

MODULE HANDBOOK

Master of Arts

Master Applied International Relations (FS-OI-EU-
MAAIR-60)

60 CP

Fernstudium

As of March 12th, 2024

Classification: weiterbildend

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1. Semester

Managing Across Borders

Module Code: DLMINTMAB_E

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Andreas Herrmann (Managing Across Borders)

Contributing Courses to Module

- Managing Across Borders (DLMINTMAB01_E)

Module Exam Type

Module Exam

Study Format: myStudies

Exam, 90 Minutes

Study Format: Distance Learning

Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- International economic and business environment
- Globalization and international competitiveness
- International Trade
- International financial and capital markets
- International organizations and economic integration
- Current hot spots in the international economic and business environment

Learning Outcomes

Managing Across Borders

On successful completion, students will be able to

- identify the main developments and trends in the global economic environment and use them as a basis for business decisions.
- demonstrate the development of globalization and world trade in the last decades.
- explain the causes and effects of protectionism on a country's economic development.
- understand the interrelationships of international financial and capital markets and assess them with regard to the handling of exchange rate risks.
- explain the importance of international organizations such as the World Trade Organization (WTO) or the International Monetary Fund (IMF) for global cooperation.
- form their own opinion on current issues of international economic policy.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Business Administration & Management

Links to other Study Programs of the University

All Master Programs in the Business & Management fields

Managing Across Borders

Course Code: DLMINTMAB01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

The interdependence of economies, markets and technologies has increased continuously over the past decades. In addition to the former three dominant economic areas of the USA, Europe and Japan, emerging markets have joined the group, which play an increasingly important role in world trade. Global networking creates both opportunities and risks for internationally active companies. In this course, students acquire a deeper understanding of global economic, political and technological interrelationships as a basis for strategic decisions of internationally operating companies. In addition to knowledge of international trade, international financial and capital markets, and international organizations, students will be able to form their own well-founded opinion on current developments and trends in the international economic and business environment by the end of this course.

Course Outcomes

On successful completion, students will be able to

- identify the main developments and trends in the global economic environment and use them as a basis for business decisions.
- demonstrate the development of globalization and world trade in the last decades.
- explain the causes and effects of protectionism on a country's economic development.
- understand the interrelationships of international financial and capital markets and assess them with regard to the handling of exchange rate risks.
- explain the importance of international organizations such as the World Trade Organization (WTO) or the International Monetary Fund (IMF) for global cooperation.
- form their own opinion on current issues of international economic policy.

Contents

1. International economic and business environment
 - 1.1 Economic environment
 - 1.2 Political environment
 - 1.3 Technological environment
2. Globalization and international competitiveness
 - 2.1 Definition and development of globalization
 - 2.2 Opportunities and threats of globalization

- 2.3 International competitiveness
- 3. International Trade
 - 3.1 Theories and models of international trade
 - 3.2 Importance of international trade for an economy
 - 3.3 Protectionism as a threat to international business
- 4. International financial and capital markets
 - 4.1 Importance of international financial and capital markets for globally active companies
 - 4.2 International exchange rate regimes
 - 4.3 Hedging of exchange rate risks
- 5. International organizations and economic integration
 - 5.1 International organizations as the basis of the world economy (WTO, World Bank, IMF)
 - 5.2 Regional economic integration as driver for international business (EU, USMCA)
- 6. Current hot spots in the international economic and business environment
 - 6.1 USA-China: Struggle for political and economic supremacy
 - 6.2 Emerging Markets: new players in the global economy
 - 6.3 Agenda 2030: Sustainable Development Goals (SDG)

Literature

Compulsory Reading

Further Reading

- Cavusgil, S. T., Knight, G. A., & Riesenberger, J. R. (2020). International business: The new realities (5th ed.). Pearson.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2018). International business: Environments and operations (16th ed.). Pearson.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

International Affairs and Diplomacy

Module Code: DLMIRIAD

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Irina Tiemann (International Affairs and Diplomacy)

Contributing Courses to Module

- International Affairs and Diplomacy (DLMIRIAD01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Interface Functions Between Politics, Business and Society
- Public Affairs and Public Relations
- Public Diplomacy vs. "Classic Diplomacy"
- Differentiation Between "Soft Politics" and "Hard Politics"
- Cultural Relations
- Government Relations as a Specialty Form of Lobbying

Learning Outcomes

International Affairs and Diplomacy

On successful completion, students will be able to

- explain the interdependencies of public affairs, lobbying and government relations.
- recognize and implement the methods and tools of strategic communications.
- analyze and understand the structures and objectives of "lasting relationships".
- name the special features of public diplomacy and differentiate it from "classical diplomacy".
- recognize the distinction between "soft politics" and "hard politics" and work out their respective criteria.
- analyze the focus of "cultural relations" on cultural work and name the individual fields.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Master Programs in the Marketing & Communication field

International Affairs and Diplomacy

Course Code: DLMIRIAD01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

International affairs and diplomacy are always ultimately central political concerns and of great relevance, as well as public affairs management - especially in today's world, characterized by globalization and digitalization. Although these fields have been the subject of university research in the past and present, they rarely play a practical and future-oriented role in academic education. This course aims to take account of their increasing relevance - taking ethical aspects into account. In addition, instruments and methods of public affairs, diplomacy and lobbying are adequately examined and related to each other. Their interface functions between politics, business and society and society are analyzed and discussed. Students gain in-depth knowledge of the central theoretical and practical strategies, their interdependencies, and their historical contextualization.

Course Outcomes

On successful completion, students will be able to

- explain the interdependencies of public affairs, lobbying and government relations.
- recognize and implement the methods and tools of strategic communications.
- analyze and understand the structures and objectives of "lasting relationships".
- name the special features of public diplomacy and differentiate it from "classical diplomacy".
- recognize the distinction between "soft politics" and "hard politics" and work out their respective criteria.
- analyze the focus of "cultural relations" on cultural work and name the individual fields.

Contents

1. Derivation and Context
 - 1.1 Historical Origins and Development
 - 1.2 Classification in the Global Political Context
2. Developments and Trends in Public Diplomacy
 - 2.1 Derivation Of Public Diplomacy from Classical Diplomacy
 - 2.2 Ethical Aspects and Social Relevance
3. Power in International Relations
 - 3.1 Instruments and Methods of Soft Politics

- 3.2 Instruments and Methods of Hard Politics
4. Cultural Relations in a Global Context
 - 4.1 Cultural Work and Forms of Mediation
 - 4.2 Activities of Public and State Institutions
5. International Lobbyism and Government Relations
 - 5.1 Significance and Positions in Modern Democracies
 - 5.2 Operational Fields and Job Profiles
6. Public Affairs and Public Relations
 - 6.1 Concepts of Daily Communication
 - 6.2 Concepts of Strategic Communication

Literature

Compulsory Reading

Further Reading

- D'Anieri, P. (2016). *International Politics: Power and Purpose in Global Affairs*. Cengage Learning; 4th Edition.
- Cull, N.J. (2019). *Public Diplomacy: Foundations for Global Engagement in the Digital Age*. Polity.
- Gregory, B. (2024). *American Diplomacy's Public Dimension: Practitioners as Change Agents in Foreign Relations*. Palgrave Macmillan Series in Global Public Diplomacy.
- Owens, J. (2019) (Editor). *Public Affairs: Strategies and Management*. Clarye International.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Intercultural Management

Module Code: DLMINTIM_E

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Jonathan Black-Branch (Intercultural Management)

Contributing Courses to Module

- Intercultural Management (DLMINTIM01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Fundamentals and classification of intercultural management
- Role and importance of intercultural management for companies
- Diversity management in intercultural management
- Entrepreneurial aspects in decision-making for intercultural management
- Focal points of intercultural management
- Intercultural management in selected countries

Learning Outcomes**Intercultural Management**

On successful completion, students will be able to

- recognize and classify intercultural management as an independent discipline in business administration.
- use important cultural theories and cultural dimensions as a basis for business decisions in an international context.
- analyze relevant core competencies of a company for successful intercultural management and apply them in concrete situations.
- identify and manage culture-specific influences on the strategy, marketing and human resources of internationally active companies.
- apply important aspects of intercultural management in leadership, communication and cooperation in international teams.
- demonstrate cultural sensitivity and deeper understanding of international cooperation with selected cultural regions (Germany, USA, China).

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Business Administration & Management

Links to other Study Programs of the University

All Master Programs in the Business & Management fields

Intercultural Management

Course Code: DLMINTIM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

With the ever growing globalization of the economy, the demands on managers and employees to operate successfully in an international environment have increased. An important core competence of internationally active companies is the skill to competently deal with the idiosyncrasies of other cultures. In business administration, an independent discipline of intercultural management has therefore been developed to examine the behavior and cooperation of people from countries and organizations around the world and to derive recommendations for successful interactions on a corporate and personal level. This course provides students with a conceptual framework for a systematic understanding of the concept of culture, cultural synergies and differences, and the convergence and divergence of cultural norms and values. Students acquire the knowledge and intercultural skills necessary to manage and work across borders and cultures in a changing global business environment.

Course Outcomes

On successful completion, students will be able to

- recognize and classify intercultural management as an independent discipline in business administration.
- use important cultural theories and cultural dimensions as a basis for business decisions in an international context.
- analyze relevant core competencies of a company for successful intercultural management and apply them in concrete situations.
- identify and manage culture-specific influences on the strategy, marketing and human resources of internationally active companies.
- apply important aspects of intercultural management in leadership, communication and cooperation in international teams.
- demonstrate cultural sensitivity and deeper understanding of international cooperation with selected cultural regions (Germany, USA, China).

Contents

1. Fundamentals and Classification of Intercultural Management
 - 1.1 Intercultural Management as an Independent Discipline in Business Administration
 - 1.2 Important Cultural Concepts as Basis for Intercultural Management
 - 1.3 Important Cultural Dimensions as Basis for Intercultural Understanding

2. Role and Importance of Intercultural Management for Companies
 - 2.1 International Developments and Contexts for Enterprises
 - 2.2 Connection Between National Culture and Corporate Culture
 - 2.3 Entrepreneurial Core Competencies for Successful Intercultural Management
3. Diversity Management in Intercultural Management
 - 3.1 Working with Diversity in Companies
 - 3.2 Management Styles in Individualistic and Collectivist Cultures
 - 3.3 Reconciliation of Cultural Dilemmas
4. Entrepreneurial Decision-making Dimensions of Intercultural Management
 - 4.1 Strategy
 - 4.2 Marketing
 - 4.3 Human Resources Management (HRM)
5. Focal Points of Intercultural Management
 - 5.1 Intercultural Management and Corporate Governance
 - 5.2 Intercultural Communication
 - 5.3 Intercultural Zeamwork
6. Intercultural Management in Selected Countries
 - 6.1 Germany
 - 6.2 USA
 - 6.3 China

Literature

Compulsory Reading

Further Reading

- Browaeys, M-J. / Price, R. (2015): Understanding Cross-Cultural Management. 3rd Edition, Pearson, Upper Saddle River.
- Deresky, H. (2017): International Management: Managing Across Borders and Cultures. 9th Edition, Pearson Education Limited, Harlow.
- Steers, R. M. / Nardon, L. / Sanchez-Runde, C. J. (2016): Management across Cultures. Developing Global Competencies. Cambridge University Press, Cambridge.
- Thomas, D.C. / Inkson, K. (2017): Cultural Intelligence: Surviving and Thriving in the Global Village. 3rd Edition, Berrett-Koehler Publishers, Oakland.
- Trompenaars, F. (2012): Riding the Waves of Culture. Understanding Cultural Diversity in Global Business. 3rd Edition, N. Brealey Publishing, London/Boston.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support	Learning Material	Exam Preparation
<input checked="" type="checkbox"/> Course Feed	<input checked="" type="checkbox"/> Course Book	<input checked="" type="checkbox"/> Practice Exam
<input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint	<input checked="" type="checkbox"/> Video	<input checked="" type="checkbox"/> Online Tests
<input checked="" type="checkbox"/> Recorded Live Sessions	<input checked="" type="checkbox"/> Slides	

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Global Brand Management

Module Code: DLMBSPBE1

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Caterina Fox (Global Brand Management)

Contributing Courses to Module

- Global Brand Management (DLMBSPBE01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, taking brands beyond national boundaries presents a new set of branding issues as the global marketplace is constantly changing. At the same time, various forms of regionalization are taking place, adding another layer of complexity to managing a brand portfolio. Arguably, products, pricing and distribution are increasingly becoming commodities and the new competitive arena is brand value, creating long-term, profitable brand relationships. Ultimately, strong brands will transcend industries and provide an organization with one of its most valuable assets. This course ultimately aims to introduce students to the differentiation of products and services in a world of alternatives and the benefits/disadvantages of providing customers with the power of choice.

Learning Outcomes**Global Brand Management**

On successful completion, students will be able to

- analyze brands, brand components and brand management.
- examine how brands are positioned and re-positioned in regional, national and international markets and explore the concept of shared- and co-operative branding.
- promote the importance of brand valuation and measurement techniques within their company.
- form and apply tactics to address brand falsification and protection as well as to develop strategies to manage a brand crisis.
- analyze the main challenges facing international brands, and be able to measure their brand equity
- understand the factors that contribute to increasing or losing consumer-based brand equity.
- analyze a company's current brand strategy and propose viable alternatives as well as make informed decisions with greater probability of success.

Links to other Modules within the Study Program

This module is similar to other modules in the field(s) of Marketing & Sales

Links to other Study Programs of the University

All Master Programmes in the Marketing field(s)

Global Brand Management

Course Code: DLMBSPBE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, taking brands beyond national boundaries presents a new set of branding issues as the global marketplace is constantly changing. At the same time, various forms of regionalization are taking place, adding another layer of complexity to managing a brand portfolio. Arguably, products, pricing and distribution are increasingly becoming commodities and the new competitive arena is brand value, creating long-term, profitable brand relationships. Ultimately, strong brands will transcend industries and provide an organization with one of its most valuable assets. This course ultimately aims to introduce students to the differentiation of products and services in a world of alternatives and the benefits/disadvantages of providing customers with the power of choice.

Course Outcomes

On successful completion, students will be able to

- analyze brands, brand components and brand management.
- examine how brands are positioned and re-positioned in regional, national and international markets and explore the concept of shared- and co-operative branding.
- promote the importance of brand valuation and measurement techniques within their company.
- form and apply tactics to address brand falsification and protection as well as to develop strategies to manage a brand crisis.
- analyze the main challenges facing international brands, and be able to measure their brand equity
- understand the factors that contribute to increasing or losing consumer-based brand equity.
- analyze a company's current brand strategy and propose viable alternatives as well as make informed decisions with greater probability of success.

Contents

1. Introduction to Global Brand Management
 - 1.1 Brand, Brand Equity, and Brand Value
 - 1.2 Brand Management and Brand Leadership
 - 1.3 Integrating Marketing Activities
2. Culture and Branding

- 2.1 What is Culture?
 - 2.2 Culture and Consumer Behavior
 - 2.3 The Global-Local Dilemma of Branding
3. Creating Global Brands
 - 3.1 Brand Positioning
 - 3.2 Designing and Implementing Stages of Branding Strategies
 - 3.3 Choosing Brand Elements to Build Brand Equity
 - 3.4 Designing Marketing Programs to Build Brand Equity
4. Managing Global Brands
 - 4.1 Branding Strategy
 - 4.2 Brand Hierarchy
 - 4.3 Business-to-Business (B2B) Brand Management Strategies
5. Growing and Sustaining Brand Equity
 - 5.1 Extending the Brand
 - 5.2 Brand Alliances
 - 5.3 Green and Cause Marketing
6. Measuring Global Brand Equity and Performance
 - 6.1 Brand Equity Measurement Systems
 - 6.2 Measuring Sources of Brand Equity
 - 6.3 Measuring Outcomes of Brand Equity
7. Brand Analysis and Strategy Across Multiple Markets: A Managerial Approach
 - 7.1 Internal Analysis
 - 7.2 External Analysis
 - 7.3 Global Brand Management Scenarios
8. Managing a Brand Crisis
 - 8.1 Revitalizing a Brand
 - 8.2 Brand Falsification
 - 8.3 Brand Protection Strategies
 - 8.4 Brand Crises

Literature**Compulsory Reading****Further Reading**

- Aaker, D. A. (1991). Managing brand equity. New York, NY: Free Press.
- Aaker, D. A. (2010). Building Strong Brands. Pocket Books. – 1995 ed. Available.
- Keller, K. L., & Swaminathan, V. (2020). Strategic brand management. Building, measuring, and managing brand equity (Fifth edition, global edition). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint	Learning Material <input checked="" type="checkbox"/> Course Book	Exam Preparation <input checked="" type="checkbox"/> Online Tests

Cyber Security and Data Protection

Module Code: DLMCSITSDP

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Ralf Kneuper (Cyber Security and Data Protection)

Contributing Courses to Module

- Cyber Security and Data Protection (DLMCSITSDP01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Assignment
Study Format: myStudies
Oral Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Data protection and privacy
- Cyber security building blocks
- Cyber security management
- Cryptography concepts
- Cryptography applications

Learning Outcomes

Cyber Security and Data Protection

On successful completion, students will be able to

- explain the core concepts of cyber security, data protection, and cryptography including their differences and relationships.
- compare the approaches to data protection within in different legal systems.
- apply data protection concepts to data science and other application scenarios.
- analyze application scenarios to identify the adequate cyber security management measures that should be implemented.
- explain the different approaches to data protection in different cultures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Computer Science & Software Development

Links to other Study Programs of the University

All Master Programmes in the IT & Technology field

Cyber Security and Data Protection

Course Code: DLMCSITSDP01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

With the increasing digitization and networking of IT systems, the need for safeguarding systems and the data processed by these systems has grown. The aim of this module is to provide an understanding of security measures needed, cyber security including cryptography, and data protection. While the need for cyber security is similar around the world, different cultures have different expectations regarding data protection and privacy. Nevertheless, personal data are often processed outside the country where the affected individuals live. Hence, the cultural aspects of data protection need to be taken into account wherever the data are processed. This course provides an overview of the main cyber security measures in different application scenarios, as well as their integration into an Information Security Management System, with particular focus on the relevant ISO/IEC 270xx family of standards. Cryptography provides an important tool set for cyber security and is used in many different application scenarios such as secure Internet protocols and block chain.

Course Outcomes

On successful completion, students will be able to

- explain the core concepts of cyber security, data protection, and cryptography including their differences and relationships.
- compare the approaches to data protection within in different legal systems.
- apply data protection concepts to data science and other application scenarios.
- analyze application scenarios to identify the adequate cyber security management measures that should be implemented.
- explain the different approaches to data protection in different cultures.

Contents

1. Foundations of Data Protection and Cyber Security
 - 1.1 Terminology and Risk Management
 - 1.2 Core Concepts of Cyber Security
 - 1.3 Core Concepts of Data Protection and Privacy
 - 1.4 Core Concepts of Cryptography
 - 1.5 Legal Aspects
2. Data Protection

- 2.1 Basic Concepts of Data Protection (ISO/IEC 29100, Privacy by Design)
- 2.2 Data Protection in Europe: the GDPR
- 2.3 Data Protection in the USA
- 2.4 Data Protection in Asia
3. Applying Data Protection
 - 3.1 Anonymity and Pseudonyms (k-Anonymity, i-Diversity, Differential Privacy)
 - 3.2 Data Protection in Data Science and Big Data
 - 3.3 User Tracking in Online Marketing
 - 3.4 Cloud Computing
4. Building Blocks of Cyber Security
 - 4.1 Authentication, Access Management and Control
 - 4.2 Cyber Security in Networks
 - 4.3 Developing Secure IT Systems (OWASP, etc.)
5. Cyber Security Management
 - 5.1 Security Policy
 - 5.2 Security and Risk Analysis
 - 5.3 The ISO 270xx Series
 - 5.4 IT Security and IT Governance
 - 5.5 Example: Cyber Security for Credit Cards (PCI DSS)
6. Cryptography
 - 6.1 Symmetric Cryptography
 - 6.2 Asymmetric Cryptography
 - 6.3 Hash Functions
 - 6.4 Secure Data Exchange (Diffie-Hellman, Perfect Forward Secrecy, etc.)
7. Cryptographic Applications
 - 7.1 Digital Signatures
 - 7.2 Electronic Money
 - 7.3 Secure Internet Protocols (TLS, IPSec, etc.)
 - 7.4 Block Chain

Literature**Compulsory Reading****Further Reading**

- Amoroso, E., & Amoroso, M. (2017). From CIA to APT: An introduction to cyber security. Independently published.
- National Institute of Standards and Technology. (2018). Framework for improving critical infrastructure cybersecurity.
- Paar, C., & Pelzl, J. (2011). Understanding cryptography: A textbook for students and practitioners. Springer.
- Walker, B. (2019). Cyber security comprehensive beginners guide to learn the basics and effective methods of cyber security. Independently published.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Oral Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Oral Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Project: World Politics, Law, and Economy

Module Code: DLMIAIRPWPLE

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Anja Frohnen (Project: World Politics, Law, and Economy)

Contributing Courses to Module

- Project: World Politics, Law, and Economy (DLMIAIRPWPLE01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Portfolio

Split Exam

Weight of Module

see curriculum

Module Contents

Students will delve into circumspect topics revolving around global politics, distinctive elements of international law - both public and commercial within the globe-spanning economy. Furthermore, the complex intricacies of the world economy and global economy will be explored, presenting a holistic view of the current economic scenarios.

Learning Outcomes

Project: World Politics, Law, and Economy

On successful completion, students will be able to

- understand and analyze current issues in Global Politics as an interface between politics, economy, and law.
- describe fields of work and tasks and to analyze and structure them independently within the framework of an example project.
- develop and manage the individual steps and sub-projects and manage them in an exemplary manner.
- analyze, document, and present the results.
- apply the acquired knowledge of international collaboration to conceptualize and realize such projects.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Master Programs in the Marketing & Communication field

Project: World Politics, Law, and Economy

Course Code: DLMIAIRPWPLE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

The present is characterized by international and even global interdependencies in politics, business, and law. These require a fundamental understanding and application-oriented knowledge of the individual areas in the context of planning and implementing international projects. Students will transfer knowledge of, for example, negotiating international treaties, applying methods to the implementation of a real-world analytical use case. The focus will be on important stages of conceptualization and managing strategic projects in the field of international economic relations and political affairs. To accomplish this goal, students must look closely at the given task and find an appropriate approach by analyzing, evaluating, and comparing different solution strategies and their constituent parts.

Course Outcomes

On successful completion, students will be able to

- understand and analyze current issues in Global Politics as an interface between politics, economy, and law.
- describe fields of work and tasks and to analyze and structure them independently within the framework of an example project.
- develop and manage the individual steps and sub-projects and manage them in an exemplary manner.
- analyze, document, and present the results.
- apply the acquired knowledge of international collaboration to conceptualize and realize such projects.

Contents

- The practical implementation of projects in an international context requires a sensitive and strategic approach. Knowledge of the political and legal framework conditions as well as the central fields of conception and realization is crucial in order to understand the process and to identify and eliminate potential problems at an early stage.
- Therefore, students engage in the practical implementation of an international project focusing on managing the individual steps and coordination from operations perspective.

Literature**Compulsory Reading****Further Reading**

- Buergenthal, T. & Murphy, S. (2018). Public International Law in a Nutshell. West Academic Publishing; 6th Edition.
- O'Brien, R. & Williams, M. (2020). Global Political Economy: Evolution and Dynamics. Bloomsbury Academic. 6th Edition.
- Shaw, M. (2021). International Law. Cambridge University Press. 9th Edition
- Snarr, M. T. & Snarr, D. N. (2021). Introducing Global Issues. Lynne Rienner Publishers. 7th Edition.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Portfolio

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

2. Semester

Applied Research

Module Code: DLMAF_E

Module Type see curriculum	Admission Requirements None	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Evangelos Zois (Applied Research)

Contributing Courses to Module

- Applied Research (DLMAF01_E)

Module Exam Type

Module Exam

Study Format: [Distance Learning](#)
Written Assessment: Written Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Fundamentals of Empirical Research
- The Empirical Research Process
- Qualitative Survey Research
- Standardized Survey Research
- Experimental Research
- Specifics of Research with Secondary and Observational Data

Learning Outcomes**Applied Research**

On successful completion, students will be able to

- evaluate the type and quality of empirical research and of concrete empirical research results based on relevant criteria.
- identify appropriate data and research methods to empirically address a specific problem or research question.
- name and critically compare the process steps as well as the potentials, aims and limitations of different quantitative and qualitative research methods.
- recognize and consider basic ethical and legal aspects while conducting empirical research.
- design an empirical and theory-based study on their own to adequately address a specific applied research problem.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Methods

Links to other Study Programs of the University

All Master Programs in the Business & Management field

Applied Research

Course Code: DLMAF01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	None

Course Description

The course teaches central concepts and methods of applied empirical research. The students acquire profound knowledge to evaluate the quality as well as the limitations of different empirical research approaches. First, students learn the central theoretical foundations of empirical research and the central process steps of empirical research projects. In doing so, students are also sensitised to the ethical and legal challenges. The course deals in depth with the application of central qualitative and quantitative research methods, for each of which the central goals and decision areas, their strengths, and weaknesses, as well as practical recommendations for application are discussed. The course enables students to develop an empirical study for an applied problem in their field or professional environment and to critically evaluate the quality of empirical findings as well as their validity.

Course Outcomes

On successful completion, students will be able to

- evaluate the type and quality of empirical research and of concrete empirical research results based on relevant criteria.
- identify appropriate data and research methods to empirically address a specific problem or research question.
- name and critically compare the process steps as well as the potentials, aims and limitations of different quantitative and qualitative research methods.
- recognize and consider basic ethical and legal aspects while conducting empirical research.
- design an empirical and theory-based study on their own to adequately address a specific applied research problem.

Contents

1. Fundamentals of Empirical Research
 - 1.1 Aims and Basic Approaches of Empirical Research
 - 1.2 Objectivity, Reliability, and Validity of Empirical Research
 - 1.3 Causality
2. The Empirical Research Process
 - 2.1 Determination of the Research Objective
 - 2.2 Choice of Research Design

- 2.3 Data Collection and Data Analysis
 - 2.4 Interpretation and Presentation of Results
 - 2.5 Ethical and Legal Aspects of Empirical Research
3. Qualitative Survey Research
 - 3.1 Fundamentals, Goals and Process Steps
 - 3.2 Central Forms of Data Collection
 - 3.3 Methods to Analyse Qualitative Data
 - 3.4 Quality Assessment
4. Standardized Survey Research
 - 4.1 Fundamentals, Goals and Process Steps
 - 4.2 Central Forms of Data Collection
 - 4.3 Questionnaire Design, Measurement and Operationalization
 - 4.4 Sampling and Sample Evaluation
 - 4.5 Quality Assessment
5. Experimental Research
 - 5.1 Fundamentals, Goals and Process Steps
 - 5.2 Types of Experiments and Experimental Designs
 - 5.3 Measurement and Manipulation of Variables
 - 5.4 Key Implementation Challenges
 - 5.5 Quality Assessment
6. Specifics of Research with Secondary and Observational Data
 - 6.1 Fundamentals, Goals and Specifics
 - 6.2 Selected Approaches to Analyse Secondary Data
 - 6.3 Selected Approaches to Analyse Observational Data

Literature**Compulsory Reading****Further Reading**

- Flick, U. (2018). *An Introduction to Qualitative Research* (6th edition). Sage.
- Gravetter, F. J., & Forzano, L. A. B. (2018). *Research Methods for the Behavioral Sciences* (6th edition). Cengage Learning.
- Quinlan, C., Babin, B., Carr, J. Griffin, M., & Zikmund, W. G. (2019). *Business Research Methods* (2nd edition). Cengage Learning.
- Vomberg, A., & Klarmann, M. (2021). *Crafting Survey Research: A Systematic Process for Conducting Survey Research*. In C. Homburg, M. Klarmann, & A. E. (Eds.), *Handbook of market research* (pp. 1-53). Springer.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Crisis Communication and Conflict Management

Module Code: DLMIARCCCM

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Claudia Möller (Crisis Communication and Conflict Management)

Contributing Courses to Module

- Crisis Communication and Conflict Management (DLMIARCCCM01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Crisis Communication
- Crisis Preparation and Aftercare
- Acute Crisis Management and Emergency PR
- Emergency and Disaster Management
- Civil Protection and Humanitarian Aid

Learning Outcomes

Crisis Communication and Conflict Management

On successful completion, students will be able to

- recognize and implement the methods and tools of crisis communications.
- analyze and understand the structures and objectives of Emergency and disaster management.
- name the special features of emergency PR and differentiate it from crisis PR.
- recognize the distinction between crisis management and disaster management and work out their respective criteria.
- analyze the focus of civil protection and humanitarian aid and name the individual fields.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Crisis Communication and Conflict Management

Course Code: DLMIAIRCCCM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

Wars, crises, and conflicts can quickly turn into humanitarian disasters, destroying or endangering the lives of many people. It is irrelevant whether they are regionally limited or have international dimensions. However, not only man-made causes, but also natural disasters lead to the same suffering of the population and require rapid, well-coordinated intervention and crisis management. This course sheds light on the individual spheres and students gain in-depth insights into tasks and areas of work in the central fields. They deal with all facets of crisis and conflict management as well as crisis and conflict communication. The focus here is on humanitarian aid, early warning systems for natural and weather phenomena, response chains and post-crisis care.

Course Outcomes

On successful completion, students will be able to

- recognize and implement the methods and tools of crisis communications.
- analyze and understand the structures and objectives of Emergency and disaster management.
- name the special features of emergency PR and differentiate it from crisis PR.
- recognize the distinction between crisis management and disaster management and work out their respective criteria.
- analyze the focus of civil protection and humanitarian aid and name the individual fields.

Contents

1. Introduction and Field Description
 - 1.1 Overview and Types of Crisis and Disasters
 - 1.2 Central Institutions and International Cooperation
2. Crisis Communication
 - 2.1 Crisis Preparation and Aftercare
 - 2.2 Methods and Tools of Crisis Communications
3. Crisis Management
 - 3.1 Acute Crisis Management
 - 3.2 Emergency PR

4. Emergency and Disaster Management
 - 4.1 Components of Disaster Preparedness
 - 4.2 Disaster Response
5. Civil Protection and Humanitarian Aid
 - 5.1 Forecasting and Warning Systems
 - 5.2 Managing Humanitarian Supplies
6. Monitoring and Evaluation
 - 6.1 Planning and Operation
 - 6.2 Indicators and Measure Instruments

Literature

Compulsory Reading

Further Reading

- Dunkley, F. (2018). *Psychosocial Support for Humanitarian Aid Workers: A Roadmap of Trauma and Critical Incident Care*. Routledge.
- Coombs, T. (2013). *Applied Crisis Communication and Crisis Management: Cases and Exercises*. SAGE Publications.
- O'Rourke, J. & Jeffrey Smith (2023). *Strategic Crisis Communication*. Routledge.
- Slim, H. (2015). *Humanitarian Ethics: A Guide to the Morality of Aid in War and Disaster*. Oxford University Press.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Oral Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Seminar: Global Relations and Cooperations

Module Code: DLMIAIRSGRC

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Annette Strauß (Seminar: Global Relations and Cooperations)

Contributing Courses to Module

- Seminar: Global Relations and Cooperations (DLMIAIRSGRC01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Research Essay

Split Exam

Weight of Module

see curriculum

Module Contents

Students will delve deep into a broad array of up-to-date themes in international relations and international cooperation, paying particular attention to social issues, development cooperative challenges in the context of global politics, and international relations.

Learning Outcomes**Seminar: Global Relations and Cooperations**

On successful completion, students will be able to

- write down important characteristics and connections.
- apply the principles of scientific work.
- take selected topics and case studies and link them with well-known concepts, as well as critically question and discuss them.
- transfer theoretically acquired knowledge to a specific context.
- scientifically edit a select topic.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Seminar: Global Relations and Cooperations

Course Code: DLMIAIRSGRC01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

An essential part of political and economic affairs is the maintenance of relationships as well as the development and continuity of cooperation that goes beyond national and continental borders - especially with a focus on political and social engagement. Penetrating these framework conditions, analyzing circumstances, and contextualizing developments is fundamental to working in these fields. The course deals with current topics from the field of international relations and international cooperation. In particular, social issues and challenges of development cooperation in the context of world politics and international relations are analyzed and reflected upon. Students will explore the global relationships and interdependencies in the fields of politics, law, and economy, including topics, such as the social responsibility of political and economic institutions and the effects of digitization on global relations and cooperations.

Course Outcomes

On successful completion, students will be able to

- write down important characteristics and connections.
- apply the principles of scientific work.
- take selected topics and case studies and link them with well-known concepts, as well as critically question and discuss them.
- transfer theoretically acquired knowledge to a specific context.
- scientifically edit a select topic.

Contents

- Students will actively engage in the world of global politics, international relations, and international cooperation. Beginning with decoding the current themes and issues in the domain of international relations, the course will continue to explore the depth and breadth of social issues and the development cooperation challenges faced within this sphere. They will be expected to delve into topics independently, utilizing them as a base to strengthen their understanding, analysis, and reflection of global events. Students will be encouraged to apply scientific principles to these topics to prompting them to independently link theory and practice and engage their critical thinking. The course aims to leave students with a strong foundation in understanding and analyzing world politics in its entirety.

Literature**Compulsory Reading****Further Reading**

- Braw, E. (2024). *Goodbye Globalization: The Return of a Divided World*. Yale University Press.
- Brown, G. W. & McLean, I. (2018). *The Concise Oxford Dictionary of Politics and International Relations*. Oxford University Press; 4th Edition.
- O'Neill, S. K. (2022). *The Globalization Myth: Why Regions Matter (Council on Foreign Relations Books)*. Yale University Press.

Study Format Distance Learning

Study Format Distance Learning	Course Type Seminar
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Research Essay

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Guideline

Master Thesis

Module Code: DLMMTHES

Module Type see curriculum	Admission Requirements See current study and exam regulations (SPO)	Study Level MA	CP 15	Student Workload 450 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Tianxiang Lu (Master Thesis) / Prof. Dr. Tianxiang Lu (Colloquium)

Contributing Courses to Module

- Master Thesis (DLMMTHES01)
- Colloquium (DLMMTHES02)

Module Exam Type

Module Exam

Split Exam

Master Thesis

- Study Format "Distance Learning": Master Thesis (90)
- Study Format "myStudies": Master Thesis (90)

Colloquium

- Study Format "myStudies": Colloquium (10)
- Study Format "Distance Learning": Colloquium (10)

Weight of Module

see curriculum

<p>Module Contents</p> <p>Master Thesis</p> <ul style="list-style-type: none"> ▪ Written Master Thesis <p>Colloquium</p> <ul style="list-style-type: none"> ▪ Thesis Defense 	
<p>Learning Outcomes</p> <p>Master Thesis</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ work on a problem from their major field of study by applying the specialist and methodological skills they have acquired during their studies. ▪ analyse selected tasks with scientific methods, critically evaluate them and develop appropriate solutions under the guidance of an academic supervisor. ▪ record and analyse existing (research) literature appropriate to the topic of the Master's thesis. ▪ prepare a detailed written elaboration in compliance with scientific methods. <p>Colloquium</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ present a problem from their field of study under consideration of academic presentation and communication techniques. ▪ reflect on the scientific and methodological approach chosen in the Master's thesis. ▪ actively answer subject-related questions from subject experts (experts of the Master's thesis). 	
<p>Links to other Modules within the Study Program</p> <p>All modules in the Master Program</p>	<p>Links to other Study Programs of the University</p> <p>All Master Programs</p>

Master Thesis

Course Code: DLMMTHES01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		13.5	See current study and exam regulations (SPO)

Course Description

The aim and purpose of the Master's thesis is to successfully apply the subject-specific and methodological competencies acquired during the course of study in the form of an academic dissertation with a thematic reference to the major field of study. The content of the Master's thesis can be a practical-empirical or theoretical-scientific problem. Students should prove that they can independently analyse a selected problem with scientific methods, critically evaluate it and work out proposed solutions under the subject-methodological guidance of an academic supervisor. The topic to be chosen by the student from the respective field of study should not only prove the acquired scientific competences, but should also deepen and round off the academic knowledge of the student in order to optimally align his professional abilities and skills with the needs of the future field of activity.

Course Outcomes

On successful completion, students will be able to

- work on a problem from their major field of study by applying the specialist and methodological skills they have acquired during their studies.
- analyse selected tasks with scientific methods, critically evaluate them and develop appropriate solutions under the guidance of an academic supervisor.
- record and analyse existing (research) literature appropriate to the topic of the Master's thesis.
- prepare a detailed written elaboration in compliance with scientific methods.

Contents

- Within the framework of the Master's thesis, the problem as well as the scientific research goal must be clearly emphasized. The work must reflect the current state of knowledge of the topic to be examined by means of an appropriate literature analysis. The student must prove his ability to use the acquired knowledge theoretically and/or empirically in the form of an independent and problem-solution-oriented application.

Literature**Compulsory Reading****Further Reading**

- Bui, Y. N. (2013). *How to Write a Master's Thesis* (2nd ed.). SAGE Publications, Incorporated.
- Turabian, K. L. (2013). *A Manual for Writers of Research Papers, theses, and dissertations* (8th ed.). University of Chicago Press.
- Further subject specific literature

Study Format Distance Learning

Study Format Distance Learning	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Master Thesis

Student Workload					
Self Study 405 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 405 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Master Thesis

Student Workload					
Self Study 405 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 405 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Guideline

Colloquium

Course Code: DLMMTHES02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		1.5	See current study and exam regulations (SPO)

Course Description

The colloquium will take place after submission of the Master's thesis. This is done at the invitation of the experts. During the colloquium, the students must prove that they have fully independently produced the content and results of the written work. The content of the colloquium is a presentation of the most important work contents and research results by the student, and the answering of questions by the experts.

Course Outcomes

On successful completion, students will be able to

- present a problem from their field of study under consideration of academic presentation and communication techniques.
- reflect on the scientific and methodological approach chosen in the Master's thesis.
- actively answer subject-related questions from subject experts (experts of the Master's thesis).

Contents

- The colloquium includes a presentation of the most important results of the Master's thesis, followed by the student answering the reviewers' technical questions.

Literature

Compulsory Reading

Further Reading

- Renz, K.-C. (2016): The 1 x 1 of the presentation. For school, study and work. 2nd edition, Springer Gabler, Wiesbaden.

Study Format myStudies

Study Format myStudies	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Colloquium

Student Workload					
Self Study 45 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 45 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Colloquium

Student Workload					
Self Study 45 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 45 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Guideline