



## English-Taught Bachelor Courses Bielefeld School of Business

# Course overview for exchange students

## Bielefeld School of Business

### WINTER SEMESTER

Course Code	Title	ECTS
5 IBM 01	International Management Accounting	6
5 IBM 02	International Marketing	6
5 IBM 03	International Human Resource Management	6
5 IBM 04	International Logistics	6
5 IBM 05	International Taxation	6
5 IBM 06	International Human Resource Management and International Business Law	6
5 CFR 10	International Finance (offer up to and including ws 2025/26)	6
5 CFR 48	Data Analytics and Computational Finance (start from ws 2027/28)	6
5 MKT 43	Mobile Marketing	3 or 6
5 MG 04	Cross Culture	6
5 SP 01	Wirtschaftsenglisch (Business English), B2	6
5 WI 26	Technology of Enterprise Resource Planning Systems	6
5 SP 31	Starting a Business – Business Project, C1	6
5 SP 04	International Networking and Collaboration Project	6
5 SP 33	Français des Affaires, B2	6
5 SP 35	Espanol en la Gestion Internacional, B2/C1	6
5 SP 38	Französisch für Anfänger, A1/A2	6
5 SP 39	Spanisch für Anfänger, A1/A2	6
5 SP 40	Presentations and Meetings	6
5 SP Z 0	2 Weeks of Orientation Course	3
5 SP Z 1	German Course (Beginners – A1.1)	6
5 SP Z 12	German Course (Beginners – A1.2)	6
5 SP Z 2	German Course (Intermediate – A2.1)	6
5 SP Z 22	German Course (Intermediate – A2.2)	6
5 SP Z 8	German Course (Intermediate – B1.1)	6
5 SP Z 82	German Course (Intermediate – B1.2)	6
5 SP Z 6	German Course (Advanced – B2.1)	6
5 SP Z 62	German Course (Advanced – B2.2)	6
5 SP Z 7	German Course (Advanced – C1.1)	6
5 SP Z 72	German Course (Advanced – C1.2)	6

### SUMMER SEMESTER

Course Code	Title	ECTS
5 IBM 01	International Management Accounting	6
5 IBM 02	International Marketing	6
5 IBM 03	International Human Resource Management	6
5 IBM 04	International Logistics	6
5 IBM 05	International Taxation	6
5 CFR 08	Managerial Finance	6
5 CFR 09	Managerial Accounting	6
5 M/S 06	Managerial Statistics	6
5 VWL 07	Economics	6
5 MKT 43	Mobile Marketing	3 or 6
5 MKT 44	Consumer Marketing	6
5 MG 04	Cross Culture	6
5 SP 41	International Project Management (start from summer 2026)	6
5 SP 01	Wirtschaftsenglisch (Business English), B2	6
5 SP 04	International Networking and Collaboration Project	6
5 SP 32	Market Research – International Business Project, C1	6
5 SP 34	L'environnement des entreprises (politique, économie, commerce), B2/C1	6
5 SP 36	Marketing Aplicado – Investigación Comercial, B2/C1	6
5 SP 38	Französisch für Anfänger, A1/A2	6
5 SP 39	Spanisch für Anfänger, A1/A2	6
5 SP 40	Presentations and Meetings, B2	6
5 SP Z 0	2 Weeks of Orientation Course	3
5 SP Z 1	German Course (Beginners – A1.1)	6
5 SP Z 12	German Course (Beginners – A1.2)	6
5 SP Z 2	German Course (Intermediate – A2.1)	6
5 SP Z 22	German Course (Intermediate – A2.2)	6
5 SP Z 8	German Course (Intermediate – B1.1)	6
5 SP Z 82	German Course (Intermediate – B1.2)	6
5 SP Z 6	German Course (Advanced – B2.1)	6
5 SP Z 62	German Course (Advanced – B2.2)	6
5 SP Z 7	German Course (Advanced – C1.1)	6
5 SP Z 72	German Course (Advanced – C1.2)	6
5 AW 38	International Economics (with COIL Partnership)	6



## Course Details

### **Winter Semester**

# International Management Accounting

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students have the following knowledge and skills:

- They can describe the basics of international management and essential institutional conditions regarding to international business activities.
- They are able to explain strategies of internationalisation and forms of organisation of international companies.
- They can describe concepts and key tasks of management accounting as well as the role of the controller in different countries.
- They are able to consider influencing factors of trend and implementation of management accounting, processes of divergence as well as convergence and their effects on management accounting.
- They are able to explain the influences of national culture on management accounting due to common theories.
- They can apply different quantitative and qualitative management accounting instruments relating to international business activities.
- They can identify concrete problems in international companies, classify, analyse and solve them with the help of adequate management accounting instruments.
- They can understand and explain the interface function of management accounting and the cooperation between management accounting and other corporate functions in the context of international business activities.
- They have the ability to organise reading material and information from up-to-date specialist literature, to analyse and critically interpret it.

## CONTENT OF THE MODULE

- Strategies of internationalisation
- Organisational structures
- International comparative management accounting
- Role of the controller and the functions of management accounting in different countries
- Cultural influences on management accounting
- Appliance of different strategical management accounting tools related to international context
- Management of exchange rate risks
- Selected problems of management accounting in hyperinflationary countries
- Selected aspects of management accounting within different areas of operation
- Selected aspects of international transfer prices
- International information management

## Requirements

Basic knowledge in cost accounting as taught in the module 5 CFR 22 "Internal Accounting (Internes Rechnungswesen)" is recommended.

## Materials used for the course

- PowerPoint slides, specially developed exercises, references to scientific articles
- If applicable, presentation of scientific, subject-specific articles

## Exam

Written examination (1.5 hours) or assignment

# International Marketing

6 ECTS

## LEARNING OUTCOMES/SKILLS

At the end of the module the students are able to differentiate between the different aspects of international marketing. They are able to apply the 4 Ps in the international environment and to analyse and evaluate the different needs of the markets to achieve the marketing goals. Finally they are able to create marketing strategies for internationally operating companies.

## CONTENT OF THE MODULE

- International marketing as a coordinative task
- Forms of market internationalisation (market selection and evaluation)
- Market entry strategies (waterfall and shower strategy)
- Specialties of the int. marketing mix (4 Ps)
- Degree of standardisation and differentiation in marketing
- Coordination cultural distances of the markets
- The use of customer satisfaction analysis as the basic for a strategy building process
- The use of CRM in international marketing with regard to the coordination process
- Current topics referring to international marketing

## Requirements

None

## Methodology

Studying the slides used in class, reading the basic literature (International Marketing by Prof. Dr. Klaus Backhaus, University of Münster), preparing tasks in form of cases or simply about current issues like the discussion around CETA and the influence on marketing.

## Exam

Written examination of 90 minutes or presentation of 80 minutes plus free discussion of 10 minutes. The evaluation is according to the whole content of the 24 lessons during the semester. Points are given in the written exam for keywords, math problem and the general impression whether the student has understood the topic.

## Literature

- Backhaus, Klaus, Büschken, Joachim u. Voeth, Markus: *Internationales Marketing*
- Meffert, Heribert u. Bolz Joachim: *Internationales Marketing Management*
- Kottler, Philip u. Bliemel, Friedhelm: *Marketing Management*
- Current issues of journals like *Harvard Business Review*

# International Human Resource Management

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students dispose of the following skills:

- They are able to explain the characteristics of the international human resource management (IHRM) in contrast to the purely nationally oriented human resource management (HRM).
- They are able to describe the central issues of HRM in an international context.
- They have the ability to understand and describe the effects of the internationality of companies on the various areas of activity of HRM.
- They are capable of analysing fundamental problems of HRM and deriving strategic and operational measures.
- They are able to apply what they have learned to practical case studies.

## CONTENT OF THE MODULE

- Introduction and basics of IHRM: group work related to the delineation between HRM and IHRM on the basis of articles
- International recruitment and selection: exercise sheet to be worked out in intercultural groups; analysis of job descriptions for international HR managers (real cases) and derivation of improvement potential
- Personnel placement across the borders: exercise sheet to be worked out in intercultural groups; analysis of job descriptions for international HR managers (real cases) and derivation of improvement potential
- Personnel development and evaluation of efficiency in international companies: group work on designing successful global performance management at the example of Germany, China and the USA
- Development of intercultural competence: cultural comparison of home country to further countries on the methodical basis of the Hofstede model; self-assessment of intercultural preferences on the methodical basis of the IPT tool; role play related to a business practical example – an international project in the tension-field between economic success and relationship orientation; cultural analysis for China on the methodical basis of the IPT tool; role play related

- to a business practical example – negotiations with Chinese business partners; cultural analysis for India on the methodical basis of the IPT tool; role play related to a business practical example – feedback with Indian business partners
- International charge determination: calculation of target gross income in case of assignments on the basis of the balance sheet approach
- Organisation of international cooperation: group work on effectiveness of different media use in the frame of virtual leadership and virtual teamwork

## Requirements

Basic knowledge in human resource management and business organisation as taught in the module "Principles of Business Administration (Grundlagen der BWL)" (5 MG 02) is recommended. Advanced knowledge in human resource management as taught in the modules 5 P/O 01 "Leadership (Personalführung)" as well as 5 P/O 32 and 5 P/O 35 "Human Resources Management 1 and 2 (Personalwirtschaft 1 und 2)" is also recommended.

## Materials used for the course

Set of slides, exercise sheets, articles, real business cases, templates for cultural assessment and comparison, templates for calculating target gross income. Further particularities: guest lectures held by business professionals – globally leading regional enterprises

## Exam

Written examination (1.5 hours)

# International Logistics

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students are able to

- describe the fundamentals of the production and logistics networks in a global environment,
- handle problems in the field of production and logistics management under realistic conditions (time pressure, uncertainty and changing economic conditions) independently,
- identify, assess and present action alternatives due to company and environmental analyses under consideration of interdependence between functions and areas of influence of an international operating company,
- select usual techniques and work methods which are used in the production, logistics and business administration and apply them relating to the case,
- frame strategic objectives and consider or adjust them in the case of repeated operational decisions,
- recognize interdependencies between internal and external corporate influences and take account of them during the process of planning and decision making,
- organise work in teams under consideration of the project management and to record results of the process of planning and decision making,
- present and stand up for the projects results in front of other team members and outsiders.

## CONTENT OF THE MODULE

Operational planning, decisions and monitoring relating to procurement, manufacturing and distribution:

- Raw materials procurement (supplier, quantity, just in time (JIT), warehouse, entry inspection)
- Transportation (warehouse, wholesalers, customers)
- Human resource decisions (recruitment, rationalisation measures, coaching)
- Price differentiation (wholesalers, end customer)
- Freight forwarder vs. transport companies (bid comparison, delivery priority)
- Sales (price, customer service)

Strategic planning, decisions and monitoring relating to procurement, manufacturing and distribution:

- Fundamental orientation (make or buy (MoB), e-commerce, internal process optimisation, suppliers, order quantities, delivery cycle)
- Establishment of regional warehouses (structure, purchase, cooperation)
- Strategic alliance (cooperation with suppliers of trading goods)
- Logistics service provider (short or long-term cooperation)

## Requirements

Basic knowledge in the field of production and logistics is recommended.

## Materials used for the course

PowerPoint slides, smart board, videos, guest lectures (e.g. managers from UPS and Wallenius Wilhelmsen)

## Kinds of assignments the students will complete

Group work (e.g. preparing and presenting a poster on logistical challenges and solutions in different countries), solving qualitative and quantitative case studies

## Exam

Combination of project work and paper and presentations in case of a business game or written examination containing only essay questions (1.5 hours)

## Literature

- Bowersox, D. J.; Closs, D. J. & Cooper, M. B. (2013), *Supply Chain Logistics Management*, McGraw-Hill/Irwin.
- Czinkota, M.; Ronkainen, I. A., & Moffett, M. H. (2011), *International Business*, Wiley.
- Heizer, J.; Render, B. & Munson, C. (2017), *Operations Management: Sustainability and Supply Chain Management*, Pearson.
- Hill, C.W.; Hult, G. T. M. (2018), *Global Business Today*, McGraw-Hill.
- Jacobs, R. & Chase, R. (2017), *Operations and Supply Chain Management*, McGraw-Hill.

# International Taxation

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students dispose of the following skills:

- They can explain basic terms in the context of taxation of individuals, corporations and business partnerships.
- They are capable of describing the procedure of the determination of the income tax, corporation tax and trade tax.
- They are able to explain several types of legal forms connected to the legal consequences.
- They are able to apply their knowledge in tax cases recognizing the fiscal problems and assigning the correct legal consequences.
- They can explain the problems of double taxation and the steps in relation to their reduction.
- They can assess tax regulations.

## CONTENT OF THE MODULE

- Company profit taxes: income tax, corporate tax, trade tax
- Taxation of national companies regarding various forms of organisations
- Fiscal configuration (for example tax group, transfer of company assets, restructuring)
- Basics of the international corporate taxation like double taxation, less taxation, double taxation agreements and European law
- Taxation of foreign investors in Germany (inbound investments)
- Taxation of international activities of domestic investors (outbound investments)
- Determination of profits (transfer prices, determining business success)

## Requirements

None

## Exam

Presentation = 50% and  
written examination (60 min) = 50%

## Literature

- Doernberg, R.L.:  
*International Taxation in a nutshell.*



# International Human Resource Management and International Business Law

6 ECTS

## PART 1 OF THE COURSE: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

### LEARNING OUTCOMES/ COMPETENCIES

By successfully completing this module, students have acquired the following knowledge and skills:

- They are able to explain the particularities of International Human Resource Management (IHRM) in delineation to purely nationally oriented Human Resource Management (HRM).
- They are able to understand and describe the impact of enterprises' internationality on different action fields of HRM.
- They are capable of analyzing basic problems of IHRM and deriving targeted strategic and operational actions.
- They are able to apply the acquired knowledge to practical business cases.

### CONTENT OF THE MODULE

- Introduction and basic principles of IHRM
- International HR deployment and recruiting
- Intercultural competence development
- HR development and performance measurement in internationally operating enterprises

### Participation requirements

Basic knowledge of HRM, such as conveyed by module "Principles of Business Administration (Grundlagen der BWL)" (5 MG 02) is recommended.

## PART 2 OF THE COURSE: INTERNATIONAL BUSINESS LAW

### LEARNING OUTCOMES/ COMPETENCIES

After having successfully taken part in the course, participants are able to explain and apply the legal framework for international commercial contracts as well as the basic essentials of contract types, content and legal consequences of typical contract clauses used in international business transactions.

### CONTENT OF THE MODULE

- Legal framework of international commercial contracts
- Essential contract types, in particular international sale contracts and their legal basis (CISG and Incoterms)
- Legal impact of typical contractual provisions in international commercial contracts
- Dispute resolution: litigation and arbitration

### Participation requirements

None

### Design of examination (both parts)

Written exam or possibly oral exam

### Requirements for credit assignment (both parts)

Passing of exam

# International Finance

6 ECTS

## COURSE DESCRIPTION

This course focuses on international financial management and international trade. Topics in financial management, viewed primarily from the perspective of managers doing export/import business, include the management of foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting. Other topics covered include trends in international banking, the balance of payments, the determination of exchange rates, the financial crisis, and the Euro crisis. This semester the class contains the new world of finance for the first time. FinTech applications such as crowdfunding, crypto currencies and blockchain applications are explained and are set in the context of International Finance.

## COURSE OBJECTIVE

The goal is to provide a systematic presentation of the operational practices of international finance, including instruments of the international financial system, money and capital markets and the international monetary system. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international financial policies, investment strategies and practices. Based on FinTech application like BitCoin or crowdfunding platforms students gain a general understanding of these new financial technologies and the process of digital transformation within the financial sector.

## AGENDA

- Exchange rate systems
- Balance of payment and exchange rate parities
- Foreign exchange market
- Hedging of currency exposure by using forwards, futures and options
- Cross-currency swaps
- International Finance (factoring, forfaiting, asset-backed securities, leasing)
- Methods of international payments (documentary collection, letter of credit, guarantees)
- Mergers and acquisitions

## Requirements

None

### Methodology

In this course the following methods, techniques and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) question and answer sessions with professor directing questions to particular students.

### Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) review of articles and news items in current periodicals and journals dealing with international finance theory and practices. A list of such sources is also contained in the assignment sheet; (3) study and solutions of cases as specified in the assignments.

### Assignments and gradings

Final exam = 100%

### Literature

- Eiteman/Stonehill/Moffett: Multinational Business Finance, 13th edition
- For the FinTech part of the course: web-based articles are used!

# Data Analytics and Computational Finance

6 ECTS

## LEARNING OUTCOMES/ COMPETENCES

This course provides students with the skills to apply quantitative and analytical methods to make informed business decisions within a management and finance context. The course emphasizes data-driven approaches, covering statistical analysis and predictive modeling methods that are essential for effective management (of financial decision making). Through practical case studies (e.g. in finance or management accounting), students will learn to utilize data analysis tools to enhance decision-making processes.

## CONTENTS

- Introduction to Data-Driven Management: Understanding the importance of data in managerial decision-making and an overview of analytical tools and techniques.
- Descriptive and Inferential Statistics for Management: Techniques for summarizing data and making inferences to support business decisions.
- Predictive Analytics and Modelling: Methods such as regression analysis and forecasting to predict future trends and outcomes.
- Data Collection and Management: Best practices for data sourcing, cleaning, and organizing to ensure data integrity and usability.
- Case Studies: Applying analytical methods to real-world scenarios to solve business problems and improve management practices.

## Participation requirements

Basics in statistics

## Form of assessment

Written or oral exam

## Requirements for credit assignment

Passing of exam

# Mobile Marketing

3 ECTS or 6 ECTS

## COURSE DESCRIPTION

This course provides first an overview of mobile business and then a focus on special areas like mobile marketing and mobile payment.

## COURSE OBJECTIVE

The goal is to provide a systematic presentation of the operational practices of (international) mobile business, including instruments of the mobile business system, technologies, applications and the (international) market. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international mobile business approaches, market strategies and practices. Its objective is to analyze the nature of mobile business at the international, regional, national, institutional and corporate levels, to provide the student with an understanding of the concepts and techniques related to international mobile business operations and to discuss the major current events in this field. Main topics are technical basics, economic fundamentals, mobile application scenarios, mobile marketing, mobile payment, security.

## AGENDA

- Introduction and examples
- What is the definition of mobile marketing/business?
  - Who are the players in the area of mobile business?
  - What exactly does it mean to be mobile?
  - Which implications can be made for "to be mobile"?
  - What are the applications/services?
    - o In detail: "mobile marketing"
  - Where are challenges and risks?

## Requirements

None

## Methodology

In this course the following methods, techniques and aids will be employed:

- (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments;
- (2) class discussion of the subjects covered and of questions raised in lectures and readings;
- (3) application of mobile business by participation in case studies;
- (4) question and answer sessions with professor directing questions to particular students;
- (5) presentation of a research paper on a topic related to the course content;
- (6) oral class presentations by students with particularly relevant experiences.

## Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) research on and writing of a 15-page paper (space 1, font 12), complete with footnotes and bibliography, presentation and discussion of results in front of the class; (3) review of articles and news items in current periodicals and journals dealing with mobile business theory and practices; (4) study and solutions of cases as specified in the assignments.

## Assignments and grading

Research paper = 30%  
Presentation = 20%  
Final exam = 50%

## Literature – Useful readings

- Krum, Cindy, *Mobile Marketing*, Pearson education – MAIN BOOK!!!
- Giaglis George M., *Mobile business: technologies, applications and markets*
- Bhuvan Unhelkar, *Handbook of Research in Mobile Business: Technical, Methodological, and Social Perspectives*, Idem Group
- Jouni Paavilainen; *Mobile Business Strategies: Understanding the Technologies and Opportunities*, Wireless Press

## Literature –Recommended journals

- *International Journal of Information Management*
- *Journal of Theoretical and Applied Electronic Commerce Research*

# Cross Culture

6 ECTS

## LEARNING OUTCOMES/SKILLS

At the end of the module, the students are able to differentiate between the different aspects of cross culture by understanding the different dimensions. They are able to apply different negotiation styles in the international environment and to analyse and evaluate the different habits of people in different cultures and markets in order to achieve marketing goals. Finally, they are able to communicate properly in any international surrounding.

## CONTENT OF THE MODULE

After completing the module, students have the following knowledge and skills:

- Aspects of globalisation
- Presenting different cross culture models like:
  - The Iceberg model
  - The cultural onion
  - The different cultural dimensions by Schein, Lewis, Hofstede, Trompenaars, Fons and Hampden Turner, etc.
- Intercultural negotiations styles
- Practical negative behavior examples
- Practical positive behavior examples
- Cases of different cultures

## Requirements

None

## Exam

Presentation, written examination or, if applicable, oral examination

# Wirtschaftsenglisch (Business English)

6 ECTS

## LEARNING OUTCOMES/SKILLS

After completing the module, students are able to:

- Communicate in a business environment,
- Apply presentation skills,
- Apply negotiating skills in the fields of
  - marketing, promotion
  - personnel/organisation
  - starting a business
  - legal formats of companies
- Acquire level B2 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

- Applying for a job, personal SWOT, CVs and resumés, HR
- Marketing, marketing mix, launching a product
- Presenting business ideas and business performance, designing a SWOT analysis
- Starting a company, legal formats, financing a start up
- Corresponding with customers

## Requirements

English skills on a B1 level are recommended.

## Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) research on and writing of a 15-page paper (space 1, font 12), complete with footnotes and bibliography, presentation and discussion of results in front of the class; (3) review of articles and news items in current periodicals and journals dealing with mobile business theory and practices; (4) study and solutions of cases as specified in the assignments.

## Exam

Written examination

## Literature

*B for Business*, Hueber

# Technology of Enterprise Resource Planning Systems

6 ECTS

## LEARNING OUTCOMES/SKILLS

On successful completion of the module, students have the following knowledge and skills:

- Students are able to explain the basic concepts of customising up-to-date standard ERP systems.
- They are able to select ERP systems and systematically implement them in a business application environment.
- Students are able to make adjustments to a selected system in the form of customising and can extend the application by adjustment/enhancement programming.

## CONTENT OF THE MODULE

The transfer of conceptual knowledge takes place in the following areas:

- Process models for the introduction of ERP systems
- Technical organisation of ERP projects
- Configuration options/customising of ERP systems in operational use, in particular mapping of organisational structures, international application and the process mapping of selected scenarios
- History and current development of the adjustment/enhancement programming in relation to multitenancy operation and DevOps
- Practical exercises to deepen and consolidate practical skills in the areas of adjustment/enhancement programming and customising are scenario-based in a market-leading ERP system.

## Requirements

Recommended Background  
Knowledge for International  
Students

There are no formal prerequisites for this module. However, in order to follow the course without major difficulties and to successfully complete the module, international students are recommended to have the following background knowledge:

- Basic knowledge of Business Informatics or Business Administration, in particular a general understanding of business processes such as procurement, production, sales, or accounting.
- Basic IT knowledge, for example regarding information systems, data structures, or client server based applications. Programming skills are helpful but not mandatory.
- Prior experience with ERP systems, especially with the SAP system, is helpful but not required.

Students who have previously attended introductory courses on information systems, enterprise systems, or business application systems usually have a very solid foundation for this module.

**Exam/Form of assessment**  
Project work

# Starting a Business – Business Project

6 ECTS

## LEARNING OUTCOMES/SKILLS

By the end of the course students have

- Upgraded and are able to apply their English skills in an international environment,
- Acquired and are able to apply management skills,
- Upgraded and can apply cross-cultural communication skills,
- Enhanced and can apply project and team management skills,
- Upgraded and are able to apply presentation and academic writing skills in a real-life environment.
- Acquired level B2/C1 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

- Personnel and organisation
- Marketing: marketing mix, market segmentation
- Legal format
- Finance and accounting
- Aspects of localisation of a company
- Strategy and planning, business environment: SWOT, report writing, presentation

The course contents serve a clear project focus, i.e. to set up a virtual company.

## Requirements

English skills on a B2 level are recommended.

## Exam

Presentation: 50% oral presentation, 50% written draft

## Literature

Selected articles/chapters of:

- Cullen, W., and Lehniger, D.: *B for Business. 1st ed. Ismaning: Hueber*
- Jones, L. and Alexander, R.: *New International Business English*
- Pletger, P.: *English for Human Resources*

# International Networking and Collaboration Project

6 ECTS

## LEARNING OUTCOMES/SKILLS

On successful completion of the module, students have the following knowledge and skills:

- They can organise themselves independently in teams that are partly international and in communication with international partners, target groups and students.
- They are able to extract specific information from English-language research publications.
- They are able to research backgrounds, profiles and potentials of partners, foreign-language/international target groups, products and technical solutions and to present and use them
- when developing the project, also using technical skills.
- They improve their intercultural awareness and action competence.
- They are reasonably proficient in English to the extent that they can confidently handle teamwork,
- presentations, project reports, video conferences, research and collaboration negotiations.

## CONTENT OF THE MODULE

Guidance and coaching regarding the oral and written acquisition of partners, presentation of profiles, products and results in IT-related activities such as:

- Entrepreneurship
- Project management
- Technology-driven communications and marketing
- Product design and web design
- Virtual teambuilding
- Social media communications
- Intercultural perception and corresponding action, especially in the digital space
- Oral and written communication in English (contact, onboarding, digital collaboration, articles, reports, presentation)
- Use of technical English with knowledge of specific IT, entrepreneurship and project management terminology

**Requirements**  
None

**Exam/Form of assessment**  
Project work

# Français des Affaires

6 ECTS

## LEARNING OUTCOMES/SKILLS

The students are proficient in French business vocabulary. They can implement a business idea into a company creation (in a French-speaking country) and are able to prepare, compile and present a business plan (plan d'affaires) in French.

## CONTENT OF THE MODULE

- Job search, applications and employment in the French-speaking world
- Principles of the tax and social system of France
- Business models and structures
- Company location decisions
- Marketing, distribution, sales
- Financing of a project, accounting, environmental factors

**Requirements**  
None

**Exam**  
Presentation:  
50% written draft (business plan/ plan d'affaires)  
50% oral presentation of the business plan

**Literature**  
– L'entreprise – simulations globales, Hachette langue étrangère  
– Découverte de la France économique, Klett Verlag  
– Dictionnaire de l'entreprise, Hatier

# Español en la Gestión Internacional

6 ECTS

## LEARNING OUTCOMES/SKILLS

- Introduction to business language and focused application in practical project
- Acquisition of competences in economic communication
- Deepen skills in teamwork, presentation and negotiation techniques
- Acquire level B2/C1 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

- New forms of business
- Intercultural economic communication
- Development of a business plan for a virtual company

## Requirements

Spanish skills on a B1 level are recommended.

## Assignments and grading

Report = 50%  
Presentation = 50%

## Literature

- M. de Prada, M. Bovet:  
*Hablando de Negocios, edelsa, última edición*
- M. González, F. Martín, C. Rodrigo, E. Verdía:  
*Colegas 1+2, Klett/Difusión, 2000*
- M. Franciulli, C. Vega Carney:  
*Informes de los Negocios, Arco Libros, 2002*
- Gisèle Prost, Alfredo N. Fernández: *Al Día nivel inicial, SGEL, 2006*
- Informaciones corrientes del Internet y de la revista *Emprendedores*  
[www.emprendedores.es](http://www.emprendedores.es)

# Französisch für Anfänger

6 ECTS

## LEARNING OUTCOMES/SKILLS

- With the successful completion of the module, the students are able to
- Cope with various everyday situations in a French-speaking country,
  - Perceive and assess cultural peculiarities,
  - Acquire level A1/A2 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

## Requirements

Basic proficiency of German required to follow lessons.

## Exam

Written or oral examination

## Literature

- *Zénith 1, Méthode de français* (Hueber Verlag)



# Spanisch für Anfänger

6 ECTS

## LEARNING OUTCOMES/SKILLS

With the successful completion of the module, the students are able to

- Cope with various everyday situations in a Spanish-speaking country,
- Perceive and assess cultural peculiarities,
- Explain the unknown grammatical phenomena,
- Acquire level A1/A2 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

## Requirements

German skills on a B1 level

## Exam

Written or oral examination

## Literature

- *Caminos Neu*, Klett Verlag

# Presentations and Meetings

6 ECTS

## LEARNING OUTCOMES/SKILLS

After completing the module, students will have acquired the following skills:

- Presentations: Students know and are able to apply various presentation techniques, get acquainted with different presentation tools, acquire basic rhetorical skills and knowledge, become aware of cultural aspects of body language and are able to implement and actively use their knowledge in presentations for international audiences.
- Meetings: Students will become familiar with different aspects of teamwork with special focus on international teams, gain cultural awareness, learn about negotiation concepts and experience negotiation situations in various economic settings and can describe and apply these skills. They can chair and run international teams and meetings effectively.
- Level B2 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

Presentations:

- Basic communication models
- Cultural awareness
- Body language
- Rhetoric
- Dos and don'ts
- Practice and feedback

Meetings:

- Theoretical concepts of international terms
- Harvard Negotiating Concept
- Negotiations
- Practice and feedback

## Requirements

English skills on a B2 level are recommended.

## Exam

Combination of project work, presentation and oral examination

## Literature

- Grussendorf, Marion:  
*English for Presentations*. Cornelsen
- Canney Davison, Sue and Ward, Karen: *Leading International Teams*. McGraw-Hill



## Course Details

### **Summer Semester**



# International Management Accounting

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students have the following knowledge and skills:

- They can describe the basics of international management and essential institutional conditions regarding to international business activities.
- They are able to explain strategies of internationalisation and forms of organisation of international companies.
- They can describe concepts and key tasks of management accounting as well as the role of the controller in different countries.
- They are able to consider influencing factors of trend and implementation of management accounting, processes of divergence as well as convergence and their effects on management accounting.
- They are able to explain the influences of national culture on management accounting due to common theories.
- They can apply different quantitative and qualitative management accounting instruments relating to international business activities.
- They can identify concrete problems in international companies, classify, analyse and solve them with the help of adequate management accounting instruments.
- They can understand and explain the interface function of management accounting and the cooperation between management accounting and other corporate functions in the context of international business activities.
- They have the ability to organise reading material and information from up-to-date specialist literature, to analyse and critically interpret it.

## CONTENT OF THE MODULE

- Strategies of internationalisation
- Organisational structures
- International comparative management accounting
- Role of the controller and the functions of management accounting in different countries
- Cultural influences on management accounting
- Appliance of different strategical management accounting tools related to international context
- Management of exchange rate risks
- Selected problems of management accounting in hyperinflationary countries
- Selected aspects of management accounting within different areas of operation
- Selected aspects of international transfer prices
- International information management

## Requirements

Basic knowledge in cost accounting as taught in the module 5 CFR 22 "Internal Accounting (Internes Rechnungswesen)" is recommended.

## Materials used for the course

- PowerPoint slides, specially developed exercises, references to scientific articles
- If applicable, presentation of scientific, subject-specific articles

## Exam

Written examination (1.5 hours) or assignment

# International Marketing

6 ECTS

## LEARNING OUTCOMES/SKILLS

At the end of the module the students are able to differentiate between the different aspects of international marketing. They are able to apply the 4 Ps in the international environment and to analyse and evaluate the different needs of the markets to achieve the marketing goals. Finally they are able to create marketing strategies for internationally operating companies.

## CONTENT OF THE MODULE

- International marketing as a coordinative task
- Forms of market internationalisation (market selection and evaluation)
- Market entry strategies (waterfall and shower strategy)
- Specialties of the int. marketing mix (4 Ps)
- Degree of standardisation and differentiation in marketing
- Coordination cultural distances of the markets
- The use of customer satisfaction analysis as the basic for a strategy building process
- The use of CRM in international marketing with regard to the coordination process
- Current topics referring to international marketing

## Requirements

None

## Methodology

Studying the slides used in class, reading the basic literature (International Marketing by Prof. Dr. Klaus Backhaus, University of Münster), preparing tasks in form of cases or simply about current issues like the discussion around CETA and the influence on marketing.

## Exam

Written examination of 90 minutes or presentation of 80 minutes plus free discussion of 10 minutes. The evaluation is according to the whole content of the 24 lessons during the semester. Points are given in the written exam for keywords, math problem and the general impression whether the student has understood the topic.

## Literature

- Backhaus, Klaus, Büschken, Joachim u. Voeth, Markus: *Internationales Marketing*
- Meffert, Heribert u. Bolz Joachim: *Internationales Marketing Management*
- Kottler, Philip u. Bliemel, Friedhelm: *Marketing Management*
- Current issues of journals like *Harvard Business Review*

# International Human Resource Management

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students dispose of the following skills:

- They are able to explain the characteristics of the international human resource management (IHRM) in contrast to the purely nationally oriented human resource management (HRM).
- They are able to describe the central issues of HRM in an international context.
- They have the ability to understand and describe the effects of the internationality of companies on the various areas of activity of HRM.
- They are capable of analysing fundamental problems of HRM and deriving strategic and operational measures.
- They are able to apply what they have learned to practical case studies.

## CONTENT OF THE MODULE

- Introduction and basics of IHRM: group work related to the delineation between HRM and IHRM on the basis of articles
- International recruitment and selection: exercise sheet to be worked out in intercultural groups; analysis of job descriptions for international HR managers (real cases) and derivation of improvement potential
- Personnel placement across the borders: exercise sheet to be worked out in intercultural groups; analysis of job descriptions for international HR managers (real cases) and derivation of improvement potential
- Personnel development and evaluation of efficiency in international companies: group work on designing successful global performance management at the example of Germany, China and the USA
- Development of intercultural competence: cultural comparison of home country to further countries on the methodical basis of the Hofstede model; self-assessment of intercultural preferences on the methodical basis of the IPT tool; role play related to a business practical example – an international project in the tensionfield between economic success and relationship orientation; cultural analysis for China on the methodical basis of the IPT tool; role play related to a business practical example – negotiations with Chinese business partners; cultural analysis for India on the methodical basis of the IPT tool; role play related to a business practical example – feedback with Indian business partners
- International charge determination: calculation of target gross income in case of assignments on the basis of the balance sheet approach
- Organisation of international cooperation: group work on effectiveness of different media use in the frame of virtual leadership and virtual teamwork

## Requirements

Basic knowledge in human resource management and business organisation as taught in the module "Principles of Business Administration (Grundlagen der BWL)" (5 MG 02) is recommended. Advanced knowledge in human resource management as taught in the modules 5 P/O 01 "Leadership (Personalführung)" as well as 5 P/O 32 and 5 P/O 35 "Human Resources Management 1 and 2 (Personalwirtschaft 1 und 2)" is also recommended.

## Materials used for the course

Set of slides, exercise sheets, articles, real business cases, templates for cultural assessment and comparison, templates for calculating target gross income. Further particularities: guest lectures held by business professionals – globally leading regional enterprises

## Exam

Written examination (1.5 hours)

# International Logistics

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students are able to

- describe the fundamentals of the production and logistics networks in a global environment,
- handle problems in the field of production and logistics management under realistic conditions (time pressure, uncertainty and changing economic conditions) independently,
- identify, assess and present action alternatives due to company and environmental analyses under consideration of interdependence between functions and areas of influence of an international operating company,
- select usual techniques and work methods which are used in the production, logistics and business administration and apply them relating to the case,
- frame strategic objectives and consider or adjust them in the case of repeated operational decisions,
- recognize interdependencies between internal and external corporate influences and take account of them during the process of planning and decision making,
- organise work in teams under consideration of the project management and to record results of the process of planning and decision making,
- present and stand up for the projects results in front of other team members and outsiders.

## CONTENT OF THE MODULE

Operational planning, decisions and monitoring relating to procurement, manufacturing and distribution:

- Raw materials procurement (supplier, quantity, just in time (JIT), warehouse, entry inspection)
- Transportation (warehouse, wholesalers, customers)
- Human resource decisions (recruitment, rationalisation measures, coaching)
- Price differentiation (wholesalers, end customer)
- Freight forwarder vs. transport companies (bid comparison, delivery priority)
- Sales (price, customer service)

Strategic planning, decisions and monitoring relating to procurement, manufacturing and distribution:

- Fundamental orientation (make or buy (MoB), e-commerce, internal process optimisation, suppliers, order quantities, delivery cycle)
- Establishment of regional warehouses (structure, purchase, cooperation)
- Strategic alliance (cooperation with suppliers of trading goods)
- Logistics service provider (short or long-term cooperation)

## Requirements

Basic knowledge in the field of production and logistics is recommended.

## Materials used for the course

PowerPoint slides, smart board, videos, guest lectures (e.g. managers from UPS and Wallenius Wilhelmsen)

## Kinds of assignments the students will complete

Group work (e.g. preparing and presenting a poster on logistical challenges and solutions in different countries), solving qualitative and quantitative case studies

## Exam

Combination of project work and paper and presentations in case of a business game or written examination containing only essay questions (1.5 hours)

## Literature

- Bowersox, D. J.; Closs, D. J. & Cooper, M. B. (2013), *Supply Chain Logistics Management*, McGraw-Hill/Irwin.
- Czinkota, M.; Ronkainen, I. A., & Moffett, M. H. (2011), *International Business*, Wiley.
- Heizer, J.; Render, B. & Munson, C. (2017), *Operations Management: Sustainability and Supply Chain Management*, Pearson.
- Hill, C.W.; Hult, G. T. M. (2018), *Global Business Today*, McGraw-Hill.
- Jacobs, R. & Chase, R. (2017), *Operations and Supply Chain Management*, McGraw-Hill.

# International Taxation

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module students dispose of the following skills:

- They can explain basic terms in the context of taxation of individuals, corporations and business partnerships.
- They are capable of describing the procedure of the determination of the income tax, corporation tax and trade tax.
- They are able to explain several types of legal forms connected to the legal consequences.
- They are able to apply their knowledge in tax cases recognizing the fiscal problems and assigning the correct legal consequences.
- They can explain the problems of double taxation and the steps in relation to their reduction.
- They can assess tax regulations.

## CONTENT OF THE MODULE

- Company profit taxes: income tax, corporate tax, trade tax
- Taxation of national companies regarding various forms of organisations
- Fiscal configuration (for example tax group, transfer of company assets, restructuring)
- Basics of the international corporate taxation like double taxation, less taxation, double taxation agreements and European law
- Taxation of foreign investors in Germany (inbound investments)
- Taxation of international activities of domestic investors (outbound investments)
- Determination of profits (transfer prices, determining business success)

## Requirements

None

## Exam

Presentation = 50% and  
written examination (60 min) = 50%

## Literature

- Doernberg, R.L.:  
*International Taxation in a nutshell.*

# Managerial Finance

6 ECTS

## COURSE DESCRIPTION

This course provides an overview of financial markets and focuses on the managerial aspects of finance from a multinational business perspective. After successful completion of the module, the students master the fundamentals of financial management. With the knowledge of the various types of interest calculation, they are able to make entrepreneurial credit and investment decisions independently. Furthermore, the knowledge of various ratios enables them to analyze the balance sheets and assess the economic success of a company.

## COURSE OBJECTIVE

The goal is to provide a systematic presentation of the theory and operational practices of finance, including instruments of money and capital markets. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international financial policies, investment strategies and practices. Its objective is to analyze the nature of finance from a corporate perspective, to provide the student with an understanding of the concepts and techniques related to financial operations and to discuss the major current developments in this field.

## AGENDA

- Analysis of financial statements
- Time value of money
- Interest rates and yield curve analysis
- Capital budgeting
- Spot markets: bonds and stocks
- Forward markets: forwards, futures and options
- Interest rate swaps
- Portfolio theory

## Requirements

None

## Methodology

In this course the following methods, techniques and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) question and answer sessions with professor directing questions to particular students; (4) writing and presenting of a research paper on a topic related to the course content

## Assignments

Final exam = 100%



# Managerial Accounting

6 ECTS

## LEARNING OUTCOMES/SKILLS

After having successfully taken part, students know basic aspects and methods of management accounting. They are able to understand and develop basic costing and budgeting systems as well as to perform pricing and strategic analysis. They are able to apply their knowledge in the context of case studies.

## CONTENT OF THE MODULE

- Basics of management accounting
- Cost terms and purposes
- Cost volume profit analysis
- Job costing and activity based costing
- Master budgets and flexible budgets
- Pricing decisions and cost management
- Strategy and balanced scorecards
- Process costing
- International aspects of costing

## Requirements

Knowledge in external accounting advantageous.

## Methodology

Presentation + face-to-face discussion; collaborative exercises; course documents, newspaper articles and additional use cases material published on teaching platform Ilias

## Assignments

Weekly case study exercises (ungraded)

## Assignments and grading

Written exam (120 min) = 100%

## Literature

The course is based on:

- Horngren, C.T.; Datar, S.; Rajan, M.V.: *Cost Accounting – A Managerial Emphasis*, 16th ed., 2017, Pearson

## Additional literature

- Lanen, W.N.; Anderson S.W.; Maher, M.W.: *Fundamentals of Cost Accounting*, 5th ed., 2016, Mc Graw-Hill
- Atkinson, A.A.; Kaplan R.S.; Matsumura, E.M.; Young S.M.: *Management Accounting*, 6th ed. 2011, Pearson
- Kaplan, R.S.; Atkinson, A.A.: *Advanced Management Accounting*, 3rd ed., 2013, Pearson
- Bhimani, A.; Horngren C.T.; Datar S.M.; Rajan, M.: *Management and Cost Accounting*; 6th ed., 2015, Pearson

# Managerial Statistics

6 ECTS

## LEARNING OUTCOMES/SKILLS

After completing this course the students will know basic methods of statistics in economics. They are able to understand and perform statistical analysis. They are able to apply their knowledge in the context of real problems like setting up a simple survey, analysing metric and non-metric data with the R program.

## CONTENT OF THE MODULE

- Basic statistical terms
- Principles of a survey
- Frequencies, mean, quantile
- Graphical presentation of distributions
- Variance, standard deviation, coefficient of variation
- Growth rates
- Index numbers
- Scatterplot and qq-plot
- Correlation and regression analysis
- Analysis of variance
- Introduction to probability
- Random variables
- Estimation of parameters
- Normal distribution
- Distributions derived from the normal distribution
- Confidence interval
- Testing hypotheses

## Requirements

None

## Materials used for the course

Handouts with case study, data sample, statistic program R

## Assignments and grading

Working through handouts and case study, using R program  
Written examination (2 hours) = 100%

## Literature

- Anderson: *Statistics for Business and Economics*
- Kohn/Öztürk: *Statistik für Ökonomen*
- McClave: *Statistics for Business and Economics*

# Economics

6 ECTS

## COURSE DESCRIPTION

This course provides an introduction to the mechanisms of market systems. It deals with decision making of consumers and firms, their interactions, market failure and government activities. Emphasis is also given to a discussion of macroeconomics factors that directly affect product demand and cost of production like exchange rates, interest rates or business cycles.

After completing the course students will be able to answer questions like: How do consumers and firms reach optimal decisions, and how do they interact to shape the resources and opportunities available? How does market structure affect market outcomes? When do markets fail and what can be done to mitigate negative effects? How does foreign trade affect the domestic economy? How should policy makers respond to the business cycle?

## COURSE OBJECTIVE

The general objective of this course is to alter the way you look at the world and to help you to think like an economist.

## AGENDA

- The economic perspective
- Concept of comparative advantage
- Demand and supply
- Power of prices and government action
- Market structure and market failures
- Short-run economic fluctuations
- Basic concepts of the open economy
- The impact of monetary policy and fiscal policy on aggregate demand

## Requirements

The course follows a literacy oriented course design that favors an active learning process. Thus, students' active participation is essential:

- 1) Class discussion and familiarity with assigned readings is crucial.
- 2) Students are required to participate actively in recap and discussion blocks.

## Assignments and grading

Alternative (A): Problem set w/ individual presentation (30min.: 50%), written final exam (60min.: 50%) → in case of a 15-week semester.

Alternative (B): Written final exam (90min.: 100%) → in case of a 12-week semester (short cycle resulting from public holidays)

## Readings and useful references

The course's textbook is Frank and Bernanke (2009), *Principles of Economics*, 4th edition Pearson Education (or newer edition (6/e): Frank/Bernanke/Antonovics/Heffetz (2016)).

## Background reading

- Mankiw, N.G. and M.P. Taylor: *Economics*, 3/e, 2014.
- Frank (2009): *Microeconomics and Behavior*, 9/e
- Keat, P., P. Young and S. Erfle: *Managerial Economics*, 7/e, 2013.

Material and links for recitation activities are continuously updated and made available on the ILIAS platform (internal learning module) as, e.g., the CASE OF AIR BERLIN, EC ON TACIT COLLUSION

# Mobile Marketing

3 ECTS or 6 ECTS

## COURSE DESCRIPTION

This course provides first an overview of mobile business and then a focus on special areas like mobile marketing and mobile payment.

## COURSE OBJECTIVE

The goal is to provide a systematic presentation of the operational practices of (international) mobile business, including instruments of the mobile business system, technologies, applications and the (international) market. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international mobile business approaches, market strategies and practices. Its objective is to analyze the nature of mobile business at the international, regional, national, institutional and corporate levels, to provide the student with an understanding of the concepts and techniques related to international mobile business operations and to discuss the major current events in this field. Main topics are technical basics, economic fundamentals, mobile application scenarios, mobile marketing, mobile payment, security.

## AGENDA

- Introduction and examples
- What is the definition of mobile marketing/business?
  - Who are the players in the area of mobile business?
  - What exactly does it mean to be mobile?
  - Which implications can be made for "to be mobile"?
  - What are the applications/services?
    - o In detail: "mobile marketing"
  - Where are challenges and risks?

## Requirements

None

## Methodology

In this course the following methods, techniques and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) application of mobile business by participation in case studies; (4) question and answer sessions with professor directing questions to particular students; (5) presentation of a research paper on a topic related to the course content; (6) oral class presentations by students with particularly relevant experiences.

## Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) research on and writing of a 15-page paper (space 1, font 12), complete with footnotes and bibliography, presentation and discussion of results in front of the class; (3) review of articles and news items in current periodicals and journals dealing with mobile business theory and practices; (4) study and solutions of cases as specified in the assignments.

## Assignments and grading

Research paper = 30%  
Presentation = 20%  
Final exam = 50%

## Literature – Useful readings

- Krum, Cindy, *Mobile Marketing*, Pearson education – MAIN BOOK!!!
- Giaglis George M., *Mobile business: technologies, applications and markets*
- Bhuvan Unhelkar, *Handbook of Research in Mobile Business: Technical, Methodological, and Social Perspectives*, Idem Group
- Jouni Paavilainen; *Mobile Business Strategies: Understanding the Technologies and Opportunities*, Wireless Press

## Literature – Recommended journals

- *International Journal of Information Management*
- *Journal of Theoretical and Applied Electronic Commerce Research*

# Consumer Marketing

6 ECTS

## COURSE DESCRIPTION

This course provides an introduction to the behaviour of consumers in Europe and around the world. It focuses on the decision making process of consumers with a special focus on the influence of social groups.

## COURSE OBJECTIVE

The goal is to provide a systematic presentation of the processes taking place while consumers are making purchase decisions, including perceptual processes, identification processes, motivational processes, and attitudinal processes. The course aims to link consumer behaviour theory with the real-life problems faced by practitioners. Its objective is to analyze the nature of consumers and their environment from a micro to macro perspective. Main topics are consumer culture, consumer decision making, perception, self-concept, motivation, values and lifestyle, learning and attitudes, social groups.

## AGENDA

### Introduction

- What is the impact of consumers on marketing strategy?
- What is the impact of marketing on consumers?
- Do marketers manipulate consumers?
- What is consumer culture?

### Examples

## Requirements

None

## Methodology

In this course the following methods, techniques, and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) application of consumer marketing by participation in case studies; (4) question and answer sessions with professor directing questions to particular students; (5) participation in class discussions

## Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) discussion of results in front of the class; (3) review of articles and news items in current periodicals and journals dealing with consumer theory and practices; (4) study and solutions of cases as specified in the assignments.

## Literature – Useful readings

- Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2016). *Consumer Behaviour: A European Perspective*, 6. Ed., Pearson Education, MAIN BOOK!!!
- Schiffman, L., Wisenblit, J. (2014). *Consumer Behavior*, 11. ed., Pearson Education.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behaviour*, 10. ed., Thomson South-Western.

## Literature – Recommended journals

- *Journal of Consumer Research*
- *Journal of Applied Psychology*
- *Journal of Consumer Psychology*
- *Psychology & Marketing*

# Cross Culture

6 ECTS

## LEARNING OUTCOMES/SKILLS

At the end of the module, the students are able to differentiate between the different aspects of cross culture by understanding the different dimensions. They are able to apply different negotiation styles in the international environment and to analyse and evaluate the different habits of people in different cultures and markets in order to achieve marketing goals. Finally, they are able to communicate properly in any international surrounding.

## CONTENT OF THE MODULE

After completing the module, students have the following knowledge and skills:

- Aspects of globalisation
- Presenting different cross culture models like:
  - The Iceberg model
  - The cultural onion
  - The different cultural dimensions by Schein, Lewis, Hofstede, Trompenaars, Fons and Hampden Turner, etc.
- Intercultural negotiations styles
- Practical negative behavior examples
- Practical positive behavior examples
- Cases of different cultures

## Requirements

None

## Exam

Presentation, written examination or, if applicable, oral examination

# International Project Management

6 ECTS

## LEARNING OUTCOMES/COMPETENCES

After completing this course the students can

- Describe characteristics and success factors of (international) projects
- Plan, organize, implement, and control (international) projects applying project management tools
- Apply communication techniques and strategies in (international) projects

## Participation requirements

No condition

## Form of assessment

Written exam and case study work

## Requirements for credit assignment

Passing of exam and case study work

## CONTENTS

- Basics of (international) project management
- Strategy and culture in (international) project management
- Managing risk and uncertainty
- Planning (international) projects
- Organizing (international) projects
- Implementing and controlling (international) projects
- Leadership in (international) projects
- Communication in (international) projects

# Wirtschaftsenglisch (Business English)

6 ECTS

## LEARNING OUTCOMES/SKILLS

After completing the module, students are able to:

- Communicate in a business environment,
- Apply presentation skills,
- Apply negotiating skills in the fields of
  - marketing, promotion
  - personnel/organisation
  - starting a business
  - legal formats of companies
- Acquire level B2 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

- Applying for a job, personal SWOT, CVs and resumés, HR
- Marketing, marketing mix, launching a product
- Presenting business ideas and business performance, designing a SWOT analysis
- Starting a company, legal formats, financing a start up
- Corresponding with customers

## Requirements

English skills on a B1 level are recommended.

## Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) research on and writing of a 15-page paper (space 1, font 12), complete with footnotes and bibliography, presentation and discussion of results in front of the class; (3) review of articles and news items in current periodicals and journals dealing with mobile business theory and practices; (4) study and solutions of cases as specified in the assignments.

## Exam

Written examination

## Literature

*B for Business*, Hueber

# International Networking and Collaboration Project

6 ECTS

## LEARNING OUTCOMES/SKILLS

On successful completion of the module, students have the following knowledge and skills:

- They can organise themselves independently in teams that are partly international and in communication with international partners, target groups and students.
- They are able to extract specific information from English-language research publications.
- They are able to research backgrounds, profiles and potentials of partners, foreign-language/international target groups, products and technical solutions and to present and use them
- when developing the project, also using technical skills.
- They improve their intercultural awareness and action competence.
- They are reasonably proficient in English to the extent that they can confidently handle teamwork,
- presentations, project reports, video conferences, research and collaboration negotiations.

## CONTENT OF THE MODULE

Guidance and coaching regarding the oral and written acquisition of partners, presentation of profiles, products and results in IT-related activities such as:

- Entrepreneurship
- Project management
- Technology-driven communications and marketing
- Product design and web design
- Virtual teambuilding
- Social media communications
- Intercultural perception and corresponding action, especially in the digital space
- Oral and written communication in English (contact, onboarding, digital collaboration, articles, reports, presentation)
- Use of technical English with knowledge of specific IT, entrepreneurship and project management terminology

## Requirements

None

## Exam/Form of assessment

Project work

# Market Research – International Business Project

6 ECTS

## LEARNING OUTCOMES/SKILLS

By the end of the course students are able to apply

- language and communication skills in a real-life marketing environment,
- basic market research techniques to corporate marketing problems.

They will have upgraded and can apply

- cross-cultural communication skills,
- teamwork and project management skills in an international environment,
- presentation and academic writing skills in a real-life environment.

Acquisition of level C1 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

- Conducting exploratory and descriptive market studies
- Data mining techniques: interviews, questionnaires, focus groups
- Processing, interpreting and presenting findings
- Report writing

The course contents serve a clear project focus, i.e. to determine the marketability of a virtual product or service idea abroad.

## Requirements

English skills on a B2 level are recommended.

## Exam

Presentation: 50% oral presentation, 50% written draft

# L'environnement des entreprises

6 ECTS

## LEARNING OUTCOMES/SKILLS

- Acquisition of specific technical language on politics, business and management
- Deepening basic knowledge of politics, economics, culture, socially relevant topics
- Deepening and applying competences in economic communication
- Acquisition of C1 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

- Politics and business of French-speaking countries
- Political enterprise environment in France
- Economy of France
- Markets and consumption
- Market study project

## Requirements

French skills on a B1 level are recommended.

## Assignments and grading

Report = 50%  
Presentation = 50%

## Literature

- *Découverte de la France économique*, Klett Verlag
- *French press* (newspapers, magazines + various websites (e.g., Le Monde, le Figaro, Challenges)
- Website of TV 5 Monde



# Marketing Aplicado – Investigación Comercial

6 ECTS

## LEARNING OUTCOMES/SKILLS

By completing the module

- Students are able to apply their relevant knowledge in marketing and market research-orientated technical language in a practical project,
- Students can collect specifically secondary and primary data on a market problem
- Students can assess and critically evaluate the outcome of the investigation using appropriate statistical examination methods,
- Students have developed their skills in teamwork and presentation techniques in such a way that they are able to present a market research-oriented project in Spanish (B2/C1) professionally,
- Students are able to demonstrate the concept of a market research project in theory and with practical data, stylistically appropriate and with the required professional language knowledge and content self-critical distance in Spanish (B2/C1) in writing.

## CONTENT OF THE MODULE

- Political and economic business environment in Spain, Mexico, Chile
- Overview of markets and consumption
- Conduct an explorative and descriptive market study
- Basics of data collection: questionnaire and interview technology
- Customer-oriented written and oral presentation of market research results
- Project-relevant data collection in Spanish environment
- Presentation and realization of the project at a Spanish partner university

All contents are used in a project-oriented manner to carry out a market study. With their help, the marketability of a virtual business idea in Spain, Mexico or Chile is examined.

## Requirements

Spanish skills on a B1 level are recommended.

## Exam

Presentation:  
50% oral presentation,  
50% written draft

# Französisch für Anfänger

6 ECTS

## LEARNING OUTCOMES/SKILLS

With the successful completion of the module, the students are able to

- Cope with various everyday situations in a French-speaking country,
- Perceive and assess cultural peculiarities,
- Acquire level A1/A2 according to CEFR (Common European Framework of Reference for Languages)

## Requirements

Basic proficiency of German required to follow lessons.

## Exam

Written or oral examination

## Literature

– *Zénith 1, Méthode de français* (Hueber Verlag)

## CONTENT OF THE MODULE

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

# Spanisch für Anfänger

6 ECTS

## LEARNING OUTCOMES/SKILLS

With the successful completion of the module, the students are able to

- Cope with various everyday situations in a Spanish-speaking country,
- Perceive and assess cultural peculiarities,
- Explain the unknown grammatical phenomena,
- Acquire level A1/A2 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

## Requirements

German skills on a B1 level.

## Exam

Written or oral examination

## Literature

- *Caminos Neu*, Klett Verlag

# Presentations and Meetings

6 ECTS

## LEARNING OUTCOMES/SKILLS

After completing the module, students will have acquired the following skills:

- Presentations: Students know and are able to apply various presentation techniques, get acquainted with different presentation tools, acquire basic rhetorical skills and knowledge, become aware of cultural aspects of body language and are able to implement and actively use their knowledge in presentations for international audiences.
- Meetings: Students will become familiar with different aspects of teamwork with special focus on international teams, gain cultural awareness, learn about negotiation concepts and experience negotiation situations in various economic settings and can describe and apply these skills. They can chair and run international teams and meetings effectively.
- Level B2 according to CEFR (Common European Framework of Reference for Languages)

## CONTENT OF THE MODULE

Presentations:

- Basic communication models
- Cultural awareness
- Body language
- Rhetoric
- Dos and don'ts
- Practice and feedback

Meetings:

- Theoretical concepts of international terms
- Harvard Negotiating Concept
- Negotiations
- Practice and feedback

## Requirements

English skills on a B2 level are recommended.

## Exam

Combination of project work, presentation and oral examination

## Literature

- Grussendorf, Marion:  
*English for Presentations*. Cornelsen
- Canney Davison, Sue and Ward, Karen: *Leading International Teams*. McGraw-Hill

# International Economics (with COIL Partnership)

6 ECTS

## LEARNING OUTCOMES/ COMPETENCIES

- After successful completion of the module, students have developed a good understanding of the most influential models in international economics. Students recognize major supranational institutions and are familiar with trade policies and their impacts.
- Furthermore, students understand recent empirical analysis in the field and are capable to interpret and analyze current events in international trade using the trade models learned over the course of the semester.
- Students will work in teams of four (or more) on an empirical topic. As teams include students from the City University of New York (CUNY) and Erasmus exchange students (virtual collaboration), students acquire transversal competencies.

## CONTENT OF THE MODULE

- Gains from international trade: the global economy
- Sources of comparative advantage
- Specific factors model
- Heckscher-Ohlin model in theory and practice
- Firms in the global economy
- Instruments of international trade policy
- Trade (policy) of the 21st century
- Empirical paper (8–10 pages): paper topics will be provided.

## Requirements

Economics or equivalent subject knowledge.

## Form of Exam

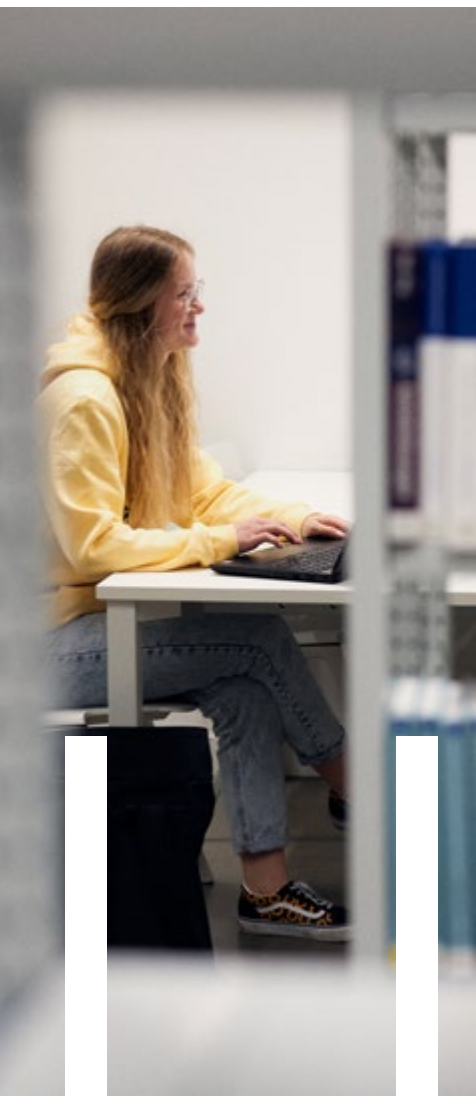
Short written exam (3 credits),  
group project: presentation &  
research paper  
(3 credits)

## Conditions for Granting the Credit Points

Passing of examination;  
students can also register for  
the written exam (3 credits) and  
the group project (3 credits)  
separately

## Use of the Module (in the following degree program):

International Studies in  
Management (B.A.)



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**Photos**  
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