

Appendix 3: Module descriptions for B.A. International Studies in Management

Please note: The German version of this document is the legally binding version. The English translation provided here is for information purposes only.

Principles of Business Administration								Module ID 5 MG 02
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, case examples, exercises		35	German
2	Learning outcomes/competences							
	<p>On successful completion of the module, students have the following knowledge and skills:</p> <ul style="list-style-type: none"> • They are able to explain the basic terms and objects of knowledge of General Business Administration. • They are able to define central business issues and approaches to finding solutions in performance management, finance and supporting management functions. • They are able to utilise the initial comprehensive understanding of businesses and companies that they acquire. • They are able to apply what they have learned to specific practical examples. 							
3	Contents							
	<ul style="list-style-type: none"> • Introduction to the professional field • Introduction to economic thinking <ul style="list-style-type: none"> - The economic principle - Business administration as a science • Production and Logistics <ul style="list-style-type: none"> - Principles of production - Forms of production • Corporate taxation and corporate audit <ul style="list-style-type: none"> - Legal forms - Taxation and Audit • Human resource management and business organisation <ul style="list-style-type: none"> - Leadership styles and motivational tools - Structural organisation and workflow management • Finance, accounting and controlling <ul style="list-style-type: none"> - Investment calculation method - Forms of financing and types of contracts • Marketing <ul style="list-style-type: none"> - Principles of Marketing - Marketing tools 							
4	Participation requirements							
	None							
5	Form of assessment							
	Written examination or oral examination							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							

	International Studies in Management (B.A.)
8	Module coordinator Prof. Dr. Natalie Bartholomäus

Mathematics for Economists								Module ID: 5 M/S 01
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, exercises, case examples		35	German
2	Learning outcomes/competences After successfully completing the module, students are able to analyse and resolve business issues (e.g. internal cost accounting, annuity calculation, income and cost functions) using their acquired basic knowledge of mathematical methods in economics and business administration.							
3	Contents Elements of matrix algebra, linear equation systems, linear programming, economic applications of linear algebra, financial mathematics, differential calculus, microeconomic application of analysis, functions with variables, extreme value calculation under secondary conditions, basics of integral calculus							
4	Participation requirements None							
5	Form of assessment Written or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Administration (B.A.), International Studies in Management (B.A.), Business Information Systems (B.Sc.)							
8	Module coordinator Prof. Dr. Wolfgang Kohn							
9	Other information -							

External Accounting								Module ID 5 CFR 21
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, exercises, Case studies		35	German
2	Learning outcomes/competences							
	<p>After successfully completing this module, students are able to:</p> <ul style="list-style-type: none"> ▪ understand and evaluate the principles and relationships of double-entry bookkeeping in business administration, ▪ discuss accounting techniques while taking into account the applicable legal provisions and apply the principles of accounting, ▪ develop accounting records for a wide variety of real situations and thus perform bookkeeping for the most important functional areas in companies, ▪ prepare annual financial statements, depending on the legal form, in accordance with commercial law and international accounting principles, ▪ analyse, interpret and evaluate annual financial statements using various approaches <p>All learning outcomes are based, amongst other things, on a familiarity with the current legal standards for accounting, generally the commercial law (HGB – Handelsgesetzbuch – German Commercial Code), and in selected cases the International Financial Reporting Standards (IFRS).</p>							
3	Contents							
	<p>1. Introduction to Business Accounting</p> <ul style="list-style-type: none"> ▪ Tasks and structure of business accounting ▪ Basic accounting terms ▪ Legal regulations and organisation <p>2. Introduction to accounting technology</p> <ul style="list-style-type: none"> ▪ Central elements of external accounting ▪ Business transactions that do and do not affect profit or loss <p>3. Entries in important areas of the company</p> <ul style="list-style-type: none"> ▪ Procurement (goods and capital goods) ▪ Production ▪ Sales ▪ Human resources <p>4. Preparation of annual financial statements</p> <ul style="list-style-type: none"> ▪ Individual questions of evaluation according to commercial law ▪ Definition ▪ Legal form-dependent preparation of annual financial statements and allocation of profits ▪ Principles of international accounting according to the IFRS 							
4	Participation requirements							
	None							
5	Form of assessment							
	Written examination or oral examination							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	Business Administration (B.A.)							
8	Module coordinator							
	Prof. Dr. Tim Kampe							
9	Other information							
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Principles of Business Information Systems								Module ID 5 WI 01
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Lecture, exercise		2 SCH/30 h 2 SCH/30 h	90 h	Lecture, exercises	60 20	German	
2	Learning outcomes/competences After successful completion of the module, students are able to: <ul style="list-style-type: none"> • explain elementary concepts and terms of business information systems in their own words, • present application scenarios with the support of modelling formalisms, • assess the security risks associated with the use of information technology, • assess the opportunities and risks of the Internet and present the resulting added value opportunities in the area of e-commerce, • resolve selected business tasks with the support of relational database systems and spreadsheets, 							
3	Contents Students acquire the listed competences and skills by dealing with the following topics and contents: <ol style="list-style-type: none"> 1. Business process optimisation <ul style="list-style-type: none"> • Essence of business processes • Business processes and IT • Business process models • Basic concepts of business process optimisation 2. Security in Information Technology <ul style="list-style-type: none"> • Business and organisational aspects • Basic security measures • Selected attack scenarios • Data encryption on the Internet • Digital signatures 3. IT infrastructure <ul style="list-style-type: none"> • Basic knowledge of hardware • Basic knowledge of operating systems • Basic knowledge of networks and protocols 4. Data organisation and data management <ul style="list-style-type: none"> • Tasks and functions of a database • Data modelling, esp. ER (entity–relationship) model • Relational data model and SQL (Structured Query Language) • Data warehouse concept 5. Internet and e-Commerce <ul style="list-style-type: none"> • Overview of the Internet • Architecture and function of a web application • E-commerce processes and systems 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							

6	Condition for the award of credit points
	Module examination pass
7	Application of the module (in the following study programmes):
	Business Administration (B.A.), International Studies in Management (B.A.), Business Psychology (B.Sc.)
8	Module coordinator
	Prof. Dr. Peter Hartel
9	Other information

Managerial Finance								Module ID 5 CFR 08
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Annual	Summer semester	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture, case studies, exercises		35	English
2	Learning outcomes/competences After successful completion of the module, students are able to understand financial markets and the various financial risks related to them. Furthermore, this course enables students to calculate the success of investments by learning about different methods of capital budgeting. Finally, students gain an insight into portfolio theory and learn how to handle portfolio risks.							
3	Contents <ul style="list-style-type: none"> • 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 							
4	Participation requirements None							
5	Form of assessment Written or oral examination							
6	Condition for the award of credit points Examination pass							
7	Application of the module (in the following study programmes): International Studies in Management (B.A.)							
8	Module coordinator Prof. Dr. Rainer Lenz							
9	Other information							

Managerial Accounting								Module ID 5 CFR 09
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Annual	Summer semester	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture, case studies, exercises		35	English
2	Learning outcomes/competences After successful participation, students are able to reproduce, describe and explain basic aspects and methods of Management Accounting. They are able to calculate cost problems and develop basic costing and budgeting systems, as well as perform pricing and strategic analysis. They are able to apply their knowledge in the context of case studies							
3	Contents <ul style="list-style-type: none"> • 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 							
4	Participation requirements							
5	Form of assessment Written or oral examination							
6	Condition for the award of credit points Examination pass							
7	Application of the module (in the following study programmes): International Studies in Management (B.A.)							
8	Module coordinator Prof. Dr. Andreas Uphaus							
9	Other information							

Principles of Economics								Module ID 5 VWL 07
No	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Annual	Summer semester	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture w/ active learning		35	English
2	Learning outcomes/competences							
	On successful completion of 5 VWL 07, students will be able to <ul style="list-style-type: none"> recognise, explain, use and judge the economist's toolbox, apply various economic principles and policy concepts to real-world problems, analyse supply and demand, compute optimal quantity of demand/supply, determine opportunity costs, calculate the elasticity of demand, income, and supply, use economic analysis to evaluate the impact of externalities, taxation and regulation on welfare, clarify how market structures affect market outcomes, explain a country's GDP and economic growth, identify and classify types of unemployment, understand and analyse business cycles. 							
3	Contents							
	Economics presents an introduction to the workings 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 macroeconomic factors which directly affect product demand and cost of production like exchange rates, interest rates or business cycles. Topics: <ul style="list-style-type: none"> The Economic Perspective Concept of Comparative Advantage Demand and Supply Power of Prices and Government Action Market Structure and Market Failures Macroeconomics: Data and Issues Basic Concepts of the Open Economy 							
4	Participation requirements							
	Working knowledge of mathematics (M/S 01)							
5	Form of assessment							
	Written or oral examination							
6	Condition for the award of credit points							
	Examination pass							
7	Application of the module (in the following study programmes):							
	International Studies in Management (B.A.)							
8	Module coordinator							
	Prof. Dr. Vivian Carstensen							

9 Other information	
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Managerial Statistics								Module ID 5 M/S 06
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Annual	Summer term	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture, case studies, exercises		35	English, German (in exceptional cases)
2	Learning outcomes/competences After successfully completing the module, students are able to analyse business issues (e.g. value at risk, return analysis, price changes) based on their acquired knowledge in economics and business administration and resolve them using the R statistical programme. They are able to critically assess statistical evaluations.							
3	Contents <ul style="list-style-type: none"> • Basic statistical terms • 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 normal distribution • Confidence interval • Testing hypotheses 							
4	Participation requirements None							
5	Form of assessment Written or oral examination							

6	Condition for the award of credit points Examination pass
7	Application of the module (in the following study programmes): International Studies in Management (B.A.)
8	Module coordinator Prof. Dr. Wolfgang Kohn
9	Other information Computational statistics with R

International Taxation								Module ID 5 StU 04
No.	Workload	Credit points	Semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Annual	Winter semester	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture/case studies		35	English, German (in exceptional cases)
2	Learning outcomes/competences							
	<p>After successful completion of the module, students are proficient in the basic structures of German business taxation as well as in the basic tax problems of international business activities. They are familiar with the national and international methods of avoiding double taxation.</p> <p>Students are able to analyse the tax consequences of outbound investments. They have the competence to solve international case studies and practice problems in case of the existence or non-existence of double tax treaties. In addition, they have the skills to deal with specific tax compliance requirements in the international context.</p>							
3	Contents							
	<p>Overview of the German tax system</p> <ul style="list-style-type: none"> - Important taxes - Personal income tax - Corporate income tax - Trade tax - Taxation of business activities <ul style="list-style-type: none"> - Sole proprietors - Corporations - Partnerships <p>Basic problem of international business activities</p> <ul style="list-style-type: none"> - Reasons for double taxation - Methods to avoid double taxation - Avoidance of double taxation under national tax law - Double taxation treaties <p>Taxation of foreign business activities (outbound investments)</p> <ul style="list-style-type: none"> - Forms of foreign business activities - Direct trading - Foreign permanent establishments - Foreign subsidiaries <p>Income determination</p> <ul style="list-style-type: none"> - Income determination for permanent establishments - Transfer pricing in international affiliated groups 							
4	Requirements							
	None							
5	Form of assessment							
	Written examination or term paper or oral examination or written/oral presentation or a combination of several of the aforementioned forms of assessment							
6	Conditions for the award of credit points							
	Examination pass							
7	Use of the module (in the following study programme):							
	International Studies in Management (B.A.)							

8	Module coordinator Prof. Dr. Cornelia Kraft
9	Other information

International Human Resource Management and International Business Law								Module ID: 5 IBM 06
No.	Workload	Credits	Semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	3	5th sem.	Annual	Winter	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Form of teaching (learning method)		Planned group	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture, case examples, exercises, group work		35	English
2	Learning outcomes/competences							
	<p>International Human Resource Management: By successfully completing this module, students have acquired the following knowledge and skills:</p> <ul style="list-style-type: none"> • 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. <p>International Business Law:</p> <ul style="list-style-type: none"> • 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. 							
3	Content							
	<p>International Human Resource Management:</p> <ul style="list-style-type: none"> • Introduction and basic principles of IHRM • International HR deployment and recruiting • Intercultural competence development • HR development and performance measurement in international operating enterprises <p>International Business Law:</p> <ul style="list-style-type: none"> • 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 							
4	Participation requirements							
	Basic knowledge of HRM, such as conveyed in the "Principles of Business Administration (5 MG 02 IS)" module, is recommended.							
5	Form of assessment							
	Written examination or oral examination or a combination of term paper and presentation, of written examination and presentation or of written examination and term paper							
6	Conditions for the award of credit							
	Examination pass							
7	Use of module (in following study programme):							
	International Studies in Management (B.A.)							

8	Module coordinator Prof. Dr. Bernhard Wach
9	Other information

International Marketing								Module ID 5 IBM 02
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Bi-annual	Winter/ summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture		35	English
2	Learning outcomes/competences At the end of module, the students are able to differentiate between the different aspects of the 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 in order to achieve marketing goals. Finally, they are able to create marketing strategies for international companies.							
3	Contents <ul style="list-style-type: none"> • International Marketing as a coordinative task • Forms of market internationalisation (market selection and evaluation) • Market entry strategies (waterfall and shower strategy) • Specialties of the international marketing mix (4 Ps) • Degree of standardisation and differentiation in marketing • Coordination of cultural distances of the markets • The use of customer satisfaction analysis as the basis for a strategy building process • The use of CRM (Customer relationship management) in international marketing in regard to the coordination process 							
4	Participation requirements None							
5	Form of assessment Written or oral examination							
6	Condition for the award of credit points Examination pass							
7	Application of the module (in the following study programmes): International Studies in Management (B.A.)							
8	Module coordinator Prof. Dr. Gisbert Lensing							
9	Other information							

International Finance								Module ID 5 CFR 10
No.	Workload	Credits points	Study semester	Frequency	Sem.	Dura- tion	Type	Q-level
	150 h	6	5th sem.	Annual	Winter	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self- study	Forms of teaching (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	120 h	Lecture, case studies, exercises		35	English, German (in exceptional cases)
2	Learning outcomes/competences Students understand financial risks linked to international trade and cross-border investment. This course enables students to do a risk assessment and to hedge financial risks such as currency risk, interest rate risks and credit risk by using various financial instruments in spot and forward markets.							
3	Contents <ul style="list-style-type: none"> • Exchange rate systems • Balance of payments and exchange rate parities • Foreign exchange market • Hedging of currency exposure by using forwards, futures and options • Cross-currency swaps • International finance (factoring, forfeiting, asset-backed securities, leasing) • Methods of international payment (documentary collection, letter of credit, guarantees) • Mergers and acquisitions 							
4	Participation requirements							
5	Form of assessment Written or oral examination							
6	Condition for the award of credits Examination pass							
7	Application of the module (in the following study programmes): International Studies in Management (B.A.)							
8	Module coordinator Prof. Dr. Rainer Lenz							
9	Other information							

Internship								Module ID 5 ISM 48
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	450 h	18	6th sem.	year-round	Winter/ Summer	3 months	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Internship		-	450 h				English, German (in exceptional cases)
2	Learning outcomes/competences							
	After successfully completing the internship, students are able to reflect on the relationships between scientific knowledge, complex action situations and their own person. In particular, students who complete an internship abroad are able to work in a foreign working environment with formal and informal hierarchical levels.							
3	Contents							
	<p>The term internship should be understood to mean a methodologically sound and guided activity in the performance of a specific profession, not including teaching and research. Students are confronted with the requirements of practice, which enable them to make instructive observations and gain experience in action.</p> <p>The internship includes the following central elements:</p> <ol style="list-style-type: none"> Preparatory talk with the supervising lecturer for choosing and agreeing the terms and conditions of an internship Accompaniment of the internship by the faculty tutor Creation of final report of a max. length of five pages Final discussion with the faculty tutor 							
4	Participation requirements							
	Under Section 15 (2) SPO, the internship is open to all those who have completed the 2nd semester.							
5	Form of assessment							
	Certificate from the company or institution where the internship is done and a positive assessment of the practical report (Section 15 (3) SPO). The module is ungraded.							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	International Studies in Management (B.A.)							
8	Module coordinator							
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9	Other information							
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Bachelor Thesis								Module ID 5 ISM 49
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	300 h	12	6th sem.	year-round	Winter/ Summer	10 weeks	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
			-	300 h				
2	Learning outcomes/competences							
	After completing the bachelor thesis, students are able to independently perform a practice-oriented task from their special subject within a specified time period, usually in connection with the work term, both in its technical details and in an interdisciplinary context, according to scientific methods.							
3	Contents							
	As a rule, the bachelor thesis consists of the conception, implementation and evaluation of a project in institutions that are related to the objectives and content of the study programme. It can also consist of an empirical study, conceptual tasks, or an evaluation of available sources. A combination of these is possible. The bachelor thesis should not exceed 40 pages of text in length.							
4	Participation requirements							
	Under Section 1 (1) SPO, admission to the bachelor thesis is conditional on the passing of all module exams and successful completion of the work term/work semester.							
5	Form of assessment							
	Written work (cf. Sections 17–19 SPO)							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	International Studies in Management (B.A.)							
8	Module coordinator							
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9	Other information							
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Starting a Business – Business Project								Module ID 5 SP 31
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st/5th sem.	Annual	Winter	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Presentations, role-plays, case studies in teamwork		35	English
2	Learning outcomes/competences							
	Qualification objectives: By the end of the course students have							
	<ul style="list-style-type: none"> improved and are able to apply their English language skills in an international environment, acquired and are able to apply management skills, improved and are able to apply cross-cultural communication skills, improved and are able to apply their project and team management skills, improved and are able to apply their presentation and academic writing skills in a real-life environment. 							
	Attainment of level B2/C1 according to the CEFR (Common European Framework of Reference)							
3	Contents							
	<ul style="list-style-type: none"> Human Resources Marketing: marketing mix, market segmentation Legal forms Finance and accounting Aspects of localisation of a company Strategy and planning, business environment: SWOT Report writing, presentation 							
	The course contents are directed towards a clear project focus, i.e. to set up a virtual company.							
4	Participation requirements							
	None							
	B2 according to CEFR							
5	Form of assessment							
	Presentation							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	International Studies in Management (B.A.)							

8	Module coordinator OStR Kerstin Sommer
9	Other information Guest speaker: Founding member of a start-up company

Market Research – International Business Project								Module ID 5 SP 32
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Annual	Summer	1 sem.	Compulsory	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Presentations, role-play games, case studies in team work		35	English
2	Learning outcomes/competences							
	<p>By the end of the course, students are able to apply</p> <ul style="list-style-type: none"> • language and communication skills in a real-life marketing environment. • basic market research techniques to corporate marketing problems. <p>They will have improved and are able to apply</p> <ul style="list-style-type: none"> • cross-cultural communication skills. • teamwork and project management skills in an international environment. • presentation and academic writing skills in a real-life environment. 							
3	Contents							
	<ul style="list-style-type: none"> • Conducting exploratory and descriptive market studies • Data mining techniques: interviews, questionnaires, focus groups • Processing, interpreting and presenting findings • Report writing <p>The course contents serve a clear project focus, i.e. to determine the marketability of a virtual product or service idea abroad.</p>							
4	Participation requirements							
	None							
5	Form of assessment							
	Presentation							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	International Studies in Management (B.A.)							
8	Module coordinator							
	OStR Kerstin Sommer							
9	Other information							
	Online contact with international partner universities, attainment of level C1 according to the CEFR (Common European Framework of Reference)							

Français des affaires								Module ID 5 SP 33
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st/5th sem.	Annual	Winter	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Presentations, role-plays, case studies in team work		35	French
2	Learning outcomes/competences							
	<ul style="list-style-type: none"> • Students are proficient in French business vocabulary. • Students are able to turn a business idea into a business start-up (in a Francophone country). • They are able to prepare, write and present a "Business Plan" (Plan d'affaires) in French. 							
3	Contents							
	<ul style="list-style-type: none"> • Acquisition of linguistic means of expression • Job search, job applications and employment relationships in Francophone countries • Basics of France's tax and social welfare system • Company forms and structures • Choice of business location • Marketing, distribution, sales • Financing a project • Accounting • Environmental factors 							
4	Participation requirements							
	None							
5	Form of assessment							
	Presentation							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	International Studies in Management (B.A.)							
8	Module coordinator							
	Alain Houdus							
9	Other information							

L'environnement des entreprises								Module ID 5 SP 34
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Annual	Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Presentations, role-plays, case studies in team work		35	French
2	Learning outcomes/competences Acquisition of specific technical language for politics, economics and management <ul style="list-style-type: none"> Students are able to understand and explain the economic and political environment of French companies. Students are able to conduct a market study (questionnaire) for a business idea in French. 							
3	Contents Politics and economy of France <ul style="list-style-type: none"> Political business environment in France The French economy Markets and consumption Market study project 							
4	Participation requirements None							
5	Form of assessment Presentation							
6	Conditions for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): International Studies in Management (B.A.)							
8	Module coordinator Alain Houdus							
9	Other information Attainment of level C1 according to the CEFR (Common European Framework of Reference)							

Marketing Aplicado – Investigación Comercial								Module ID 5 SP 36
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	2nd sem.	Annual	Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Presentations, role-play games, case studies in team work		35	Spanish
2	Learning outcomes/competences							
	<p>After successfully completing the module,</p> <ul style="list-style-type: none"> students are able to apply their relevant knowledge of marketing and market research-oriented technical language in a practical project, students are able to <ul style="list-style-type: none"> collect specific secondary and primary data on a market problem, assess and critically evaluate the results of the study using suitable statistical investigation methods, students have developed their skills in teamwork and presentation techniques in such a way that they are able to give a professional presentation of a market research-oriented project in Spanish (B2/C1) in a team, students are able to present the concept of a market research project on a sound theoretical base and supported with practical data, and that is stylistically appropriate and has the necessary technical language expertise and content-related self-critical distance, in Spanish (B2/C1). 							
3	Contents							
	<ul style="list-style-type: none"> The political and economic business environment in Spain, Mexico, Chile Overview of markets and consumption Performance of an exploratory, descriptive market study Principles of data collection: questionnaire and interview technique Customer-oriented written and oral presentation of market research results <p>All content is used to perform a project-oriented market study, to be used in examining the marketability of a virtual business idea in Spain, Mexico or Chile.</p>							
4	Participation requirements							
	None							
5	Form of assessment							
	Presentation							
6	Condition for the award of credit points							
	Module examination pass							
7	Application of the module (in the following study programmes):							
	International Studies in Management (B.A.)							
8	Module coordinator							
	OStR Kerstin Sommer							

9 Other information	Project-relevant data collection in a Spanish environment, presentation and implementation of the project at a Spanish partner university
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Español en la Gestión Internacional								Module ID 5 SP 35
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	1st/5th sem.	Annual	Winter	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Presentations, role-play games, case studies in team work		35	Spanish
2	Learning outcomes/competences							
	<p>After successfully completing the module,</p> <ul style="list-style-type: none"> • students are able to apply their relevant knowledge of business language in a targeted manner in a practical project, • students have acquired basic competences in business communication that enable them to maintain relevant contacts with Spanish-speaking partners, both verbally and in writing, • students have acquired skills in teamwork and presentation techniques that enable them to make a professional presentation of a jointly developed business plan in Spanish (B2) in a team, • students are able to write a business plan in Spanish (B2) that is both stylistically appropriate and contains the required technical knowledge. 							
3	Contents							
	<ul style="list-style-type: none"> • Forms of business • Business strategies • Creation of a SWOT analysis • Marketing mix • Market segmentation • Human resources planning • Principles of financing a company • Intercultural business communication <p>All content is used in a project-oriented manner to develop a business plan for a virtual company</p>							
4	Participation requirements							
	None							
	B1 according to CEFR							
5	Form of assessment							
	Presentation							
6	Condition for the award of credit points							
	Module examination pass							

7	Application of the module (in the following study programmes): International Studies in Management (B.A.)
8	Module coordinator OStR Kerstin Sommer
9	Other information <ul style="list-style-type: none"> • Guest speaker: founding member of a start-up company; attainment of level B2/C1 according to the CEFR (Common European Framework of Reference)

French for Beginners								Module ID 5 SP 38
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		4 SCH/60 h	90 h	Lecture, group work, role-plays	35	German, French	
2	Learning outcomes/competences On successful completion of the module, course participants are able to <ul style="list-style-type: none"> • deal with a wide range of everyday situations, both orally and in writing, in a Francophone country, • perceive and assess cultural characteristics. 							
3	Contents Dealing with everyday situations such as: <ul style="list-style-type: none"> • greeting, introducing oneself, saying goodbye • talking about your home town, asking for directions, using transport • ordering in a restaurant, describing eating habits • understanding times and dates (e.g. opening hours and other time information) • naming, describing and comparing items of clothing • describing everyday routines • talking about one's own family • arranging to meet, accepting and politely declining invitations • talking about the past, describing travel experiences 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Administration (B.A.), Business Law (LL.B.), International Studies in Management (B.A.)							
8	Module coordinator Alain Houdus							

9	Other information -
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Spanish for Beginners								Module ID 5 SP 39
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	150 h	6	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		4 SCH/60 h	90 h	Lecture, group work, role-play games		35	German, Spanish
2	Learning outcomes/competences On successful completion of the module, course participants are able to <ul style="list-style-type: none"> • deal with a wide range of everyday situations orally and in writing in a Spanish-speaking country. • perceive and assess cultural characteristics. • independently explain previously unknown grammatical phenomena. 							
3	Contents Dealing with everyday situations such as: <ul style="list-style-type: none"> • greeting, introducing oneself, saying goodbye • talking about your home town, asking for directions, using transport • ordering in a restaurant, describing eating habits • understanding opening times, dealing with clock times and other time information • naming, describing and comparing items of clothing • describing everyday routines • talking about one's own family • arranging to meet, accepting and politely declining invitations • talking about the past, describing travel experiences 							
4	Participation requirements None							
5	Form of assessment Written examination or oral examination							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Business Administration (B.A.), Business Law (LL.B.)							
8	Module coordinator OStR Kerstin Sommer							
9	Other information -							

Appendix 4a: Double degree with the University of Paris-Est Créteil (UPEC)

Section 1 Basis

- (1) The basis of the appendix is the study programme-specific agreement in the International Studies in Management (ISM) international cooperative study programme for the award of a double degree by the University of Paris-Est-Créteil (UPEC) and Bielefeld University of Applied Sciences from 27 October 2014.

Section 2 Admission

- (1) Students in the International Studies in Management bachelor study programme must choose French as their first foreign language and have passed the courses listed in Section 3 (2) of this Appendix in the first and second semester.
- (2) Applications are made through a letter of motivation to the ISM study programme directors.
- (3) ISM students are selected for the double degree programme following the 1. semester by the study programme directors. A selection interview will be held.
- (4) Selection is based on grades, the letter of motivation and the presentation in the selection interview.
- (5) Eight places on the double degree programme are available at the Bielefeld University of Applied Sciences.
- (6) The French students are selected by the UPEC.

Section 3 Course of study for German students

- (1) The German students follow the ISM course of study.
- (2) In addition to the prescribed modules, courses (2 SCH each) on intercultural competence must be completed in the first (5 ISM Par 01), second (5 ISM Par 02) and fifth semesters (5 ISM Par 03).
- (3) The year abroad (3rd and 4th semester, second year of study) is spent at UPEC. Students attend the study programme of the AEI Parcours AGE degree.

3rd semester UPEC (30 ECTS)	4th semester UPEC (30 ECTS)
<ul style="list-style-type: none"> - Statistiques (4 ECTS) - Echanges et relations internationales (4 ECTS) - Etudes européennes et droit communautaire (3 ECTS) - Socio-économie général en anglais (3 ECTS) - Mondialisation et régionalisation: les nouvelles relations européennes (3 ECTS) - Anglais (3 ECTS) - Civilisation américaine (2 ECTS) - Civilisation en LV2 (2 ECTS) - Questions d'actualité en LV2 (2 ECTS) - Questions d'actualité en LV3 (1 ECTS) - Option transversale au choix (3 ECTS) 	<ul style="list-style-type: none"> - Rôles politiques, la formation de l'Etat occidental (2 ECTS) - Analyse comparée des cultures européennes (2 ECTS) - Droit du travail (4 ECTS) - Droit civil, droit des contrats spéciaux (4 ECTS) - Comptabilité générale (4 ECTS) - TIC (4 ECTS) - Initiation au marketing (2 ECTS) - Américain (2 ECTS) - Economie et société en allemand (1 ECTS) - LV3 (1 ECTS) - Civilisation américaine (1 ECTS) - Civilisation étrangère en allemande (1 ECTS) - Stage en France ou séjour d'études à l'étranger (2 ECTS)

- (4) The internship can also be completed in the fourth semester and is counted towards the work-related module 05 ISM 48.

Section 4 Course of studies for French UPEC students in Bielefeld

- (1) The French students come to Bielefeld in the fifth and sixth semesters.
 (2) The course of study for French students consists of two English-language modules of the ISM study programme and three German-language modules of the bachelor's study programme in Business Administration. In addition, the 'Intercultural Competence' (5 ISM Par 03) module must be completed.

5th semester FH Bi (30 ECTS)	6th semester FH Bi (30 ECTS)
<ul style="list-style-type: none"> - International Finance (5 CFR 10, 6 ECTS) - Production Planning (5 P/L 34, 6 ECTS) - Human Resource Management 1 (5 P/O 32, 6 ECTS) - Purchasing Behaviour and Marketing Research (5 MKT 31, 6 ECTS) - German (3 ECTS) - Intercultural Competence (5 ISM Par 03, 3 ECTS) 	<ul style="list-style-type: none"> - Internship (work term in Germany, 5 ISM 48, 18 ECTS) - Bachelor thesis (5 ISM 49, 12 ECTS)

Section 5 Final thesis

- (1) The final thesis can also be written in French.

Section 6 Grade conversion

- (1) The following key applies to the conversion of French grades into the German SPO grading system:

D	1.0	1.3	1.7	2.0	2.3	2.7	3.0	3.3	3.7	4.0	5.0
F	>16	16	15.5	15	14	13	12	11	10.5	10	<10

Section 7 Issuance of Bachelor's degree certificates

- (1) Upon successful completion of the course, in addition to the bachelor's certificate from Bielefeld University of Applied Sciences, a final certificate is issued by the UPEC (double degree).

Intercultural Competence 3 Paris-Est Créteil								Module ID 5 ISM Par 03
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	30 h	3	5th sem.	Annual	Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)	Planned group size	Language	
	Sem. tuition		2 SCH/12 h	18 h	Lecture, group work, role-play games	16	German, French	
2	Learning outcomes/competences On successful completion of the module, course participants are able to <ul style="list-style-type: none"> work with French students to study the cultural peculiarities of both countries using texts, caricatures, films, etc. and discuss and make presentations on them in French or German assess the importance of Franco-German relations for Europe, discuss them in mixed groups and make presentations on them in French or German highlight and make presentations on the differences in politics and economics in Germany and France in writing and orally in French and German using newspaper articles, video clips, films and visits to German and French companies. 							
3	Contents Building on Module 5 ISM Par 01, Module 02 will take place together with the French students with whom they studied in Paris, discussing <ul style="list-style-type: none"> cultural historical social political and economic topics. 							
4	Participation requirements ISM Par 01, ISM Par 02							
5	Form of assessment Certificate of participation, prerequisite for the option of a double degree							
6	Conditions for the award of credit points ISM Par 01, ISM Par 02							
7	Application of the module (in the following study programmes): ISM (B.A.)							
8	Module coordinator ISM study programme directors							

9	Other information
	Double degree Paris

Appendix 4b: Double degree with the Czech University of Life Sciences Prague (CULS Prague)

Section 1 Basis

- (1) The basis of the appendix is the study programme-specific agreement in the International Studies in Management (ISM) international cooperative study programme for the award of a double degree by the Czech University of Life Sciences Prague (CULS Prague) and Bielefeld University of Applied Sciences from 20 April 2016.

Section 2 Admission

- (1) Students in the International Studies in Management bachelor study programme must choose English as their first foreign language and have passed the courses listed in Section 3 (2) of this Appendix in the first and second semester.
- (2) Applications are made through a letter of motivation to the ISM study programme directors.
- (3) ISM students are selected for the double degree programme following the 1. semester by the study programme directors. A selection interview will be held.
- (4) Selection is based on grades, the letter of motivation and the presentation in the selection interview.
- (5) Five places on the double degree programme are available at the Bielefeld University of Applied Sciences.
- (6) The Czech students are selected by CULS Prague.

Section 3 Course of study for German students

- (1) The German students follow the ISM course of study.
- (2) In addition to the prescribed modules in the first, second, fifth and sixth semester, in the second semester a course on intercultural competence (5 ISM Pra 01) must be completed (2 SCH or in the form of a block course).
- (3) The year abroad (3rd and 4th semesters, second year of study) takes place at CULS Prague. Students can choose between the study programmes 1) "Business Administration" or 2) "Economics and Management" (see table). A combination of the two programmes is possible. If the language requirements are met, Czech-language modules can also be attended.

Business Administration (30 ECTS)	Economics and Management (30 ECTS)
<ul style="list-style-type: none"> - Science, Philosophy and Society (5 ECTS) - Internet Technologies (5 ECTS) - Modern Informatics Resources for Administration, Operation and Management (5 ECTS) - Information Technologies (5 ECTS) - Economics I (5 ECTS) - Economics of Agrarian Sector (5 ECTS) - Planning and Project Management (5 ECTS) - Essential Combinatorics and Probability (5 ECTS) - Database Systems (5 ECTS) - Management of Administrative and Management Processes (5 ECTS) - Administrative Law (5 ECTS) - Political Science (5 ECTS) - Economics II (5 ECTS) - Statistics II (5 ECTS) - Theory of Management (5 ECTS) - Electronic Commerce and Business (5 ECTS) - Seminar in Political Sciences (5 ECTS) - Psychology and Ethics in Business (5 ECTS) - Management Skills (5 ECTS) - Theory of Trade (5 ECTS) - Marketing (5 ECTS) - Business Operations and Economics (5 ECTS) - Cost and Price Calculation (5 ECTS) - Management and Distribution Channels (5 ECTS) - Branch Economics (5 ECTS) - Investment and Long-Term Financing (5 ECTS) - Management Consulting (5 ECTS) - Business Economics (5 ECTS) - Management Theory (5 ECTS) - Information Systems (5 ECTS) 	<ul style="list-style-type: none"> - Science, Philosophy and Society (5 ECTS) - Information Technologies (5 ECTS) - Empirical Research in Economics (5 ECTS) - Microeconomics (5 ECTS) - Qualitative Methods (5 ECTS) - Trade and Commerce (5 ECTS) - Macroeconomics (5 ECTS) - Statistics II (5 ECTS) - Theory of Management (5 ECTS) - Financial Economics (5 ECTS) - Information Systems (5 ECTS) - Enterprise Economics (5 ECTS) - Human Resource Management (5 ECTS) - Marketing Management (5 ECTS) - Natural Resources Management (5 ECTS) - Environmental Economics (5 ECTS) - Rural Sociology (5 ECTS) - Theory of Accounting (5 ECTS) - Fundamentals of Law (5 ECTS)

- (4) In addition, a Czech language course worth 10 credit points (5 ECTS/semester) is compulsory while studying abroad as part of the "Language/Communication Skills" area. At the end of the language course, knowledge at level A2 should have been acquired. Language level B1 is required to take Czech-language modules.
- (5) The internship can also be completed in the fourth semester and is counted towards the work-related module 05 ISM 48.
- (6) A total of 90 out of the 180 credit points for the entire bachelor's degree must come from CULS Prague. The additional 30 ECTS, which are not part of the grade calculation, are divided as follows:

- Defence of the bachelor thesis: 8 ECTS (SPO, Appendix 3b Section 5 (1)) "The defence of the bachelor thesis takes place at CULS Prague or via video conference in the presence of Czech and German professors."
- Internship: 13 ECTS (Explanation: This is the difference to the CULS internship module, which has 5 ECTS).
- In the 5th and 6th semesters, modules totalling 9 ECTS must additionally be completed. CULS offers these modules as online modules, term papers or projects.

Section 4 Course of study for Czech students of CULS Prague in Bielefeld

- (1) The Czech students come in the 5th and 6th semesters.
- (2) CULS students require language level B1 for German-language modules and level B2 for English-language modules.
- (3) The course of study for Czech students consists of the lectures of the 2nd, 5th and 6th semesters of the ISM study programme, as well as a German language course. If the language requirements are met, German-language lectures from the other business study programmes can also be attended. Modules worth 30 ECTS per semester from the following table must be selected. The German courses are compulsory.

5th semester FH Bi (30 ECTS)	6th semester FH Bi (30 ECTS)
<ul style="list-style-type: none"> - International Taxation (5 StU 04, 6 ECTS) - International Human Resource Management and International Business Law (5 IBM 06, 6 ECTS) - International Marketing (5 IBM 02, 6 ECTS) - International Finance (5 CFR 10, 6 ECTS) - Production Planning (P/L 34, 6 ECTS) - Human Resources I (P/O 32, 6 ECTS) - Buyer Behaviour and Marketing Research (MKT 31, 6 ECTS) - German course (6 ECTS) compulsory 	<ul style="list-style-type: none"> - Managerial Finance (5 CFR 08, 6 ECTS) - Principles of Economics (5 VWL 07, 6 ECTS) - Managerial Accounting (5 CFR 09, 6 ECTS) - Managerial Statistics (5 M/S 06, 6 ECTS) - Internship (Work Term) (5 ISM 48, 18 ECTS) - German course (6 ECTS) compulsory

Section 5 Final thesis

- (1) The final thesis must be written in English. The bachelor thesis is defended at CULS Prague or via video conference in the presence of Czech and German professors.

Section 6 Grade conversion

- (1) The following key applies to the conversion of Czech grades into the German SPO grading system:

GE grade	1.0	1.3	1.7	2.0	2.3	2.7	3.0	3.3	3.7	4.0	5.0
Equivalent grade	A	A-	B+	B	B-	C+	C	D	D-	E	

Section 7 Issuance of Bachelor's degree certificates

- (1) Upon successful completion of the course, in addition to the bachelor's certificate from Bielefeld University of Applied Sciences, a final certificate is issued by CULS Prague (double degree).

Section 8 Module Description – Intercultural Skills

Intercultural Skills								Module ID 5 ISM Pra 01
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	75 h	3	2nd sem.	Annual	Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		2 SCH/30 h	30 h	Lecture, group work, role-play games		8	English
2	Learning outcomes/competences On successful completion of the module, course participants are able to <ul style="list-style-type: none"> perceive and assess cultural characteristics. 							
3	Contents Development of: <ul style="list-style-type: none"> cultural historical social political economic differences and similarities between the Czech Republic and Germany. The content is used to prepare for the course with the option of a double degree.							
4	Participation requirements							
5	Form of assessment Certificate of participation, prerequisite for the option of a double degree							
6	Condition for the award of credit points Participation							
7	Application of the module (in the following study programmes): ISM (B.A.)							

8	Module coordinator ISM study programme directors
9	Other information Double degree Prague

Appendix 4c: Double degree with the University of Cagliari (UNICA)

Section 1 Basis

- (2) The basis of the appendix is the study programme-specific agreement in the international cooperation study programme International Studies in Management (ISM) for the award of a double degree between the University of Cagliari (UNICA) and Bielefeld University of Applied Sciences from 13 January 2017.

Section 2 Admission

- (7) Students in the International Studies in Management bachelor study programme must choose English as their first foreign language and have passed the courses listed in Section 3 (2) of this Appendix in the first and second semester.
- (8) Applications are made through a letter of motivation to the ISM study programme directors.
- (9) ISM students are selected for the double degree programme following the 1. semester by the study programme directors. A selection interview will be held.
- (10) Selection is based on grades, the letter of motivation and the presentation in the selection interview.
- (11) Eight places on the double degree programme are available at the Bielefeld University of Applied Sciences.
- (12) The Italian students are selected by UNICA.

Section 3 Course of study for German students in Cagliari

- (7) The German students follow the ISM course of study.
- (8) In addition to the prescribed modules in the first, second, fifth and sixth semester, in the second semester a course on intercultural competence (5 ISM Cag 01) must be completed (2 SCH or in the form of a block course).
- (9) The year abroad (3rd and 4th semester, second year of study) is spent at UNICA. The students attend the Business and Economics (BE) study programme. If the language requirements are met, Italian modules can also be attended.

3rd semester UNICA (30 ECTS)	4th semester UNICA (30 ECTS)
<ul style="list-style-type: none">- International Financial Accounting (9 ECTS)- Macroeconomics (9 ECTS)- Italian (12 ECTS)	<ul style="list-style-type: none">- Management (9 ECTS)- International Law and Labour Relations (6 ECTS)- Free choice examination and seminar (15 ECTS) <i>in Italian or English</i>

- (10) In addition, an Italian language course worth 12 ECTS is compulsory during the study abroad as part of the "Language / Communication Skills" area. At the end of the language course, knowledge at minimum B1 level should have been acquired. Language level B1 is required to take Italian-language modules.
- (11) The internship can also be completed in the fourth semester and is counted towards the work-related module 05 ISM 48.

Section 4 Course of study for Italian students at UNICA in Bielefeld

- (4) The Italian students come in the 5th and 6th semesters.
- (5) UNICA students require language level B1 for German-language modules and level B2 for English-language modules.
- (6) The course of study for Italian students consists of the lectures of the 2nd, 5th and 6th semesters of the ISM study programme, as well as a German language course. In addition,

if the language requirements are met, German-language lectures from the other business study programmes can also be attended. Modules worth 30 ECTS per semester from the following table must be selected. The German courses are compulsory.

5th semester FH Bielefeld (30 ECTS)	6th semester FH Bielefeld (30 ECTS)
<ul style="list-style-type: none"> - International Taxation (6 ECTS) - International Business Law and Human Resources (6 ECTS) - International Marketing (6 ECTS) - International Finance (6 ECTS) - German (6 ECTS) 	<ul style="list-style-type: none"> - International Management Accounting (6 ECTS) - Managerial Finance (6 ECTS) - Free choice examination and seminar (6 ECTS) <i>in German or English</i> - Bachelor Thesis (12 ECTS)

Section 5 Final thesis

- (2) The final thesis must be written in English.

Section 6 Grade conversion

- (2) The following key applies to the conversion of Italian grades into the German SPO grading system:

GE grade	1.0	1.3	1.7	2.0	2.3	2.7	3.0	3.3	3.7	4.0	5.0
Equivalent grade	A	A-	B+	B	B-	C+	C	D	D-	E	

Section 7 Issuance of Bachelor's degree certificates

- (2) Upon successful completion of the course, in addition to the bachelor's certificate from the Bielefeld University of Applied Sciences, a final certificate is issued by the UNICA (double degree).

Section 8 Module Description – Intercultural Skills

Intercultural Skills								Module ID 5 ISM Cag 01
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q-level
	75 h	3	2nd sem.	Annual	Summer	1 sem.	Compulsory elective	B.A.
1	Course type		Contact hours	Self-study	Forms of teaching (learning methods)		Planned group size	Language
	Sem. tuition		2 SCH/30 h	30 h	Lecture, group work, role-play games		8	English

2	Learning outcomes/competences On successful completion of the module, course participants are able to <ul style="list-style-type: none"> • perceive and assess cultural characteristics.
3	Contents Development of: <ul style="list-style-type: none"> • cultural • historical • social • political • economic differences and similarities between Italy and Germany. The content is used to prepare students for the course with the option of a double degree.
4	Participation requirements
5	Form of assessment Certificate of participation, prerequisite for the option of a double degree
6	Condition for the award of credit points Participation
7	Application of the module (in the following study programmes): ISM (B.A.)
8	Module coordinator ISM study programme directors
9	Other information Double degree Cagliari