dimensions and Meeting Management</li> <li>• Special Aspects of Virtual Team Meetings</li> <li>• Meeting Minutes</li> <li>• Follow up</li> <li>• Tools</li> </ul>		
<b>Teaching and Learning Methods:</b>	Seminaristic style with a high degree of group work and role play	
<b>Evaluation Method:</b>	Non-Graded Seminar Paper	
<b>Weekly Hours / SWS:</b>	2	
<b>Independent Study:</b>	8 h	
<b>Semester:</b>	3.-6. Semester	

<b>Learning Unit: (to module 9034)</b>	<b>6341 Business Software</b>	<b>ECTS-CP 3</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Georg Hauer</b>	
<b>Lecturer:</b>	Dipl.Kfm. Jens Schütte	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• know the basic vocabulary of ERP / CRM and e-business software.</li> <li>• familiarise themselves with the functions and capabilities of ERP, CRM and other e-business solutions.</li> <li>• assess the potential of existing business systems in order to outline meaningful solutions.</li> <li>• know the specific architecture of ERP, CRM and e-business systems.</li> <li>• have learned the basic application functions of ERP, CRM and e-business systems.</li> </ul>		
<b>Module Contents:</b>		
<p>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.</p> <ul style="list-style-type: none"> <li>• During the course various concrete ERP, CRM and e-business systems will be presented and applied.</li> <li>• The focus of the observations will be on the supported business processes (especially on the areas accounting / controlling (ERP) i.e. marketing / sales (CRM).</li> <li>• 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.</li> <li>• By using current case studies - the practical significance and relevance of different application fields will be taught.</li> <li>• Used software systems are e.g. SAP International Demonstration and Education System (IDES - Case Studies - modules (FI, CO, HR, PP, MM, SD)</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture	
<b>Evaluation Method:</b>	Graded Seminar Paper	
<b>Weekly Hours / SWS:</b>	2	
<b>Independent Study:</b>	67 h	
<b>Semester:</b>	6. Semester (Fall/Spring Term)	

<b>Learning Unit: (to module 9034)</b>	<b>6342 eBusiness</b>	<b>ECTS-CP 2</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Georg Hauer</b>	
<b>Lecturer:</b>	Javier Salas (CEO Anders & Sehr GmbH)	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• know the basic vocabulary of the electronic and mobile business.</li> <li>• familiarise themselves with the functions and capabilities of eMarketing and eBusiness Tools like google ad or facebook ads.</li> <li>• assess the potential of electronic and mobile business processes and tools in order to outline meaningful solutions.</li> <li>• know the specific IT security issues of e- and mobile business solutions.</li> <li>• able to assess the importance of digitalization in context of the business environment</li> </ul>		
<b>Module Contents:</b>		
<p>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.</p> <p>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.</p>		
<b>Teaching and Learning Methods:</b>	Lecture, Project	
<b>Evaluation Method:</b>	Graded Project Presentation	
<b>Weekly Hours / SWS:</b>	2	
<b>Independent Study:</b>	38 h	
<b>Semester:</b>	6. Semester (Fall/Spring Term)	



<b>Learning Unit: (Module 8001)</b>	<b>1013 Basic Principles of Psychology</b>	<b>ECTS-CP 2</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Stephanie Huber</b>	
<b>Lecturer:</b>	Prof. Dr. Katrin Allmendinger	
<b>Module Targets:</b>		
Students will		
<ul style="list-style-type: none"> <li>• know basic phenomena of internal processes, e.g. cognition</li> <li>• get an overview of the essential areas of research of psychology, e.g. social psychological studies</li> <li>• will be able to structure main application areas of psychology.</li> </ul>		
<b>Module Contents (part 1013):</b>		
<ul style="list-style-type: none"> <li>• Fundamental aspects of the psychological system and related terms</li> <li>• Methodical approaches within psychology</li> <li>• Most important methods of analysis in scientific psychology</li> <li>• Overview of the fields of psychology and interconnections to other disciplines</li> <li>• Application areas of psychology and especially of business psychology</li> </ul>		
<b>Teaching and Learning Methods:</b>	Seminar	
<b>Evaluation Method:</b>	Seminar Paper (without assigning marks)	
<b>Weekly Hours / SWS:</b>	2	
<b>Independent Study:</b>	38 h	
<b>Semester:</b>	1. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 8009)</b>	<b>2091 Marketing and Sales</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Stephanie Huber</b>	
<b>Lecturer:</b>	Prof. Dr. Stephanie Huber	
<b>Module Targets:</b>		
Students will		
<ul style="list-style-type: none"> <li>• know different market forms and their particularities as well as their implications for strategic and operational decisions in marketing and sales</li> <li>• have the knowledge to translate marketing and sales strategies into operational and goal oriented actions</li> <li>• have the ability to work out a marketing concept</li> <li>• be able to elaborate solutions for practical questions in the field of marketing and sales of different branches of industry.</li> </ul>		
<b>Module Contents (part 2091):</b>		
<ul style="list-style-type: none"> <li>• Markets and market segments</li> <li>• Marketing concepts</li> <li>• Strategic marketing analysis</li> <li>• Product-, Service- and Brand Management</li> <li>• Price Management</li> <li>• Communication and Advertising Management</li> <li>• Sales Management in B-to-C and B-to-Bmarkets</li> <li>• Personal Selling</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Graded Seminar Paper or Written Exam, 90 minutes	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	2. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 9009)</b>	<b>4091 Human Resources Management and Organisation</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Uta Bronner</b>	
<b>Lecturer:</b>	Prof. Dr. Uta Bronner	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• generate an overview of HRM and can explain important HRM approaches</li> <li>• analyze the implications and consequences of HRM efforts in organizations</li> <li>• know different organizational theories</li> <li>• show an understanding of different organizational structures, processes, cultures and organizational change.</li> </ul>		
<b>Module Contents (part 4091):</b>		
<ul style="list-style-type: none"> <li>• Personnel Planning</li> <li>• Recruitment, Selection, Placement, and Talent Management</li> <li>• Training and Development</li> <li>• Performance Management</li> <li>• Compensation Management</li> <li>• Special Issues of HRM</li> <li>• Organizational Theories</li> <li>• Designing Organizational Structures and Processes</li> <li>• Organizational Culture and Change</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	2. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 9003)</b>	<b>3031 Social Psychology</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Thomas Bäumer</b>	
<b>Lecturer:</b>	Dr. Christopher Gresse	
<b>Module Targets:</b>		
Students will		
<ul style="list-style-type: none"> <li>• get an overview over the different theoretical approaches and insights of social psychology</li> <li>• be able to connect their knowledge in social psychology with issues in business psychology</li> <li>• be able to read and understand research papers in order to use them for applied fields</li> </ul>		
<b>Module Contents (part 3031):</b>		
<ul style="list-style-type: none"> <li>• Introduction to social psychology</li> <li>• Social perception and attribution</li> <li>• Social cognition</li> <li>• Social identity</li> <li>• Attitudes</li> <li>• Persuasion</li> <li>• Social influence</li> <li>• Attraction and relationships</li> <li>• Prosocial behavior</li> <li>• Aggression</li> <li>• Intragroup processes</li> <li>• Prejudice and stereotyping</li> <li>• Applied social psychology</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Written Exam 60 minutes /Seminar Paper, evaluated / Presentation	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	3. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 9005)</b>	<b>4051 Occupational and Organizational Psychology</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Thomas Bäumer</b>	
<b>Lecturer:</b>	Prof. Dr. Uta Bronner	
<b>Module Targets:</b>		
Students will		
<ul style="list-style-type: none"> <li>• know the specific conditions of an organization and psychological aspects that have an influence on experiences and behavior of people in their work environment.</li> <li>• know relevant theories, models, influencing factors and methods for shaping organizations and working conditions.</li> </ul>		
<b>Module Contents (part 4051):</b>		
<ul style="list-style-type: none"> <li>• classification of occupational and organizational psychology</li> <li>• multicultural work</li> <li>• work analysis and evaluation</li> <li>• job related attitudes (job satisfaction, commitment etc.)</li> <li>• motivation on the job</li> <li>• worker well-being: health, stress, burnout</li> <li>• interaction, communication, cooperation and conflict</li> <li>• groups and teamwork</li> <li>• leadership</li> <li>• organizational culture and change</li> <li>• Mergers &amp; Acquisitions</li> <li>• downsizing</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	4. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 9014)</b>	<b>3141 Team and Organisational Development</b>	<b>ECTS-CP 6</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Katrin Allmendinger</b>	
<b>Lecturer:</b>	Prof. Dr. Katrin Allmendinger	
<b>Module Targets:</b>		
Students will		
<ul style="list-style-type: none"> <li>• know specific reasons and methods for team development</li> <li>• be able to plan and structure team development interventions</li> <li>• know to apply various change methods and will have an idea of their potentials and risks</li> <li>• have developed a good understanding for the complexity of change processes within organisations.</li> </ul>		
<b>Module Contents (part 3141):</b>		
<ul style="list-style-type: none"> <li>• history, basic models and principles concerning organisational development and team development</li> <li>• roles and group dynamic in teams</li> <li>• digitalization, globalization and culture as context variables driving change</li> <li>• models and methods for change (change toolbox), applied within case studies</li> <li>• communication in change processes</li> <li>• evaluation of interventions</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises	
<b>Evaluation Method:</b>	Written Exam 90 minutes / Seminar Paper, evaluated / Presentation	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	3. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 9019)</b>	<b>6191 Strategic Business Management</b>	<b>ECTS-CP 5</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Stephanie Huber</b>	
<b>Lecturer:</b>	Prof. Dr. Roland Erben/Prof. Dr. Stephanie Huber	
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• be able to evaluate and solve decision problems in the context of business management</li> <li>• be familiar with different strategic and operational management techniques</li> <li>• have a deep knowledge of entrepreneurial goals and concepts</li> <li>• be familiar with selected management instruments and are able to apply them in an entrepreneurial context.</li> </ul>		
<b>Module Contents (part 6191):</b>		
<ul style="list-style-type: none"> <li>• Main objectives and tasks of business management</li> <li>• Entrepreneurship and Management</li> <li>• Corporate goals at a glance</li> <li>• Strategic Management</li> <li>• Operational Planning and Control</li> <li>• Alternative organizational designs</li> <li>• Practical Exercises: Case Studies and Business Simulation Game</li> </ul>		
<b>Teaching and Learning Methods:</b>	Lecture + Integrated Exercises, Business Simulation Game	
<b>Evaluation Method:</b>	(Poster) Presentation	
<b>Weekly Hours / SWS:</b>	4	
<b>Independent Study:</b>	105 h	
<b>Semester:</b>	6. Semester (Fall/Spring Term)	

<b>Learning Unit: (Module 9030)</b>	<b>4301 Practical Phase in the Management Sector</b>	<b>ECTS-CP 12</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>		
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• have gained understanding of international business management and organisational contexts.</li> <li>• have learned the tasks, contents and meanings of various business functions.</li> <li>• 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.</li> </ul> <p>The internship will include three phases:</p> <ul style="list-style-type: none"> <li>• 1. Introduction to the operating structures and processes of the chosen company.</li> <li>• 2. Assistance in various departments of the company.</li> <li>• 3. Acceptance of responsibility for project work.</li> </ul>		
<b>Module Contents:</b>		
<ul style="list-style-type: none"> <li>• during their practical semester students should develop as many practical skills of business management functions of a company or business institution as possible</li> <li>• knowledge of the economic and organisational relationships of a company</li> <li>• learning through observation, active involvement and literature study apply project management techniques</li> </ul>		
<b>Teaching and Learning Methods:</b>	Practical Cooperation	
<b>Evaluation Methods:</b>		
<b>Weekly Hours SWS:</b>		
<b>Independent Study:</b>	360 h	
<b>Semester:</b>		



<b>Learning Unit: (to module 9030)</b>	<b>4303 Internship Seminar</b>	<b>ECTS-CP 6</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>		
<b>Module Targets:</b>		
<p>Students will</p> <ul style="list-style-type: none"> <li>• have gained understanding of international business management and organisational contexts.</li> <li>• have learned the tasks, contents and meanings of various business functions.</li> <li>• 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.</li> </ul> <p>The internship will include three phases:</p> <ul style="list-style-type: none"> <li>• 1. Introduction to the operating structures and processes of the chosen company.</li> <li>• 2. Assistance in various departments of the company.</li> <li>• 3. Acceptance of responsibility for project work.</li> </ul>		
<b>Module Contents:</b>		
<ul style="list-style-type: none"> <li>• application strategies, design of application documents, preparation for the interview</li> <li>• aspects of the labour law and social insurance regulations related to internships</li> <li>• technical preparation of virtual meetings</li> <li>• presentation and discussion of expert or professional problems in areas of multidisciplinary practice</li> <li>• involvement of employees with regard to social, organisational and legal aspects implementation of acquired knowledge and skills and reflection of study contents</li> </ul>		
<b>Teaching and Learning Methods:</b>	Seminar, Group Work, Use of Business Collaboration Tools	
<b>Evaluation Methods:</b>	Presentation 15 min	
<b>Weekly Hours SWS:</b>	4	
<b>Independent Studies:</b>	135 h	
<b>Semester:</b>		

<b>Learning Unit: (Module 9999)</b>	<b>6901 Written Draft of the Thesis</b>	<b>ECTS-CP 10</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>		
<b>Module Targets:</b>		
<ul style="list-style-type: none"> <li>• The graduates are able to deal with managerial issues within a limited time frame according to scientific methods.</li> <li>• 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.</li> </ul>		
<b>Module Contents:</b>		
<b>Teaching and Learning Methods:</b>		
<b>Evaluation Methods:</b>	Scientific Dissertation	
<b>Weekly Hours SWS:</b>		
<b>Independent Studies:</b>	300 h	
<b>Semester:</b>	Fall or Spring Term	

<b>Learning Unit: (to module 9999)</b>	<b>6900 Thesis Colloquium</b>	<b>ECTS-CP 2</b>
<b>Module Responsibility:</b>		
<b>Lecturer:</b>		
<b>Module Targets:</b> 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.		
<b>Module Contents:</b>		
<b>Teaching and Learning Methods:</b>	Presentation	
<b>Evaluation Methods:</b>	Presentation	
<b>Weekly Hours SWS:</b>	2	
<b>Independent Studies:</b>	38 h	
<b>Semester:</b>	Fall or Spring Term	

<b>Learning Unit: (Module 9015)</b>	<b>9015 International Business Culture &amp; Leadership</b>	<b>ECTS-CP 8</b>
<b>Module Responsibility:</b>	<b>Prof. Dr. Georg Hauer</b>	
<b>Lecturer:</b>	<b>Prof. Dr. Patrick Chen (Tatung, Taiwan) Prof. Dr. Syed Jamal Abdul Nasir Syed Mohamad (UiTM, My) Prof. Dr. Sabine Rein (HFT, Germany)</b>	
<b>Module Targets:</b> The students: <ul style="list-style-type: none"> <li>• are familiar with the role of a manager, know their tasks and have tried different alternatives of behavior in enforcement and effect</li> <li>• know methods of planning, initiation and regulation of change processes comprising field of application and potential consequences</li> <li>• know cultural conditions and traditions of foreign economic territories</li> <li>• can successfully apply their foreign language knowledge within specific situations and act within international multi-cultural teams</li> </ul>		
<b>Module Contents: 2 out of 3 elements to be completed</b> <ul style="list-style-type: none"> <li>• 3131 Intercultural Business Skills</li> <li>• 3132 Leadership</li> <li>• 3133 Change Management</li> </ul>		
<b>Teaching and Learning Methods:</b>	Presentation	
<b>Evaluation Methods:</b>	Presentation	
<b>Weekly Hours SWS:</b>	4	
<b>Independent Studies:</b>	198 h	
<b>Semester:</b>	Fall or Spring Term	

**Information to lectures**

**Within module 9015 International Business Culture & Leadership:**

<b>Learning Unit: (to module 9015)</b>	<b>3131 Intercultural Business Skills</b>	<b>ECTS-CP 4</b>
<b>Prerequisites:</b>		
<b>Compulsory/Elective:</b>	Elective/Compulsory	
<b>Semester:</b>	3. Semester	
<b>Teaching and Learning Methods:</b>	Seminar	
<b>Type of Assessment:</b>	Presentation	
<b>Course Language:</b>	English	
<b>Weekly Hours/SWS:</b>	2	
<b>Self-study Hours:</b>	99 h	
<b>Didactical Tools:</b>	Lecture notes, literature	
<b>Intended learning outcomes:</b>	<p>The students:</p> <ul style="list-style-type: none"> <li>• are able to deal with specific situations in conversations occurring within other cultural contexts like salutation, small talk, presentations, negotiations, dealing with offers</li> <li>• can successfully apply their foreign language knowledge within role plays</li> </ul>	
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Meaning of cultural differences within business relationships and international cooperation</li> <li>• Examples of business situations within case studies followed by role plays</li> <li>• Focus on dealing with specific situations within conversations arising in other cultural contexts like salutation, small talk, presentations, negotiations, dealing with offers</li> </ul>	

<b>Learning Unit: (to module 9015)</b>	<b>3132 Leadership</b>	<b>ECTS-CP 4</b>
<b>Prerequisites:</b>		
<b>Compulsory/Elective:</b>	Compulsory	
<b>Semester:</b>	3. Semester	
<b>Teaching and Learning Methods:</b>	Seminar	
<b>Type of Assessment:</b>	Presentation	
<b>Course Language:</b>	English	
<b>Weekly Hours/SWS:</b>	2	
<b>Self-study Hours:</b>	99 h	
<b>Didactical Tools:</b>	Lecture notes, Literature	
<b>Intended Learning Outcomes:</b>	<p>The students:</p> <ul style="list-style-type: none"> <li>• are familiar with the role and dilemma of a manager</li> <li>• know leadership theories and its benefit for practice</li> <li>• know the basics of motivation and behavior</li> <li>• know the tasks of a manager</li> <li>• are able to apply different alternatives in behavior in enforcement and effect</li> <li>• can successfully apply their foreign language knowledge within specific situations</li> </ul>	
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Basics of leadership: term, criteria of measuring successful leadership, role and power of a manager</li> <li>• Leadership theory: leading by example, character orientated management models, behavior orientated management models, management substitutes</li> <li>• Tasks of a manager</li> <li>• Motivation of personnel</li> <li>• Leading teams</li> <li>• Women and Leadership</li> </ul>	

Learning Unit: (to module 9015)	3133 Change Management	ECTS-CP 4
<b>Prerequisites:</b>		
<b>Compulsory/Elective:</b>	Compulsory	
<b>Semester:</b>	3. Semester	
<b>Teaching and Learning Methods:</b>	Seminar	
<b>Type of Assessment:</b>	Presentation	
<b>Course Language:</b>	English	
<b>Weekly Hours/SWS:</b>	2	
<b>Self-study Hours:</b>	99 h	
<b>Didactical Tools:</b>	Literature notes, Literature, Video, Case Studies	
<b>Intended Learning Outcomes:</b>	<p>The students:</p> <ul style="list-style-type: none"> <li>• know in which phases changing processes occur and know the causes and aims of organizational change</li> <li>• know methods of planning, initiating and steering of changing processes</li> <li>• know different methods of intervention with application areas and intended effects</li> <li>• recognize the meaning of communication and participation for successful change</li> </ul>	
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Causes and aims of organizational change</li> <li>• Principles of change of organizations</li> <li>• Need for change/willingness to change/ability to change</li> <li>• Models of development phases of organizations</li> <li>• Diffusions of innovation</li> <li>• Models of promotion</li> <li>• Culture as a factor of context/variable of design in changing processes</li> <li>• Resistance/reactions of resistance and strategies of intervention</li> <li>• Communication as a precise instrument of Change Management</li> <li>• Organizational Learning/Learning Organization</li> </ul>	