Modulhandbuch

Master of Arts in General Management

Stand: Sommersemester 2018
# Index

<table>
<thead>
<tr>
<th>Module</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>9001</td>
<td>Economics and Business Information</td>
<td>4</td>
</tr>
<tr>
<td>1011</td>
<td>International Economics</td>
<td>6</td>
</tr>
<tr>
<td>2011</td>
<td>Business Information Systems</td>
<td>8</td>
</tr>
<tr>
<td>9002</td>
<td>International Management</td>
<td>10</td>
</tr>
<tr>
<td>1021</td>
<td>Doing Business in Europe</td>
<td>12</td>
</tr>
<tr>
<td>9003</td>
<td>Strategic Management</td>
<td>14</td>
</tr>
<tr>
<td>2031</td>
<td>Strategic Management</td>
<td>16</td>
</tr>
<tr>
<td>9004</td>
<td>Marketing Management</td>
<td>18</td>
</tr>
<tr>
<td>2401</td>
<td>Marketing- &amp; Sales-Management</td>
<td>20</td>
</tr>
<tr>
<td>9005</td>
<td>Human Resource Management</td>
<td>22</td>
</tr>
<tr>
<td>2051</td>
<td>Human Resource Management</td>
<td>24</td>
</tr>
<tr>
<td>9006</td>
<td>Operations Management</td>
<td>26</td>
</tr>
<tr>
<td>2061</td>
<td>Operation Management</td>
<td>28</td>
</tr>
<tr>
<td>9007</td>
<td>Purchasing and Logistics Management</td>
<td>30</td>
</tr>
<tr>
<td>2071</td>
<td>Purchasing and Logistics Management</td>
<td>33</td>
</tr>
<tr>
<td>9008</td>
<td>Financial Accounting and Taxation</td>
<td>36</td>
</tr>
<tr>
<td>2082</td>
<td>Unternehmenssteuern</td>
<td>38</td>
</tr>
<tr>
<td>2081</td>
<td>International Financial Reporting</td>
<td>41</td>
</tr>
<tr>
<td>9009</td>
<td>Management Accounting</td>
<td>43</td>
</tr>
<tr>
<td>1091</td>
<td>Management Accounting</td>
<td>45</td>
</tr>
<tr>
<td>9010</td>
<td>Finance</td>
<td>47</td>
</tr>
<tr>
<td>9011</td>
<td>International Business Law</td>
<td>52</td>
</tr>
<tr>
<td>1111</td>
<td>Internationales Handels- und Gesellschaftsrecht incl. Europarecht</td>
<td>54</td>
</tr>
<tr>
<td>1112</td>
<td>Betriebsverfassung und Arbeitsrecht</td>
<td>56</td>
</tr>
<tr>
<td>9012</td>
<td>Business English</td>
<td>58</td>
</tr>
<tr>
<td>1121</td>
<td>Business English I</td>
<td>60</td>
</tr>
<tr>
<td>2121</td>
<td>Business English II</td>
<td>63</td>
</tr>
<tr>
<td>9013</td>
<td>Business Spanish</td>
<td>65</td>
</tr>
<tr>
<td>1122</td>
<td>Spanish for Business I</td>
<td>67</td>
</tr>
<tr>
<td>2122</td>
<td>Spanish for Business II</td>
<td>70</td>
</tr>
<tr>
<td>9014</td>
<td>Business Chinese</td>
<td>73</td>
</tr>
<tr>
<td>1123</td>
<td>Business Chinese I</td>
<td>75</td>
</tr>
<tr>
<td>2123</td>
<td>Business Chinese II</td>
<td>77</td>
</tr>
<tr>
<td>9015</td>
<td>International Business Culture &amp; Leadership</td>
<td>80</td>
</tr>
<tr>
<td>3131</td>
<td>Intercultural Business Skills</td>
<td>82</td>
</tr>
<tr>
<td>3132</td>
<td>Leadership</td>
<td>84</td>
</tr>
<tr>
<td>3133</td>
<td>Change Management</td>
<td>86</td>
</tr>
<tr>
<td>9016</td>
<td>International Internship</td>
<td>89</td>
</tr>
<tr>
<td>3141</td>
<td>attendant events</td>
<td>91</td>
</tr>
<tr>
<td>3142</td>
<td>Practical Phase at Company</td>
<td>93</td>
</tr>
<tr>
<td>9020</td>
<td>Master-Thesis and Presentation</td>
<td>95</td>
</tr>
<tr>
<td>4201</td>
<td>Dissertation</td>
<td>97</td>
</tr>
<tr>
<td>4202</td>
<td>Colloquium</td>
<td>99</td>
</tr>
<tr>
<td>911X</td>
<td>4000 General Management Seminar</td>
<td>100</td>
</tr>
<tr>
<td>9111</td>
<td>Advanced Financial Reporting &amp; Taxation</td>
<td>101</td>
</tr>
<tr>
<td>9112</td>
<td>Advanced Finance</td>
<td>104</td>
</tr>
<tr>
<td>9113</td>
<td>Advanced Controlling</td>
<td>106</td>
</tr>
<tr>
<td>9114</td>
<td>Advanced Human Resource Management</td>
<td>108</td>
</tr>
<tr>
<td>9115</td>
<td>Advanced Marketing and Sales</td>
<td>110</td>
</tr>
</tbody>
</table>
Module: 9116 Advanced Logistics Management ............................................................... 112
Module: 9117 Advanced Quality Management .............................................................. 114
Module 9001: Economics and Business Information

9001 Economics and Business Information

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students are able to name main concepts of the principles of economic and monetary policy under special consideration of foreign trade and the situation in Europe. The students are able to describe Business Information Systems based on their respective tasks within the business management.

Skills:
The Students are able to analyze correlations of international financial markets and evaluate consequences for business situations. The students are able to apply the required modeling techniques both for economics in foreign trade as well as business information systems. The students get to know Enterprise Software ("Unternehmens-SW") with its categories Enterprise Resource Planning (ERP) Systems and inter-company and customer-oriented IT systems ("outward-bound" IS) with their respective tasks.

Competences:
The students are able to evaluate economic considerations especially in foreign trade for the business situation. The students are able to contribute to the planning of Business Information Systems. The students get acquainted with the basics of Business Process Management (BPM). The students get acquainted with the Architecture of Integrated Information Systems (ARIS), including its views and levels of description.

Module Contents:

1011 International Economics
2012 Business Information Systems

Workload:

ECTS: 6
SWS: 4
Contact study: 60
Self-study Hours: 120h
Total workload: 180h

Module Offer:

Compulsory/Elective: compulsory
Course Attribution: 1st semester / 2nd semester
Regular cycle: winter- / summer semester
Duration: 2 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to Module 9002 International Management

Lecturers:
Prof. Dr. Rainer Flik
Prof. Dr. Ralf Kramer

Type of Assessment and weighting:
Type of Assessment: Project assignment and pre exam, Competence-based differentiation test
Weighting: 5% of the marks enters into the total grade
1011 International Economics

to Modul: 9001 Economics and Business Information

Modulverantwortlicher: Prof. Dr. Georg Hauer

Qualifikationsziele:

Knowledge:
The students are able to name main concepts of the principles of economic and monetary policy under special consideration of foreign trade and the situation in Europe.

Skills:
The Students are able to analyze correlations of international financial markets and evaluate consequences for business situations.
The students are able to apply the required modeling techniques both for economics in foreign trade.

Competences:
The students are able to evaluate economic considerations especially in foreign trade for the business situation.

Workload:

ECTS: 3

SWS: 2

Kontaktstudium: 30h
Selbststudium: 60h

Total workload: 90h
Inhaltsübersicht:

- 1. Einführung
- 2. Reale Außenwirtschaftstheorie
  - 2.1. Entwicklung des Welthandels nach 1945
  - 2.1.1. Beschreibung der „Globalisierung“
  - 2.1.2. Erklärung der „Globalisierung“
  - 2.2. Wirtschaftsintegration
  - 2.3. Erklärung der Entwicklung des Welthandels
    (Eine „kleine Theorie der Handelsbeziehungen“)
  - 2.3.1. Triebkräfte des interindustriellen Handels
    (Ricardo-Theorem)
  - 2.3.2. Triebkräfte des intraindustriellen Handels
    (Skalenerträge) Exkurs: Welthandelsorganisation
    (World Trade Organization)
- 3. Monetäre Außenwirtschaftstheorie
  - 3.1. Wechselkurs und Devisenmarkt
  - 3.2. Zahlungsbilanz
  - 3.3. Definition des Außenwirtschaftsgleichgewichts
    (in Abhängigkeit vom Wechselkursregime) Exkurs:
    Internationaler Währungs fonds (IMF)
- 4. Wirtschaftsintegration Westeuropas nach 1945
  - 4.1. Überblick (Von der OEEC zur EU)
  - 4.2. Die Europäische Wirtschafts- und Währungsunion
    - 4.2.1. Robert Mundells „Theorie des optimalen
      Währungs raums“ (Optimal Currency Area)
    - 4.2.2. Eurosystem und Entwicklung der Euroraum-Wirtschaft

Dozent (in):

Prof. Dr. Rainer Flik

Kursangebot:

Semester: 1. Semester
Turnus: Wintersemester
Veranstaltungsform: Vorlesung
Zugangsvoraussetzung: keine
Sprache: Deutsch
Didaktische Hilfsmittel: Skript

Prüfungsform und Gewichtung:

Prüfungsform: Klausur, 90 Minuten
Prüfungsvorleistung für: 2012 Business Information Systems
Gewichtung: Die Note fließt mit einem Gewicht von 0% in die Endnote ein

Literaturliste:


2101 Business Information Systems

to module: 9001 Economics and Business Information

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students are able to describe Business Information Systems based on their respective tasks.

Skills:
The students are able to apply the required modeling techniques, get to know Enterprise Software ("Unternehmens-SW") with its categories Enterprise Resource Planning (ERP) Systems and inter-company and customer-oriented IT systems ("outward-bound IS") with their respective tasks.

Competences:
The students get acquainted with the basics of Business Process Management (BPM), get acquainted with the Architecture of Integrated Information Systems (ARIS), including its views and levels of description and are able to contribute to the planning of Business Information Systems.

Workload:

ECTS: 3

SWS: 2

Contact study: 30h

Self-study Hours: 60h

Total workload: 90h
Contents:

1. Information Systems: Introduction and Basics
2. Business Process Management
3. Modeling Information Systems
   1. Basics
   2. Architecture planning
   3. Organizational view
   4. Data View
   5. Functional View
   6. Control View
4. Enterprise Resource Planning (ERP) Systems
   1. General requirements and solutions via Enterprise Software
   2. Components of Enterprise Resource Planning (ERP) Systems
   3. Sector-specific Software
   4. Current market situation and trends
5. "Outward bound" Information Systems
   1. Customer Relationship Management (CRM)
   2. Inter-company IT
6. Management of Information Systems
7. Information Security and Privacy

Course Offer:

Semester: 2nd semester
Regular cycle: summer semester
Teaching and Learning Methods: Seminar
Prerequisites: no
Course language: English
Didactical Tools: Lecture notes

Lecturers:
Prof. Dr. Ralf Kramer
Prof. Dr. Christof Mosler

Type of Assessment and weighting:

Type of Assessment: team submissions (50%), final individual written test (50%)
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade

Literature:


Please note: although this class is offered completely in English, it does not make sense to exclude German literature completely, as the notions of Wirtschaftsinformatik and Unternehmens-Software have been coined in German speaking countries and the world leading enterprise (SAP) is a based in Germany. Hence, a budget-friendly paper back is included here as well.

Module: 9002 International Management

Module Responsibility: Prof. Dr. Georg Hauer

**Intended Learning Outcomes:**

**Knowledge:**
The students are able to name the concepts of foreign trade under special consideration of the situation in the European Union as well as to apply the principles of free-trade. The students are able to understand the intercultural implications of international business.

**Skills:**
The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate an international business situation and to implement the techniques of the international management under special consideration of the situation in Europe.

**Competences:**
The students have theoretical and practical methodical competence attained. The students are able to apply the techniques of international management in the framework of a business simulation. Using a business simulation the students are able to analyze an international business situation, to evaluate the required business decision and to create an appropriate international business strategy.

**Module Contents:**

1021 Doing Business in Europe

**Workload:**

ECTS: 5

SWS: 2

Contact study: 30

Self-study Hours: 120h

Total workload: 150h

**Module Offer:**

Compulsory/Elective: compulsory

Course Attribution: 1st semester (Fall Term)

Regular cycle: winter semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study: Only usable for the MA General Management; Connections to Module 9001 International Economics
Lecturers
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type of Assessment: Project Assignment
Weighting: 5% of the mark enters into the total grade
1021 Doing Business in Europe

to module: 9002 International Management

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students are able to name the concepts of foreign trade under special consideration of the situation in the European Union as well as to apply the principles of free-trade. The Students are able to understand the intercultural implications of international business.

Skills:
The students are able to evaluate an international business situation and to implement the techniques of the international management under special consideration of the situation in Europe.

Competences:
The students are able to apply the techniques of international management in the framework of a business simulation. Using a business simulation the students are able to analyze an international business situation, to evaluate the required business decision and to create an appropriate international business strategy.

Workload:

ECTS: 5
SWS: 2
Contact study: 30h
Self-study Hours: 120h
Total workload: 150h
Contents:

The Nature of International Business
Case Study 1 - Mini Case Brazil
International Business Environment & European Specifics
International Business Strategy
Case Study 3 - Walmart
International Markets & Entry Modes
Case Study 4 - Danone & Wahaha
International Enterprise Organizational Design and Control
Case Study 5 - AKZO Nobel
International Marketing
Case Study 6 - Domino Pizza
Global Operations and Supply Chain Management
Case Study 7 - Amazon Kindle
International Human Resource Management & Leadership
Case Study 8 - Dallas vs. Delhi
Business Simulation "cesim Global Challenge" - Mobilé Inc

Course Offer:

Semester: 1st semester
Regular cycle: winter semester
Teaching and Learning Methods: Seminar
Prerequisites: no
Course language: English
Didactical Tools: Lecture notes, Case Studies, Project Work - International Business Simulation cesim

Lecturers:

Prof. Dr. Georg Hauer

Type of Assessment and weighting:

Type of Assessment: Project Assignment
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade

Literature:


Or other International Business Textbooks
Module: 9003 Strategic Management

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students are able to name main concepts of strategic management and to apply different management and leadership styles in national and international business situations.

Skills:
The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate concepts of strategic company policy and are able to apply these management concepts in local as well as international business situation under special consideration of the situation in Europe.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply concepts of strategic management framework at business situations. Using Case Studies and business simulations enable the students to analyze business situation from a strategic business point of view, to evaluate the required business decision and to create an appropriate business strategy.

Module Contents:
2031 Strategic Management

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Module Offer:

Compulsory/Elective: compulsory

Course Attribution: 2nd semester

Regular cycle: summer semester

Duration: 1 semester

Prerequisites: no

Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to Module 9015 International Business Culture & Leadership
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type of Assessment: Seminar Paper
Weighting: 5% of the marks enters into the total grade
2031 Strategic Management

to module: 9003 Strategic Management

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students are able to name main concepts of strategic management and to apply different management and leadership styles in local and international business situations.

Skills:
The students are able to evaluate concepts of strategic company policy and are able to apply these management concepts in local as well as international business situation under special consideration of the situation in Europe.

Competences:
The students are able to apply concepts of strategic management framework at business situations. Using Case Studies and business simulations enable the students to analyze business situation from a strategic business point of view, to evaluate the required business decision and to create an appropriate business strategy.

Workload:

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h

Contents:

The Nature of Strategic Management
  Case Study 1 - Cereal Partners
Strategic analysis & development
  Case Study 2-1- Nintendo's Rivals
  Case Study 2-2- Microsoft in China
Strategy Development and Choice
  Case Study 3 - Strategies in Global TV
Strategy Implementation, Evaluation, Review and Control
  Case Study 4 - Nestlé
Strategy for the digital economy
  Case Study 5 - Yahoo, eBay and Amazon
Global Strategies and international advantage
  Case Study 6 - MTV
Strategic Workshop

Course Offer:

Semester: 2nd Semester

Regular cycle: summer semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Literature, Lecture notes, Case Studies
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type of Assessment: Seminar Paper
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade

Literature:
Module: 9004 Marketing Management

Modulverantwortlicher: Prof. Dr. Kristina Weichert-Kosnick

Qualifikationsziele:

Knowledge:
The students have knowledge of current topics and challenges in the areas of marketing and sales. The students are able to name advanced concepts of marketing management and to apply methods at different business situations.

Skills:
The module enables students to prepare and evaluate strategic business decisions and strategic marketing decisions. They can also prepare and evaluate strategic sales decisions and transfer them into operative doing.

Competences:
The students have the competence to complete an international internship in marketing or in sales on the one hand or - on the other hand - to further deepen the subjects marketing and sales as well as to prepare their master thesis in these areas.

Workload:

ECTS: 5
SWS: 2
Kontaktstudium: 30h
Selbststudium: 120hh
Gesamtworkload: 150h
Modulinhalt:
2401 Marketing & Sales Management

Modulangebot:
Pflicht-/Wahlpflicht: Pflicht
Semester: 2. Semester
Turnus: Sommersemester
Dauer: 1 semester
Zugangsvoraussetzungen: Siehe Kursbeschreibung
Verwendbarkeit des Moduls: Nur Verwendbar für MA General Management; Zusammenhang zu Modul 9115 Advanced Marketing & Sales

Dozent (in):
Prof. Dr. Kristina Weichelt-Kosnick

Prüfungsform und Gewichtung:
Prüfungsform: Klausurarbeit, 90 Minuten
Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Gesamtnote ein
**2401 Marketing- & Sales-Management**

Zu Modul: 9004 Marketing Management

Modulverantwortlicher: Prof. Dr. Kristina Weichelt

**Qualifikationsziele:**

*Knowledge:*  
The students have knowledge of current topics and challenges in the areas of marketing and sales. The students are able to name advanced concepts of marketing management and to apply methods at different business situations.

*Skills:*  
The module enables students to prepare and evaluate strategic business decisions and strategic marketing decisions. They can also prepare and evaluate strategic sales decisions and transfer them into operative doing.

*Competences:*  
The students have the competence to complete an international internship in marketing or in sales on the one hand or - on the other hand - to further deepen the subjects marketing and sales as well as to prepare their master thesis in these areas.

**Workload:**

- ECTS: 5  
- SWS: 2  
- Kontaktstudium: 30h  
- Selbststudium: 120h  
- Gesamtaufwand: 150h

**Inhaltsübersicht:**

- 21st Century Marketing  
  - Digitalization, Transformation and Innovation  
  - Marketing and Corporate Social Responsibility  
- Marketing Insights and the Customer Journey  
- The Business Model and the Marketing Plan  
- Creating Customer Value and Company Value  
- B-to-C vs. B-to-B-Branding

**Kursangebot:**

- Semester: 2. Semester  
- Turnus: Sommersemester  
- Veranstaltungsform: Vorlesung  
- Zugangsvoraussetzung: keine  
- Sprache: Deutsch  
- Didaktische Hilfsmittel: Script, case studies, exercises, group work
Dozent (in):
Prof. Dr. Kristina Weichelt

Prüfungsform und Gewichtung:
Prüfungsform: Klausurarbeit, 90 Minuten
Prüfungsvorleistung für: keine
Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein

Literaturliste:
Belz, C., Müllner, M., Zupancic, D., Excellence in Key Account Management: The St. Gallen KAM concept, München: Mi-Wirtschaftsbuch 2010.
Module: 9005 Human Resource Management

Module Responsibility: Prof. Dr. Doreen Appelt

Intended Learning Outcomes:

Knowledge:
The students understand how to build a people/HR strategy and know selected methods and tools that can be applied in human resource management. They understand the strategic context, know about trends and international differences and are familiar with basics in organizational behavior.

Skills:
The students are able to define a people and HR strategy. They are able to apply human resource management methods and tools in local as well as in international business situations. Moreover, they can critically discuss the contemporary role of HR and evaluate trends to give recommendations in specific business situations.

Competences:
The students are able to evaluate the appliance of human resource management concepts, methods and tools to different business situations. Students are able to acquire knowledge in a predefined area of expertise by self-study. They can select essential information, structure their findings and present at an appropriate level while using technical terms. They are familiar with using different media depending on the objective and setting and are able to moderate interactions between students (e.g. discussions or case studies) to motivate active participation of the group. They are able to reflect about different points of view, critically discuss and build well-thought-out arguments. They apply scientific writing skills in a structured and confident way.

Workload:

ECTS: 5
SWS: 2
Contact study: 30h
Self-study Hours: 120h
Total workload: 150h

Module Contents:

2051 Human Resource Management

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 2nd semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: none
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9114 Advanced Human Resource Management
Lecturers:
Prof. Dr. Doreen Appelt

Type of Assessment and Weighting:
Type of Assessment: Seminar Paper
Weighting: 5% of the marks enters into the total grade
**2051 Human Resource Management**
to module: 9005 Human Resource Management

Module Responsibility: Prof. Dr. Doreen Appelt

**Intended Learning Outcomes:**

Knowledge:
The students understand how to build a people and HR strategy and know selected methods and tools that can be applied in human resource management. They understand the strategic context, know about trends and international differences and are familiar with basics in organizational behavior.

Skills:
The students are able to define a people and HR strategy. They are able to apply human resource management methods and tools in local as well as in international business situations. Moreover, they can critically discuss the contemporary role of HR and evaluate trends to give recommendations in specific business situations.

Competences:
The students are able to evaluate the appliance of human resource management concepts, methods and tools to different business situations. Students are able to acquire knowledge in a predefined area of expertise by self-study. They can select essential information, structure their findings and present at an appropriate level while using technical terms. They are familiar with using different media depending on the objective and setting and are able to moderate interactions between students (e.g. discussions or case studies) to motivate active participation of the group. They are able to reflect about different points of view, critically discuss and build well-thought-out arguments. They apply scientific writing skills in a structured and confident way.

**Workload:**

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h
Contents:

- Strategic issues in HRM
- Essentials in organizational behavior
- Selected HR processes and tools
- International HRM
- Diversity in organizations
- Contemporary topics and recent trends

Course Offer:

Semester: 2nd semester
Regular Cycle: summer semester
Teaching and Learning Methods: Lecture, Case Studies, Group Work, Project Work
Prerequisites: no
Course language: English
Didactical Tools: Lecture notes, Case Studies, contemporary publications

Lecturers:

Prof. Dr. Doreen Appelt

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper
Pre-exam achievement: none
Weighting: 5% of the marks enters into the total grade

Literature:


Module: 9006 Operations Management

Module Responsibility: Prof. Dr. Dirk Vogel

Intended Learning Outcomes:

Knowledge:
The students are able to name main contents of product and process development phases. Furthermore, they are able to name main Lean Production Methods.

Skills:
The students are able to critically analyze the learned approaches and apply it to given industrial questions. The students are able to evaluate concepts of production organization and are able to adopt and to apply these production organization concepts and tools in local as well as international business situations.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply production planning techniques in both operational and strategic business context. Using Role Plays and workshop discussions enable the students to analyze production situations from a management point of view.

Workload:

ECTS: 5
SWS: 2
Contact study: 30h
Self-study Hours: 120h
Total workload: 150h
Module Contents:
2061 Operations Management

Module Offer:
Compulsory/Elective: Compulsory
Course Attribution: 2nd semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: See study unit description
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9117 Advanced Quality Management

Lecturers:
Prof. Dr. Dirk Vogel

Type of Assessment and weighting:
Type of Assessment: Exam
Weighting: 5% of the marks enters into the total grade
2061 Operation Management

to module: 9006 Operation Management

Module Responsibility: Prof. Dr. Dirk Vogel

Intended Learning Outcomes:

Knowledge:
The students are able to name main contents of Product Planning, Product Design, Process Design and Validation Phases. Furthermore, they know Lean Production Tools.

Skills:
The students are able to critically analyze the learned approaches and apply it to given industrial questions. The students are able to evaluate concepts of production organization and are able to adopt and to apply these production organization concepts and tools in local as well as international business situations.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply production planning techniques in both operational and strategic business context. Using Role Plays and workshop discussions enable the students to analyze production situations from a management point of view.

Workload:

ECTS: 5
SWS: 2
Contact study: 30h
Self-study Hours: 120h
Total workload: 150h
Contents:
1. Introduction and objectives of the course
2. Presentation of the Advanced Product Quality Planning Phases
3. Role Play on the APQP phases content
4. Lean Production
5. Process orientation instead of economies of scale in production
6. Process optimization workshop

Course Offer:
Semester: 2nd Semester
Regular Cycle: summer semester
Teaching and Learning Methods: Seminar
Prerequisites: no
Course language: German / English
dedicated lecture for exchange students taught in English available
Didactical Tools: Lecture material, flip chart, moderation documents, documents for APQP workshop

Lecturers:
Prof. Dr. Dirk Vogel

Type of Assessment and weighting:
Type of Assessment: Exam, 90 minutes
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade
Module: 9007 Purchasing and Logistics

Module Responsibility: Prof. Dr. Payam Dehdari

Intended Learning Outcomes:

Knowledge:
The students are able to name main concepts of supplier management and supply chain management and to apply methods and different process models in business situations. As a result, supply chains can be assessed with cost- and environmental-oriented criteria. Based on that, the students are able to work out recommendations.

Skills:
The students are able to critically analyze the learned approaches and apply it at the supplier management and the entire supply chain. Moreover, the students use that learned knowledge to critically analyze value chains in process models to gain higher transparency and are able to adopt and to apply these concepts in local as well as international business situations under special consideration of the environment in Europe.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies, workshops and discussions enable the students to analyze business situation from a purchasing and logistics point of view, to evaluate appropriate supply chain management tools and to propose the required business decision.

Workload:

ECTS: 5
SWS: 2
Contact study: 30h
Self-study Hours: 120h
Total workload: 150h
Module Contents:
2071 Purchasing and Logistics Management

Module Offer:
Compulsory/Elective: Compulsory
Course Attribution: 1st semester
Regular Cycle: winter semester
Duration: 1 semester
Prerequisites: See study unit description
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9116 Advanced Logistics Management
Lecturers:
Prof. Dr. Payam Dehdari

Type of Assessment and weighting:
Type of Assessment: Exam
Weighting: 5% of the marks enters into the total grade
2071 Purchasing and Logistics Management

to module: 9007 Purchasing and Logistics

Module Responsibility: Prof. Dr. Payam Dehdari

Intended Learning Outcomes:

Knowledge:
The students are able to name main concepts of supplier management and supply chain management and to apply methods and different process models in business situations. As a result, supply chains can be assessed with cost- and environmental-oriented criteria. Based on that, the students are able to work out recommendations.

Skills:
The students are able to critically analyze the learned approaches and apply it at the supplier management and the entire supply chain. Moreover, the students use that learned knowledge to critically analyze value chains in process models to gain higher transparency and are able to adopt and to apply these concepts in local as well as international business situations under special consideration of the environment in Europe.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies, workshops and discussions enable the students to analyze business situation from a purchasing and logistics point of view, to evaluate appropriate supply chain management tools and to propose the required business decision.

Workload:

ECTS: 5
SWS: 2
Contact study: 30
Self-study Hours: 120h
Total workload: 150h
Contents:
The Module purchasing and logistics management presents an overview of supplier management, process models and supply chain management. The advantages and disadvantages of different methods are critically discussed and taken into account.

1 Overview purchasing and logistics management
2 Supplier Management
3 Process Models
4 Supply Chain Management

Course offer:
Semester: 1st semester
Regular Cycle: winter semester
Teaching and Learning Methods: Seminar
Prerequisites: no
Course language: English

Didactical Tools:
• instructional videos
• Presentation as a script
• Mind Maps
• Metaplan board and presentation case
• Guided discussions
Lecturers:
Prof. Dr. Payam Dehdari

Type of Assessment and weighting:
Type of Assessment: Exam, 90 minutes
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade

Literature:
Liker, J. (2004), The Toyota Way, MH.
Module: 9008 Financial Accounting and Taxation

Module Responsibility: Prof. Dr. Melanie Mühlberger

Intended Learning Outcomes:

Knowledge:
The students understand and define the basics of accounting policy to IFRS and understand general scheme of the German tax system for different legal structures.

Skills:
The students are able to apply and critically reflect accounting policies according to IFRS financial statements. They can apply the German tax system to different legal structures and are able to fulfill a tax assessment.

Competences:
The students gain professional competences in international financial reporting according to IFRS and the German tax system. They acquire social and personal competences in planning and reviewing working processes and deepening their ability in working independently.

Workload:

ECTS: 5
SWS: 4
Contact study: 60h
Self-study Hours: 90h
Total workload: 150

Module Contents:

2082 Unternehmenssteuern
2081 International Financial Reporting

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 2nd semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9111 Advanced Financial Reporting & Taxation
Type of Assessment and weighting:

Type of Assessment: Assignment

Pre-exam achievement:

Weighting: 5% of the marks enters into the total grade
2082 Unternehmenssteuern

Zu Modul: 9008 Financial Accounting and Taxation

Modulverantwortlicher: Prof. Dr. Melanie Mühlberger

Qualifikationsziele:

Kenntnisse:
Die Studierenden kennen die Grundlagen und Prinzipien des deutschen Unternehmenssteuersystems sowie den Einfluss der Steuern auf unternehmerische Entscheidungen. Sie kennen die Grundzüge der Gewinnermittlung und Besteuerung eines Einzelunternehmers, einer Mitunternehmerschaft und einer Kapitalgesellschaft und können die Unterschiede zwischen der Besteuerung der Rechtsformen erkennen und beurteilen.

Fähigkeiten:
Die Studierenden sind in der Lage eigenständig Veranlagungsfälle für verschiedene Rechtsformen für die Ertragsbesteuerung (EStG, KStG und GewStG) zu lösen und Steuergestaltungen aus Unternehmenssicht zu beurteilen und kritisch zu reflektieren.

Kompetenzen:
Die Studierenden erwerben neben Fachkompetenzen im Bereich der Unternehmensbesteuerung Sozialkompetenzen Arbeitsprozesse in Gruppen zu planen und zu gestalten sowie fachübergreifend komplexe Sachverhalte strukturiert und adressatenbezogen darzustellen. Die Studierenden können eigen und fremdge setzte Lern- und Arbeitsziele selbständig erreichen und reflektieren.

Workload:

ECTS: 2
SWS: 2
Kontaktstudium: 30h
Selbststudium: 30h
Gesamtaufwand: 60h
Inhaltsübersicht:

1 Grundlagen der Unternehmensbesteuerung
   1.1 Unternehmenssteuern im Überblick
   1.2 Rechtsform und Unternehmensbesteuerung
   1.3 Einfluss von Steuern auf unternehmerische Entscheidungen

2 Besteuerung des Gewinns des Einzelunternehmers
   2.1 Einkommensteuerpflicht
   2.2 Erzielung gewerblicher Einkünfte
   2.3 Gewinnermittlung (Methoden)
   2.4 Gewinn des Einzelunternehmers
   2.5 Ermittlung des zu versteuernden Einkommens
   2.6 Festsetzung der Einkommensteuer
   2.7 Thesaurierungsbegünstigung
   2.8 Steuerermäßigung bei gewerblichen Einkünften
   2.9 Steuererhebung

3 Besteuerung des Gewinns der PersGes
   3.1 Begriff des Mitunternehmers
   3.2 Gewinnanteil des Mitunternehmers
   3.3 Zinsschranke

4 Besteuerung des Gewinns der Kapitalgesellschaften
   4.1 Körperschaftsteuerpflicht
   4.2 Ermittlung des Einkommens und der Körperschaftsteuer
   4.3 Verdeckte Gewinnausschüttung und verdeckte Einlagen
   4.4 Verlustabzug

5 Gewerbesteuer
   5.1 Einführung
   5.2 Steuergegenstand und Steuerschuldner
   5.3 Ermittlung des Gewerbeertrags
   5.4 Gewerbesteuertarif und -belastung

6 Steuerbelastungsvergleich
   6.1 Personen- und Kapitalgesellschaft

Kursangebot:

Semester: 2. Semester
Turnus: Sommersemester
Veranstaltungsform: Vorlesung mit integrierten Übungen
Zugangsvoraussetzung: keine
Sprache: Deutsch
Didaktische Hilfsmittel: Literatur, Folienskript, Beispiele, Übungsaufgaben mit Lösungen

Dozent (In):
Prof. Dr. Melanie Mühlberger

Prüfungsform und Gewichtung:
Prüfungsform: Studienarbeit zusammen mit 2081
Prüfungsvorleistung für: keine
Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein
Literaturliste:

Gesetze: (jeweils aktuelle Ausgabe)
Wichtige Steuergesetze mit Durchführungsverordnungen, NWB Verlag

Kostenloser Download von Gesetzen: http://www.bundesrecht.juris.de

Hauptliteratur:


2081 International Financial Reporting

to module: 9008 Financial Accounting and Taxation

Module Responsibility: Prof. Dr. Melanie Mühlberger

Intended Learning Outcomes:

Knowledge:
The students understand and define the basics of accounting policy and financial statement analysis according to IFRS.

Skills:
The students describe and apply the assessment criteria of accounting policy as well as its limits and can assess selected facts of accounting policy according to IFRS and are able to deal with them. They learn to describe and apply methods of financial statement analysis.

Competences:
The students gain professional competences in international financial reporting according to IFRS. They acquire social and personal competences in planning and reviewing working processes and deepening their ability in working independently.

Workload:

ECTS: 3
SWS: 2

Contact study: 30h
Self-study Hours: 60h
Total workload: 90h
Contents:

1 Introduction to Accounting Policy
   (Definition, Aims, Instruments, Optimal combination of Instruments)

2 Assessment Criteria of Accounting Policy
   (Transparency, Binding Effects, Divisibility)

3 Thresholds of Accounting Policy
   (Accounting Principles, Disclosures, Enforcement)

4 Selected Accounting Issues according to IFRS
   (e.g. Property, Plant and Equipment (IAS 16), Inventories
    (IAS 2), Impairment of Assets (IAS 36), Revenue
    Recognition (IFRS 15), Intangible Assets (IAS 38),
    Financial Instruments (IFRS 9), Provisions (IAS 37), Tax
    Differences (IAS 12), Cash Flows Statement (IAS 7),
    Segment Reporting (IFRS 8))

5 Aims and Methods of Financial Statement Analysis
   (Definition of Aims, Information Quality, Equity Analyses,
    Earnings Analysis, Cash flow Analysis, Traditional
    Performance Measures)

Course Offer:

Semester: 2nd semester
Regular Cycle: summer semester
Teaching and Learning Methods: Lecture and integrated exercise
Prerequisites: no
Course language: English
Didactical Tools: Literature, Lecture notes, Case Studies

Lecturers:

Prof. Dr. Melanie Mühlberger

Type of Assessment and Weighting:

Type of Assessment: Seminar paper together with 2082
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade

Literature:

Module: 9009 Management Accounting

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students are able to name main concepts of management accounting and to apply operational as well as strategic tools of management accounting in business situations.

Skills:
The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate concepts of management accounting and are able to adopt and to apply these management accounting concepts and tools in local as well as international business situations under special consideration of the situation in Europe.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies and workshop discussions enable the students to analyze business situation from a management accounting point of view, to evaluate appropriate management accounting tools and to propose the required business decision.

Workload:

ECTS: 5
SWS: 2
Contact study: 30h
Self-study Hours: 120h
Total workload: 150h

Module Contents:

1091 Management Accounting

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 1st semester
Regular Cycle: winter semester
Duration: 1 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9113 Advanced Controlling

Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and Weighting:
Type of Assessment: Seminar Paper
Weighting: 5% of the marks enters into the total grade
**1091 Management Accounting**

to module: 9009 Management Accounting

Module Responsibility: Prof. Dr. Georg Hauer

**Intended Learning Outcomes:**

**Knowledge:**
The students are able to name main concepts of management accounting and to apply operational as well as strategic tools of management accounting in business situations.

**Skills:**
The students are able to evaluate concepts of management accounting and are able to adopt and to apply these management accounting concepts and tools in local as well as international business situations under special consideration of the situation in Europe.

**Competences:**
The students are able to apply management accounting techniques in both operational and strategic business context. Using Case Studies and workshop discussions enable the students to analyze business situation from a management accounting point of view, to evaluate appropriate management accounting tools and to propose the required business decision.

**Workload:**

ECTS: 5

SWS: 2

Contact study: 30h

Self-study Hours: 120h

Total workload: 150h
Contents:

1. Management Accounting
   1. Introduction
   2. Accounting for Costs
   3. Planning and Control
2. Business Decisions
   1. Short-term decision making
   2. Pricing
   3. Capital investment decisions
3. Performance Measurement
   1. Performance Measurement and Management
   2. Accounting for strategic Management
4. Strategic Management Accounting
   1. Managing Quality and Time
   2. Information Systems
   3. Managing Change and Challenges

Workshop
- Management Accounting in International Business
- Management Accounting in Europe
- Digital Transformation in Management Accounting

Lecturers:

Prof. Dr. Georg Hauer

Course Offer:

Semester: 1st semester
Regular Cycle: winter semester
Teaching and Learning Methods: Lecture, Case Studies, Group Work, Project Work
Prerequisites: no
Course language: English
Didactical Tools: Lecture notes, Case Studies, Project Work, Workshop

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade

Literature:

Selto, F. / Groot, T., Advanced Management Accounting, Pearson, Harlow 2014
Module: 9010 Finance

Module Responsibility: Prof. Dr. Tobias Popović

Intended Learning Outcomes:

Knowledge:

The students have an overview of the global financial markets. They understand the scope and the strategic importance of corporate finance under special consideration of the situation in Europe and have developed an understanding of how corporate finance is interlinked with other corporate functions.

Skills:

Students will be able to master the basics of portfolio theory and management, i.e. the relationship of risk and return and e.g. the Capital Asset Pricing Model (CAPM). They can discuss different approaches to capital structure decisions and their implications for the cost of capital. Also, they can describe different dividend policy issues. Students will be familiar with different concepts of risk management, mergers and acquisitions (M&A) and corporate governance.

Competences:

The students can critically reflect on the financial-, Euro- and sovereign debt-crisis of the years 2007-2018 and its implications for corporate finance. Using case studies and workshop discussions the students are enabled to analyze business situation from a strategic and corporate finance point of view and to recommend adequate business decisions.

Workload:

ECTS: 5
SWS: 2
Contact study: 30h
Self-study Hours: 120h
Total workload: 150h

Module Contents:

1101 Corporate Finance

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 1st semester
Regular Cycle: winter semester
Duration: 1 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9112 Advanced Finance - CFO Agenda

Lecturers:
Prof. Dr. Tobias Popović

Type of Assessment and Weighting:
Type of Assessment: Seminar Paper
Weighting: 5% of the marks enters into the total grade
**1101 Corporate Finance**

to module: 9010 Finance

**Module Responsibility:** Prof. Dr. Tobias Popović

**Intended Learning Outcomes:**

**Knowledge:**

The students have an overview of the global financial markets. They understand the scope and the strategic importance of corporate finance under special consideration of the situation in Europe and have developed an understanding of how corporate finance is interlinked with other corporate.

**Skills:**

Students will be able to master the basics of portfolio theory and management, i.e. the relationship of risk and return and e.g. the Capital Asset Pricing Model (CAPM). They can discuss different approaches to capital structure decisions and their implications for the cost of capital. Also, they can describe different dividend policy issues. Students will be familiar with different concepts of risk management, mergers and acquisitions (M&A) and corporate governance.

**Competences:**

The students can critically reflect on the financial-, Euro- and sovereign debt-crisis of the years 2007-2018 and its implications for corporate finance. Using case studies and workshop discussions the students are enabled to analyze business situation from a strategic and corporate finance point of view and to recommend adequate business decisions.

**Workload:**

- **ECTS:** 5
- **SWS:** 2
- **Contact study:** 30h
- **Self-study Hours:** 120h
- **Total workload:** 150h
Contents:

2. Scope of Corporate Finance
3. Risk, Return & the Capital Asset Pricing Model (CAPM)
4. Capital Structure, Cost of Capital & Dividend Policy
5. Bond & Share Valuation
6. Corporate Risk Management
7. Merger & Acquisitions
8. Corporate Governance

Case Study-Workshop with external Corporate Partner

Course Offer:

Semester: 1st semester
Regular Cycle: winter semester
Teaching and Learning Methods: Lecture, Case Studies, Group Work, Project Work
Prerequisites: no
Course language: English
Didactical Tools: Lecture notes, Case Studies, Project Work, Workshop

Lecturers:

Prof. Dr. Tobias Popović

Type of Assessment and Weighting:

Type of Assessment: Seminar Paper
Pre-exam achievement: no
Weighting: 5% of the marks enters into the total grade

Literature:

Modul: 9011 International Business Law

Modulverantwortlicher: RA Christian Hald

Qualifikationsziele:

Kenntnisse:
Nach dem erfolgreichen Abschluss des Moduls haben die Studenten vertiefte Kenntnisse im internationalen Zivilrecht sowie im Betriebsverfassungsrecht und im besonderen Arbeitsrecht.

Fähigkeiten:
Die Studierenden sind in der Lage das nationale und internationale Vertragsrecht zu erfassen und Lebenssachverhalte unter Anspruchsgesetzen zu subsumieren. Im Arbeitsrecht lernen die Studenten neben dem Individualarbeitsrecht auch kollektives Arbeitsrecht.

Kompetenzen:
Studierende benötigen dieses Modul um grenzüberschreitende Verträge zu erfassen und zu bewerten; sie lernen die Einflüsse der Europäischen Gesetzgebung auf das nationale Recht.

Im Arbeitsrecht wird die Kenntnis der Studenten auf das kollektive Arbeitsrecht erweitert.

Modulinhalte:

1111 Internationales Handels- und Gesellschaftsrecht inkl. Europarecht
1112 Betriebsverfassung und Arbeitsrecht

Workload:

ECTS: 5
SWS: 4
Kontaktstudium: 60h
Selbststudium: 90h
Gesamtworkload: 150h

Modulangebot:

Pflicht-/Wahlpflicht: Pflicht
Semester: 1. Semester
Turnus: Wintersemester
Dauer: 1 Semester
Zugangsvoraussetzung: keine

Verwendbarkeit des Moduls: Dieses Modul ist nur im Master-Studiengang General Management verwendbar. Zusammenhang zu Modulen innerhalb des Studiengangs
Dozent (in):
RA Christian Hald
RA Markus Bettecken

Prüfungsform und Gewichtung:
Prüfungsform: Klausurarbeit, 120 Minuten
Gewichtung: In die Gesamtnote fließen 5% der Note ein
1111 Internationales Handels- und Gesellschaftsrecht incl. Europarecht

Zu Modul: 9011 International Business Law

Modulverantwortlicher: RA Christian Hald

Qualifikationsziele:

Kenntnisse:

Fähigkeiten:

Kompetenzen:
Die Studenten werden für juristische Fragen im internationalen Einkauf bzw. Vertrieb sensibilisiert. Sie erkennen Problematiken, die im internationalen Rechtsverkehr auftreten können.

Workload:

ECTS: 3
SWS: 2
Kontaktstudium: 30h
Selbststudium: 60h
Gesamtaufwand: 90
Inhaltsübersicht:

- Update nationales Kaufrecht, Werkvertragsrecht
- Update nationales Handelsrecht
- Internationales Handelsrecht:
  - insb. UN-Kaufrecht CISG
  - Incoterms
  - praktische Gestaltung von Verträgen: worauf ist zu achten
  - kollisionsrechtliche Verweisungsnormen
  - gesetzliche Gerichtsstände nach dem EuGVVO
- Übersicht Europarecht
- Compliance-Anforderungen im nationalen und internationalen Rechtsverkehr
- Gewerblicher Rechtsschutz

Kursangebot:

Semester: 1. Semester
Turnus: Wintersemester
Veranstaltungsform: Vorlesung und integrierte Übung
Prerequisites: keine
Sprache: Deutsch
Didaktische Hilfsmittel: Skript, Fallstudien

Donzent (in):

RA Christian Hald

Prüfungsform und Gewichtung:

Prüfungsform: Klausurarbeit 120 Minuten zusammen mit 1112
Prüfungsvorleistung für: keine
Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein

Literaturliste:

Kropholler, Jan, Internationales Privatrecht, Mohr Siebeck, neuste Auflage.
Christoph E. Hauschka, Corporate Compliance, Verlag C.H. Beck, neuste Auflage
Münchener Vertragshandbuch, Band 4: Wirtschaftsrecht III, Verlag C.H. Beck, neuste Auflage, Kapitel I., II., IV., IX
Baumbach/Hopt, Handelsgesetzbuch, Verlag C.H. Beck, neuste Auflage
Münchener Kommentar, Handelsgesetzbuch, Band 6, C.H. Beck, neuste Auflage
Münchener Kommentar Bürgerliches Gesetzbuch, Band 3, Verlag C.H. Beck, neuste Auflage
Oppermann Europarecht, Verlag C.H. Beck, neuste Auflage
BGB, Beck-Texte im dtv, neuste Auflage
HGB, Beck-Texte im dtv, neuste Auflage
Europa-Recht, Beck-Texte im dtv, neuste Auflage
EU-Vertrag, Beck Texte im dtv, neuste Auflage
Qualifikationsziele:

Kenntnisse:

Fähigkeiten:

Kompetenzen:
Die Studierenden sind in der Lage, typische arbeitsrechtliche Problemstellungen aus Sicht eines Unternehmens zu erkennen, zu bewerten und einer adäquaten Lösung zuzuführen.

Workload:

ECTS: 2
SWS: 2
Kontaktstudium: 30h
Selbststudium: 30h
Gesamtwkload: 60
Inhaltsübersicht:

- Grundlagen des Arbeitsrechts
  - Rahmenbedingungen
  - Akteure
  - Rechtsquellen
- Individualarbeitsrecht
  - Anbahnung, Abschluss und Inhalt eines Arbeitsvertrages
  - Störungen im Arbeitsverhältnis
  - Beendigung des Arbeitsverhältnisses
- Kollektives Arbeitsrecht
  - Akteure
  - Tarifvertragsrecht und Arbeitskampfrecht
  - Betriebsverfassungsrecht
- Arbeitsgerichtsverfahren
  - Zuständigkeit
  - Urteilsverfahren
  - Beschlussverfahren

Kursangebot:

- Semester: 1 Semester
- Turnus: Wintersemester
- Veranstaltungsform: Vorlesung mit integrierter Übung
- Zugangsvoraussetzung: keine
- Sprache: Deutsch
- Didaktische Hilfsmittel: Skript

Prüfungsform und Gewichtung:

- Prüfungsform: Klausurarbeit, 120 Minuten zusammen mit 1111
- Prüfungsvorleistung für: keine
- Gewichtung: Die Note fließt mit einem Gewicht von 5% in die Endnote ein

Dozent (in):

RA Markus Bettecken

Literaturliste:

- Erfurter Kommentar zum Arbeitsrecht, Verlag C.H. Beck, neueste Auflage
- Junker, Grundkurs Arbeitsrecht, Verlag C.H. Beck, neueste Auflage
- Küttner, Personalbuch, Verlag C.H. Beck, neueste Auflage
- Münchener Kommentar Bürgerliches Gesetzbuch, Verlag C.H. Beck, neueste Auflage
- Richardi, Betriebsverfassungsgesetz, Verlag C.H. Beck, neueste Auflage
- Arbeitsgesetze, Beck-Texte im dtv, neueste Auflage
- BGB, Beck-Texte im dtv, neueste Auflage
- Europa-Recht, Beck-Texte im dtv, neueste Auflage
Module: 9012 Business English

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
The students are able to expand their current skill in English language in a business environment.

Skills:
The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their speaking, writing, reading and listening skills.

Competences:
The students are able to apply English language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Module Contents:

1121 Business English I
2121 Business English II

Workload:

ECTS: 6
SWS: 6
Contact study: 90h
Self-study Hours: 90h
Total workload: 180h

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 1st and 2nd semester
Regular Cycle: winter- /summer semester
Duration: 2 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management; Connections to module 9015 and all English language module and also depend on the topics discussed in module
Lecturers:
Norman Becker

Type of Assessment and weighting:
Type: Presentation
Weighting: 3% of the note enters into the total note
1121 Business English I

to module: 9012 Business English

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
The students are able to expand their current skill in English language in a business environment.

Skills:
The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - presentations, mini-presentations, social speaking skills (politeness, small talk, introductions), expressing and asking for opinions
- Writing skills - letters, emails, initiating and responding to invitations
- Reading skills - reading for gist and for precise meaning on several human resources topics (training and career development) and on public investment; Cambridge Certificate reading practice exercises.
- Listening skills - listening comprehension for general and precise meaning.

Competences:
The students are able to apply English language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Workload:

ECTS: 3
SWS: 3

Contact study: 45
Self-study Hours: 45h
Total workload: 90h
Contents:

Teaching and Learning Methods
- Role plays and simulations, pair and group conversation, presentations and mini-presentations, listening comprehension, reading for gist and detail, grammar exercises, writing tasks such as business correspondence, vocabulary activities and games.

Evaluation Methods
- Essay (50%), presentation (40%), class contribution (10%)

Course offer:

Semester: 1st semester

Regular Cycle: winter semester

Teaching and Learning Methods: Lecture, Group Work, Presentations

Prerequisites: no

Course language: English

Didactical Tools: Business English student and teacher books, grammar book, newspaper and journal articles, activities downloaded from the Internet, audio CDs
Lecturers: Norman Becker

Type of Assessment and weighting:
Type of Assessment: Certificate
Pre-exam achievement: no
Weighting: 3% of the marks enters into the total grade

Literature:
Market Leader (Advanced), I. Dubicka, M. O'Keeffe - Units 1-5
English Grammar in Use (Intermediate), R. Murphy
PASS Cambridge BEC Higher, I. Wood, L. Pile
**2121 Business English II**

to module: 9012 Business English

**Module Responsibility:** Dean

**Intended Learning Outcomes:**

**Knowledge:**
The students are able to expand their current skill in English language in a business environment.

**Skills:**
The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - explaining graphs and diagrams, describing trends, giving presentations containing detailed information, negotiations.
- Writing skills - describing and explaining graphs, writing mission statements, preparing reports.
- Reading skills - reading for gist and for precise meaning on finance and banking, corporate finance, and business strategy.
- Listening skills - understanding financial reports, listening to presentations containing financial and other numerical data, negotiations tactics.

**Competences:**
The students are able to apply English language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

**Workload:**

- **ECTS:** 3
- **SWS:** 3
- **Contact study:** 45h
- **Selbststudium:** 45h
- **Total workload:** 90h
Contents:

Teaching and Learning Methods:
- Role plays and simulations, pair and group conversation, presentations and mini-presentations, listening comprehension, reading for gist and detail, grammar exercises, writing tasks such as business correspondence, vocabulary activities and games.

Evaluation Methods:
- Essay (50%), presentation (40%), class contribution (10%).

Lecturers:

Norman Becker

Course Offer:

Semester: 1st semester
Regular Cycle: summer semester
Teaching and Learning Methods: Lecture, Group Work, Presentations
Prerequisites: no
Course language: English

Didactical Tools: Business English student and teacher books, grammar book, newspaper and journal articles, activities downloaded from the Internet, audio CDs

Type of Assessment and weighting:

Type: Presentation
Pre-exam achievement: no
Weighting: 3% of the marks enters into the total grade

Literature:

Market Leader (Advanced), I. Dubicka, M. O’Keeffe - Units 6-9
English Grammar in Use (Intermediate), R. Murphy
PASS Cambridge BEC Higher, I. Wood, L. Pile
Module: 9013 Business Spanish

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
Students are able to expand their current skill in the Spanish language in a business environment.

Los estudiantes van a poder mejorar sus conocimientos de la lengua española en un ambiente profesional

Skills:
Students are able to expand the learned language approaches and apply those to given entrepreneurial questions. Students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. Students will expand their speaking, writing, reading and listening skills.

Los estudiantes pueden emplear el idioma en temas relacionados con la empresa. Se va a adquirir un vocabulario apropiado, van a mejorar su comunicación y van adquirir mejores conocimientos de la gramática. Además van a ser capaces de comunicarse oralmente, así como van a mejorar su escritura, lectura y comprensión auditiva.

Competences:
Students are able to use the Spanish language in business contexts. Using different didactical tools like case studies enables students to analyze business situations and to present ideas by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to arguing in discussions.

Los estudiantes van a ser capaces de usar la lengua en un entorno empresarial usando digerentes estrategias para poder analizar las situaciones en las que se encuentren, así como poder presentar y defender sus propias ideas.

Module Contents:

1122 Spanish for Business I
2122 Spanish for Business II

Workload:

ECTS: 6
SWS: 6
Contact study: 90h
Self-study Hours: 90h
Total workload: 180

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 1st and 2nd semester
Regular Cycle: winter-/summer semester
Duration: 2 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management; Connections to module 9015 and also depend on topics discussed in module
Lecturers: Mireya Escubi

Type of Assessment and weighting:

Type: RE; electives

Weighting: 3% of the marks enters into the total grade
1122 Spanish for Business I

to module: 9013 Business Spanish

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
Students are able to expand their current skills in the Spanish language in a business environment.

Los estudiantes van a poder mejorar sus conocimientos de la lengua española en un ambiente profesional.

Skills:
Students are able to expand the learned language approaches and apply those to given entrepreneurial questions. Students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

• Speaking skills - presentations, mini-presentations, social speaking skills (politeness, small talk, introductions), expressing and asking for opinions
• Writing skills - letters, emails, job applications, answering questions on complex business texts.
• Reading skills - reading for gist and for precise meaning on several human resources topics (training and career development) and on public investment.
• Listening skills - listening comprehension for general and precise meaning.

Los estudiantes pueden emplear el idioma en temas relacionados con la empresa. Se va a adquirir un vocabulario apropiado, van a mejorar su comunicación y van adquirir mejores conocimientos de la gramática.

Los estudiantes van a ampliar sus conocimientos en los siguientes aspectos:

• Comunicación oral, presentaciones, comunicación en la vida cotidiana y laboral.
• Expresión escrita, cartas, correos electrónicos, presentarse a ofertas de trabajo, en definitiva, cuestiones de la vida laboral.
• Comprensión lectora, entender diversos textos profesionales de diversa complejidad.
• Comprensión auditiva, comprender las conversaciones en la vida cotidiana y laboral.

Competences:
Students are able to use the Spanish language in business contexts. Using different didactical tools like case studies enables students to analyze business situations and to present ideas by preparing a written report. In addition, they show communication skills and discourse skills by

Workload:

ECTS: 3

SWS: 3

Contact study: 45h

Self-study Hours: 45hh

Total workload: 90h
presenting and defending their reports as well as to argue in discussions.

Los estudiantes van a ser capaces de usar la lengua en un entorno empresarial usando digerentes estrategias para poder analizar las situaciones en las que se encuentren, así como poder presentar y defender sus propias ideas.

Contents:
- Basis of economic activity
- Fundamentals of Business Management
- Fundamentals of Cost Accounting
- Marketing and Customer Orientation

Course Offer:
Semester: 1st semester
Regular Cycle: winter semester
Teaching and Learning Methods: Lecture, group work, presentations, business game
Prerequisites: no
Course language: Spanish
Didactical Tools: Lecture notes, movie
Type of Assessment and weighting:
Type: Certificate
Pre-exam achievement: no
Weighting: 3% of the marks enters into the total grade

Literature:
Meta Profesional B1 Kursbuch Klett-Verlag, ISBN: 978-3-12-515470-4
Meta Profesional B1 Übungsbuch Klett-Verlag, ISBN: 978-3-12-515471-1
2122 Spanish for Business II

to module: 9013 Spanish for Business

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
Students are able to expand their current skill in the Spanish language in a business environment
Los estudiantes van a poder mejorar sus conocimientos de la lengua española en un ambiente profesional

Skills:
Students are able to expand the learned language approaches and apply those to given entrepreneurial questions. Students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. Students will expand their

• Speaking skills - explaining graphs and diagrams, describing trends, giving presentations containing detailed information.
• Writing skills - describing and explaining graphs, preparing reports, answering questions on complex business texts.
• Reading skills - reading for gist and for precise meaning on finance and banking, corporate finance, and business strategy.
• Listening skills - understanding financial reports, listening to presentations containing financial and other numerical data.

Los estudiantes pueden emplear el idioma en temas relacionados con la empresa. Se va a adquirir un vocabulario apropiado, van a mejorar su comunicación y van adquirir mejores conocimientos de la gramática. Los estudiantes van a ampliar sus conocimientos en los siguientes aspectos:

• Comunicación oral, explicar gráficos y diagramas, describir las nuevas tendencias y realizar presentaciones con información detallada.
• Expresión escrita, describir y explicar gráficos, preparar informes, dar respuesta a temas económicos de cierta complejidad.
• Comprensión lectora, comprender la esencia y el concreto significado de textos financieros y de banca y sobre estrategia empresarial.
• Comprensión auditiva, entender informes financieros, así como presentaciones de contenido financiero y de datos numéricos.
Competences:
Students are able to use the Spanish language in business contexts. Using different didactical tools like case studies enables students to analyze business situations and to present ideas by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as arguing in discussions.

Los estudiantes van a ser capaces de usar la lengua en un entorno empresarial usando digerentes estrategias para poder analizar las situaciones en las que se encuentren, así como poder presentar y defender sus propias ideas.

Contents:
- Accounting and financial reporting
- The organization of the exporting
- Internationalization of markets
- The role of the financial sector and its effect on the real economy
- Business Ethics

Course Offer:
Semester: 2nd semester
Regular Cycle: summer semester
Teaching and Learning Methods: Lecture, group work, presentations, business game
Prerequisites: no
Course language: Spanish
Didactical Tools: Lecture notes, movie
Lecturers:

Type of Assessment and weighting:

Type: Seminar Paper
Pre-exam achievement: no
Weighting: 3% of the marks enters into the total grade

Literature:

Meta Profesional B1 Kursbuch *Klett-Verlag, ISBN: 978-3-12-515470-4*
Meta Profesional B1 Übungsbuch *Klett-Verlag, ISBN: 978-3-12-515471-1*
Module: 9014 Business Chinese

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
The students are able to expand their current skill in Chinese language in a business environment.

Skills:
The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their speaking, writing, reading and listening skills.

Competences:
The students are able to apply Chinese language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Workload:

ECTS: 6
SWS: 6
Contact study: 90h
Self-study Hours: 90h
Total workload: 180h

Module Contents:

1123 Business Chinese I
2123 Business Chinese II

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 1st and 2nd semester
Regular Cycle: winter-/summer semester
Duration: 2 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9015 and also depend on topics discussed in module
Lecturers: Man-Man Li

Type of Assessment and weighting:

Type: RE; electives

Weighting: 3% of the marks enters into the total grade
Intended Learning Outcomes:

Knowledge:
The students are able to expand their current skill in Chinese language in a business environment.

Skills:
The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their

- Speaking skills - presentations, mini-presentations, social speaking skills (politeness, small talk, introductions), expressing and asking for opinions
- Writing skills - letters, emails, initiating and responding to invitations
- Reading skills - reading for business
- Listening skills - listening comprehension for general and precise meaning.

Competences:
The students are able to apply Chinese language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Contents:

- Lesson 1 – 6
- Arrival in China
- At the Hotel
- Formal Meeting
- Itinerary Arrangements
- Attending a Banquet
- Preliminary Negotiations

Course Offer:

- Semester: 1st semester
- Regular Cycle: winter semester
- Teaching and Learning Methods: Lecture, group work, presentations, business game
- Prerequisites: no
- Course language: Chinese
Lecturers:
Man-Man Li

Type of Assessment and weighting:
Type: Certificate
Pre-exam achievement: no
Weighting: 3% of the marks enters into the total grade

Literature:
课本: 基础实用商务汉语 (修订版)
Course book: A Practical Business Chinese Reader (Revised Edition) by Daoxiong Guan
北京大学出版社
2123 Business Chinese II

to module: 9014 Business Chinese

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
The students are able to expand their current skill in Chinese language in a business environment.

Skills:
The students are able to expand the learned language approaches and apply it to given entrepreneurial questions. The students are able to extend vocabulary, improve speaking and comprehension skills and deepen knowledge of grammar. The students will expand their:
- Speaking skills - explaining business situations describing trends, giving presentations containing detailed information.
- Writing skills - writing mission statements, preparing reports.
- Reading skills - reading for business strategy.
- Listening skills - listening to presentations containing business information.

Competences:
The students are able to apply Chinese language in business context. Using different didactical tools like case studies enable the students to analyze business situation and to present by preparing a written report. In addition, they show communication skills and discourse skill by presenting and defending their reports as well as to argue in discussions.

Workload:

ECTS: 3
SWS: 3
Contact study: 45h
Self-study Hours: 45h
Total workload: 90h

Contents:

Lesson 7 – 12
- Visiting a Factory
- Price Negotiations
- Cultural Similarities and Differences
- Delivery and Payment
- Sales Agents
- Advertising

Course Offer:

Semester: 2nd semester
Regular Cycle: summer semester
Teaching and Learning Methods: Lecture, group work, presentations
Prerequisites: no
Course language: Chinese

Didactical Tools:
Lecturers:
Man-Man Li

Type of Assessment and weighting:
Type: Presentation
Pre-exam achievement: no
Weighting: 3% of the marks enters into the total grade

Literature:
课本：基础实用商务汉语（修订版）
Course book: A Practical Business Chinese Reader (Revised Edition) by Daoxiong Guan
北京大学出版社
Module: 9015 International Business Culture & Leadership

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students know significance of different Business Cultures as well as Leadership Styles and are aware of challenges in Change Management. The students know the differences in Cultures as well as in Leadership and are able in dealing with them.

Skills:
The students are able to adapt their experience to other cultural circumstances in order to conduct business negotiations successful. The students are able to use leadership and change management techniques.

Competences:
The students expand their social and intercultural competences. They strengthen their negotiation skills and the ability to resolve cross-cultural conflicts as well as leadership and change issues. As this module will be held in English, the language skills of the students will be extended.

Workload:

ECTS: 8
SWS: 4
Contact study: 60h
Self-study Hours: 180h
Total workload: 240h

Module Contents:

3131 Intercultural Business Skills
3132 Leadership
3133 Change Management

Module Offer:

Compulsory/Elective: Elective/Compulsory
Course Attribution: 3rd semester
Regular Cycle: winter semester
Duration: 1 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management; Connections to module 9003 Strategic Management, Module 9012, 9013, 9014
Lecturers:
Prof. Dr. Patrick-Sicheng Chen
Prof. Madya Dr Syed Jamal Abdul Nasir Syed Mohamad
Prof. Dr. Sabine Rein

Type of Assessment and weighting:
Type: Presentation
Weighting: 4% of the marks enters into the total grade
### Intended Learning Outcomes:

**Knowledge:**
The students have basic knowledge of the cultures and know the differences in dealing with them. Example could be the discussion guidance including small talk and negotiations, as well as culture-specific presentation techniques.

**Skills:**
Students are able to adapt to other cultural circumstances in order to conduct business negotiations successful.

**Competences:**
The students expand their social and intercultural competences. They strengthen their negotiation skills and the ability to resolve cross-cultural conflicts. As this seminar will be held in English, the language skills of the students will be extended.

### Contents:
The students learn the importance and handling of cultural differences in business relationships. The focus is on communication in situations such as greetings, small talk, presentations, negotiations and conflict resolution.

**Course contents:**
- Basic knowledge about cultural differences worldwide
  - Religious conditions
  - Values and moral concepts
- Interpersonal communication behavior in business relationships
  - Negotiations
  - Behavior in conflict situations
  - Interpersonal interaction and practices in business relationships
- Working with in different business situations based on case studies and subsequent role-plays

### Workload:

**ECTS:** 4

**SWS:** 2

**Contact Study:** 30h

**Self-study Hours:** 90h

**Total workload:** 120h

### Course Offer:

**Semester:** 3rd semester

**Regular Cycle:** winter semester

**Teaching and Learning Methods:** Seminar

**Prerequisites:** no

**Course language:** English

**Didactical Tools:** Lecture notes, literature
Lecturers:

Prof. Dr. Patrick-Sicheng Chen

Type of Assessment and weighting:

Type: Presentation

Pre-exam achievement: no

Weighting: 4% of the marks enters into the total grade

Literature:


Hofstede G. et al. Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival, 2010

Hofstede, G., et. al., Exploring cultures: Exercises, Stories, and synthetic cultures, London 2002

Magala, S., Cross-cultural competence: Theory, tool-kits and application. Taylor & Francis 2005

Trompenaars, F., Hampden-Turner, Managing people across cultures, Wiley & Sons, 2004
**3132 Leadership**

to module: 9015 International Business Culture & Leadership

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

**Knowledge:**
The students are familiar with the role and dilemma of a manager, they know leadership theories and its benefit for practice as well as basics of motivation and behavior. The students are aware of the tasks of a manager.

**Skills:**
The students are able to critically analyze the learned leadership approaches and apply it to given entrepreneurial questions. The students are able to evaluate leadership concepts and are able to adopt and to apply these leadership concepts and tools in local as well as international business situations.

**Competences:**
The students have theoretical and practical methodical competence attained. The students are able to apply leadership techniques in different business cases. Using Case Studies and workshop discussions enable the students to analyze business situation from a leadership point of view, to evaluate appropriate leadership tools and to propose the required business decision.

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

Workload:

ECTS: 4

SWS: 2

Contact study: 30h

Self-study Hours: 90h

Total workload: 120h

Course Offer:

Semester: 3rd semester

Regular Cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools: Lecture notes, Literature
Lectures:
Prof. Madya Dr Syed Jamal Abdul Nasir Syed Mohamad

Type of Assessment and weighting:
Type: Presentation
Pre-exam achievement: no
Weighting: 4% of the marks enters into the total grade

Literature:
Dubrin, A., Leadership: Research findings, practice and skills, Cengage Learning 2010
3133 Change Management

to module: 9015 International Business Culture & Leadership

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students:
- know the forces, forms and objects of change in organizations,
- can identify barriers to planned change and know how to overcome resistance,
- can summarize the planning process and approaches to managing change at organizational-, team-, and individual level,
- can explain the role of change agents and success factors of change management.
- can describe techniques to promote change and to evaluate its outcomes.

Skills:
The students are able to critically analyze entrepreneurial questions and the importance of change in organizations. The students are able to evaluate change management concepts and are able to adopt and to apply these concepts in local as well as international business situations. Moreover, the students are able to resolve problems according to resistance to change, planning change processes and techniques to promote and evaluate change.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply change techniques in different cases such as change planning, change promotion, change evaluation. Using Case Studies and workshop discussions enable the students to analyze change management situation, to evaluate change at the end and to plan further processes.

Workload:

ECTS: 4
SWS: 2
Contact study: 30h
Self-study Hours: 90h
Total workload: 120h
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

Course Offer:
- Semester: 3rd semester
- Regular Cycle: winter semester
- Teaching and Learning Methods: Seminar
- Prerequisites: no
- Course language: English
- Didactical Tools: Lecture notes, Literature
**Lectures:**
Prof. Dr. Sabine Rein

**Type of Assessment and weighting:**
Type: Presentation
Pre-exam achievement: no
Weighting: 4% of the marks enters into the total grade

**Literature:**
Module: 9016 International Internship

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:
The students know tasks, content and significance of different managerial functions and are aware of possible career opportunities in business.

Skills:
The students are able to reflect the practical experience they gained from their international internship in an international environment in relation to the previous managerial studies.

Competences:
The students acquire expertise such as technical depth, professional breadth and are able to already apply acquired knowledge in a targeted manner. The students are able to strengthen methodological skills such as analytical thinking, planned action and systematic work organization. As part of the social skills the students acquire as well the ability to communicate, to mediate, to criticism as well as the ability to network thinking.

Workload:

ECTS: 20
SWS: 2
Contact study: 30h
Self-study Hours: 570h
Total workload: 600h

Module Contents:

3141 Begleitveranstaltungen
3142 Praktische Phase im betriebswirtschaftlichen Bereich
Alternative: study semester abroad with defined partner universities with equivalent ECTS

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 3rd semester
Regular Cycle: winter semester
Duration: 1 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to all basic modules and the master thesis
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type: Presentation
Weighting: no
### Intended Learning Outcomes:

**Knowledge:**
The students know tasks, content and significance of different managerial functions and are aware of possible career opportunities in business.

**Skills:**
The students are able to reflect the practical experience they gained from their international internship in an international environment in relation to the previous managerial studies.

**Competences:**
The students acquire expertise such as technical depth, professional breadth and are able to already apply acquired knowledge in a targeted manner. The students are able to strengthen methodological skills such as analytical thinking, planned action and systematic work organization. As part of the social skills the students acquire as well the ability to communicate, to mediate, to criticism as well as the ability to network thinking.

### Workload:

**ECTS:** 4

**SWS:** 2

Contact study: 30h

Self-study Hours: 90h

Total workload: 120h

### Course Offer:

Semester: 3rd semester

Regular Cycle: winter semester

Teaching and Learning Methods: Seminar

Prerequisites: no

Course language: English

Didactical Tools:
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type: Presentation
Weighting: no

Literature:
No specific literature.
3142 Practical Phase at Company  
to module: 9016 International Internship  

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:  
The students know tasks, content and significance of different managerial functions and are aware of possible career opportunities in business.

Skills:  
The students are able to reflect the practical experience they gained from their international internship in an international environment in relation to the previous managerial studies.

Competences:  
The students acquire expertise such as technical depth, professional breadth and are able to already apply acquired knowledge in a targeted manner. The students are able to strengthen methodological skills such as analytical thinking, planned action and systematic work organization. As part of the social skills the students acquire as well the ability to communicate, to mediate, to criticism as well as the ability to network thinking.

Workload:

ECTS: 16  
SWS: 0  
Contact study: 0h  
Self-study Hours: 480h  
Total workload: 480h

Contents:  
Individual

Course Offer:  
Semester: 3rd semester  
Regular Cycle: winter semester  
Teaching and Learning Methods: Practical Work  
Prerequisites: no  
Course language: -  
Didactical Tools: Lecture notes
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type:
Weighting: no

Literature:
No specific literature.
Module: 9020 Master-Thesis and Presentation

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:
After the successful completion of the module the graduate are able to deal with managerial issues within a limited time frame according to scientific methods.

Skills:
The students can develop a research question and evaluate literature. The students are able to evaluate and to implement a suitable research method set up and to organize a proper data collection as well as data analysis process. The students are able to present the results as written report as well as oral presentation.

Competences:
Through the master's thesis, the students acquire professional and methodological competence. The students prove that they are able to perform scientific work in the field of general management and that they have competencies over time and self-management as well as analytical skills. In addition, they show communication skills and discourse skill by presenting and defending their master thesis results at the Master Colloquium.

Workload:

ECTS: 22
SWS: 2
Contact study: 30h
Self-study Hours: 630h
Total workload: 660h

Module Contents:

4201 Dissertation
4202 Colloquium

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 4 Months
Prerequisites: According to Examination Regulations
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to all modules
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type: Master-Thesis and Presentation
Weighting: 30% of the marks enters into the total grade
4201 Dissertation
to module: 9020 Master-Thesis and Presentation

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:
After the successful completion of the module the graduate are able to deal with managerial issues within a limited time frame according to scientific methods.

Skills:
The students can develop a research question and evaluate literature. The students are able to evaluate and to implement a suitable research method set up and to organize a proper data collection as well as data analysis process. The students are able to present the results as written report.

Competences:
Through the master's thesis, the students acquire professional and methodological competence. The students prove that they are able to perform scientific work in the field of general management and that they have competencies over time and self-management as well as analytical skills.

Workload:

ECTS: 20
SWS: 0
Contact study: 0
Self-study Hours: 600hh
Total workload: 600h

Contents:

Course Offer:
Semester: 4th semester
Regular Cycle: summer semester
Teaching and Learning Methods:
Prerequisites: no
Course language: English
Didactical Tools: Literature
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type: Dissertation

Literature:
4202 Colloquium

to module: 9020 Master-Thesis and Presentation

Module Responsibility: Study Dean

Intended Learning Outcomes:

Knowledge:
After the successful completion of the module the graduate are able to deal with managerial issues within a limited time frame according to scientific methods.

Skills:
The students are able to present and to defend the results of the master thesis by oral presentation as well as oral discussions within a colloquium setup.

Competences:
Through the master’s thesis, the students show communication skills and discourse skill by presenting and defending their master thesis results at the Master Colloquium.

Workload:

ECTS: 2
SWS: 2
Contact study: 30h
Self-study Hours: 30h
Total workload: 60h

Contents:

Course Offer:
 Semester: 4th semester
 Regular Cycle: summer semester
 Teaching and Learning Methods:
 Prerequisites: 4201
 Course language: English
 Didactical Tools:
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type: Presentation

Literature:

Module: 911X 4000 General Management Seminar

Module Responsibility: Dean

Intended Learning Outcomes:

Knowledge:
The students get a understanding of Advanced Management Tools and Approaches in different General Management areas.

Skills:
The students are able to critically analyze the learned approaches and apply it to given business situations in general management context.

Competences:
The students have theoretical and practical methodical competence attained and are able to apply general management techniques in both operational and strategic business context.

Workload: Seminar

ECTS: 6
SWS: 4
Contact study: 60h
Self-study hours: 120h
Total workload: 180h
Module Contents:
- Participation at further Advanced Modules
  4111 International Financial Reporting and Taxation
  4112 CFO Agenda
  4131 Performance Measurement and Planning
  4141 Performance Management & Benefits
  4151 Marketing and Sales
  4161 Logistics
  4171 Quality Management

Lecturers:
See below Advanced Modules

Module Offer:
Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: See session descriptions
Usability of the module for other courses of study:
Only usable for the MA General Management;

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade

Module: 9111 Advanced Financial Reporting & Taxation

Module Responsibility: Prof. Dr. Melanie Mühlberger
Intended Learning Outcomes:

Knowledge:
The students understand advanced principles of group accounting according to International Financial Reporting Standards (IFRS) and understand the general scheme of the German international tax system in particular transfer pricing in international groups.

Skills:
The students are able to apply and critically reflect accounting policies according to IFRS group financial statements. They can apply the German international tax system for transfer pricing.

Competences:
The students deepen professional competences in international financial reporting according to IFRS and the German international tax system in a general management business context. They deepen social and personal competences in planning and reviewing working processes.

Module Contents:
4000 General Management Seminar
4111 International Financial Reporting and Taxation

Module Offer:
Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: 9008 Financial Accounting and Taxation
Usability of the module for other courses of study:
Only usable for the MA General Management; Connections to module 9008 Financial Accounting and Taxation

Workload:
ECTS: 8
SWS: 5
Contact study: 75h
Self-study Hours: 165h
Total workload: 240h
Lecturers:
Prof. Dr. Melanie Mühlberger

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade
Module: 9112 Advanced Finance

Module Responsibility: Prof. Dr. Tobias Popović

Intended Learning Outcomes:

Knowledge:
The students are enabled to name advanced concepts of corporate finance and to apply the corresponding methods and tools.

Skills:
The students are able to critically analyze the learned approaches. They are able to evaluate advanced of corporate finance-concepts to apply these to complex challenges and situations.

Competences:
The students are enabled to apply advanced corporate finance concepts in different types of companies. The students obtain expertise for applying sophisticated corporate finance methods to complex challenges. Also, they will be enabled to interpret current trends and challenges in the corporate finance area as well as their implications for the company. Using interactive discussions in a workshop environment students are enabled to analyze business situations from a general management as well as from a corporate finance of view.

Module Contents:

4000 General Management Seminar
4112 CFO Agenda

Workload:

ECTS: 8
SWS: 5
Contact study: 75h
Self-study hours: 165h
Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: none
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9010 Finance
Lecturers:
Prof. Dr. Tobias Popović

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade
Module: 9113 Advanced Controlling

Module Responsibility: Prof. Dr. Georg Hauer

Intended Learning Outcomes:

Knowledge:
The students are able to name advanced concepts of management accounting and to apply methods and tools of performance measurement at business situations.

Skills:
The students are able to critically analyze the learned approaches and apply it to given entrepreneurial questions. The students are able to evaluate advanced concepts of management accounting and are adopt and apply these advanced concepts and tools in local as well as international business situations.

Competences:
The students acquire expertise such as technical depth, professional breadth and can already apply acquired knowledge in a targeted manner. The students are able to apply advanced management accounting techniques in a general management business context. Using Workshop discussions enable the students to analyze business situation from a general management as well as from a management accounting point of view and enables the students to evaluate appropriate management accounting tools and to propose the required business decisions.

Workload:

ECTS: 8
SWS: 5
Contact study: 75h
Self-study hours: 165h
Total workload: 240h

Module Contents:

4000 General Management Seminar
4131 Performance Measurement and Planning

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: none
Usability of the module for other courses of study:
Only usable for the MA General Management; Connections to module 9009 Management Accounting
Lecturers:
Prof. Dr. Georg Hauer

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade
Module: 9114 Advanced Human Resource Management

Module Responsibility: Prof. Dr. Doreen Appelt

Intended Learning Outcomes:

Knowledge:
The students know advanced concepts of human resource management and the different methods and tools that can be applied in human resource management. They understand the strategic context and know about trends and international differences.

Skills:
The students are able to critically analyze the studied approaches and apply it to given business questions. The students are able to evaluate advanced concepts of human resource management and to adopt and apply these advanced concepts and tools in local as well as international business situations.

Competences:
The students acquire expertise such as technical depth, professional breadth and can already apply acquired knowledge in a targeted manner. The students are able to apply advanced human resource management concepts in a general management business context. Using Workshop discussions enable the students to analyze business situations from a general management as well as from a human resource management point of view. It enables the students to evaluate appropriate tools and to propose the respective business decisions.

Workload:

ECTS: 8
SWS: 5
Contact study: 75h
Self-study Hours: 165h
Total workload: 240h

Module Contents:

4000 General Management Seminar
4141 Performance Management & Benefits

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: no
Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9005 Human Resource Management
Lecturers:
Prof. Dr. Doreen Appelt

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade
Module: 9115 Advanced Marketing and Sales

Module Responsibility: Prof. Dr. Kristina Weichelt-Kosnick

Intended Learning Outcomes:

Knowledge:
The students are about to start their careers. They are familiar with the latest developments that companies are now dealing with.

Skills:
The students prepare the current topics in workshops and deepen their skills in knowledge transfer to selected company examples, especially in the area of online marketing (communication) and online sales.

Competences:
The students are able to apply advanced marketing and sales techniques in a general management business context. The students are familiar with e-commerce and mobile payment approaches and can evaluate them from the customer's point of view.

Module Contents:

4000 General Management Seminar
4151 Marketing and Sales

Workload:

ECTS: 8
SWS: 5
Contact study: 75h
Self-study Hours: 165h
Total workload: 240h

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: See session descriptions
Usability of the module for other courses of study:
Only usable for the MA General Management; Connections to module 9004 Marketing Management.
Lecturers:
Prof. Dr. Kristina Weichelt-Kosnick

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade
Module: 9116 Advanced Logistics Management

Module Responsibility: Prof. Dr. Andrea Lochmahr

Intended Learning Outcomes:

Knowledge:
The Students are able to plan and to model advanced logistics concepts and to apply methods and tools for optimization within the supply chain.

Skills:
The students understand the complexity of the logistical correlations in the value network and are able to critically analyze learned advanced logistics approaches and apply them to both existing and new logistical issues.

Competences:
The students acquire expertise such as technical depth, professional breadth and can already apply acquired knowledge in a targeted manner. The students are able to apply advanced logistics concepts in a general management business context. Using Workshop discussions enable the students to analyze business situation from a general management as well as from a logistics point of view and enables the students to evaluate appropriate logistics tools and methods and to propose the required business decisions.

Workload:

ECTS: 8
SWS: 5
Contact study: 75h
Self-study hours: 165h
Total workload: 240h

Module Contents:

4000 General Management Seminar
4161 Logistics

Module Offer:

Compulsory/Elective: Compulsory
Course Attribution: 4th semester
Regular Cycle: summer semester
Duration: 1 semester
Prerequisites: See session descriptions
Usability of the module for other courses of study:
Only usable for the MA General Management; Connections to module 9007 Purchasing and Logistics Management
Lecturers:
Prof. Dr. Andrea Lochmahr
Dr.-Ing. Julia Boppert

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade
Module: 9117 Advanced Quality Management

Module Responsibility: Prof. Dr. Dirk Vogel

Intended Learning Outcomes:

Knowledge:
The students get a detailed understanding of Advanced Product Quality Planning.

Skills:
The students are able to critically analyze the learned approaches and apply it to given advanced quality questions. The students have skills in appropriate tools like FMEA, SPC or Six Sigma.

Competences:
The students have theoretical and practical methodical competence attained. The students are able to apply production planning techniques in both operational and strategic business context.

Workload:

ECTS: 8

SWS: 5

Contact study: 75h

Self-study hours: 165h

Total workload: 240h

Module Contents:

4000 General Management Seminar
4171 Quality Management

Module Offer:

Compulsory/Elective: Compulsory

Course Attribution: 4th semester

Regular Cycle: summer semester

Duration: 1 semester

Prerequisites: See session descriptions

Usability of the module for other courses of study:
Only usable for the MA General Management;
Connections to module 9006 Operations Management
Lecturers:
Prof. Dr. Dirk Vogel

Type of Assessment and weighting:
Type: Seminar Paper, compulsory
Weighting: 8% of the marks enters into the total grade