# MODULE HANDBOOK

## Bachelor of Arts

## Bachelor International Management (FS-BAINTE-01)

**180 CP**

**Distance Learning**

As of May 28th, 2025

INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

Classification: Undergraduate

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# 1. Semester

# Academic Integrity and Writing for Business

**Module Code: DLBBAAIWB_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Clare Hindley (Academic Integrity and Writing for Business)

**Contributing Courses to Module**

- Academic Integrity and Writing for Business (DLBBAAIWB01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Written Assignment<br>Study Format: myStudies<br>Written Assessment: Written Assignment | |

**Weight of Module**

see curriculum

**Module Contents**

- Introduction to Academic Integrity
- Introduction to Academic Referencing
- Work with Academic Resources
- Fundamentals of Business Writing
- Developing Convincing Business Writing
- Examples for Compelling Business Writing

**Learning Outcomes**

**Academic Integrity and Writing for Business**

On successful completion, students will be able to

- understand the concept of academic integrity.
- use sources from other authors in an academically acceptable way.
- reference works of other authors correctly.
- avoid plagiarism.
- develop written communication in business appropriately.
- adequately address different corporate stakeholders.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the fields of Business Administration & Management | All Bachelor Programmes in the Business field |

# Academic Integrity and Writing for Business

**Course Code: DLBBAAIWB01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

This course facilitates key aspects of academic integrity and provides students with the skills of appropriate business writing. Therefore, this course is contributing to students' capacity to academic writing and research. Students will learn to handle academic sources developed by other authors. The issue of plagiarism will be prominently addressed. In addition, this course provides students with the skills to communicate with corporate stakeholders in writing. Students will learn how to adequately develop business communication in writing.

**Course Outcomes**

On successful completion, students will be able to

- understand the concept of academic integrity.
- use sources from other authors in an academically acceptable way.
- reference works of other authors correctly.
- avoid plagiarism.
- develop written communication in business appropriately.
- adequately address different corporate stakeholders.

**Contents**

1. Introduction to Academic Integrity
    - 1.1 Key Elements of Academic Integrity
    - 1.2 Plagiarism...
    - 1.3 How to avoid Plagiarism
2. Introduction to Academic Referencing
    - 2.1 Using Sources from other Authors in Academic Writing
    - 2.2 Citation and the List of Literature
    - 2.3 Referencing Styles
3. Work with Academic Resources
    - 3.1 How to employ Academic Data Bases
    - 3.2 Search in Data Bases
    - 3.3 Administration of Sources

4. Fundamentals of Business Writing
   - 4.1 Definition and Explanation of Business Writing
   - 4.2 Purpose of Business Writing
   - 4.3 Best Practices – Useful Hints on Business Writing

5. Developing Convincing Business Writing
   - 5.1 Considering the Recipient: What is the Target Group
   - 5.2 Considering the Objective: What do you want to achieve?
   - 5.3 Developing Your Written Communication

6. Examples for Compelling Business Writing
   - 6.1 Internal Communication to all staff via Email
   - 6.2 Warning Letter to an Employee
   - 6.3 Email to a Supplier in Delay

**Literature**

**Compulsory Reading**

**Further Reading**


- Atkinson, I. (2012). Financial times essential guide to business writing. Pearson Education
- Hatala, M. (2020). APA simplified: Your concise guide to the seventh edition. Greentop Academic Press.
- Houghton, P. & Houghton, T. (2019). APA: The easy way! XanEdu Publishing.
- International Center for Academic Integrity. (2014). The fundamental values of academic integrity (2nd ed.).
- Whitmell, C. (2014). Business writing essentials: How to write letters, reports and emails. Claire Whitmell.

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Business 101

**Module Code: DLBBAB_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Andreas Herrmann (Business 101)

**Contributing Courses to Module**

- Business 101 (DLBBAB01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam or Written Assessment: Written Assignment, 90 Minutes<br>Study Format: myStudies<br>Exam or Written Assessment: Written Assignment, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Businesses and their environment
- Types of business organizations
- Management and structure of business
- Production of goods and services
- Marketing of products and services
- Management of labor
- Accounting in business

**Learning Outcomes**

**Business 101**

On successful completion, students will be able to

- apply business and economic thinking and working methods.
- explain economic subjects and questioning models of business administration.
- classify and formulate corporate goals.
- describe and apply a general business decision-making process.
- recognize and design the organizational structure and process organization in the company.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programmes in the Business field |

# Business 101

**Course Code: DLBBAB01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Business 101 deals with the basics of general business administration. It provides students with an understanding of the fundamental questions of doing business. In addition, basic organizational approaches of companies are shown. With the successful completion of the course, the students have gained fundamental knowledge in general business administration. This course lays the foundation for the advanced modules in the further course of their studies.

**Course Outcomes**

On successful completion, students will be able to

- apply business and economic thinking and working methods.
- explain economic subjects and questioning models of business administration.
- classify and formulate corporate goals.
- describe and apply a general business decision-making process.
- recognize and design the organizational structure and process organization in the company.

**Contents**

1. Businesses and their environment
   - 1.1 Concepts of business
   - 1.2 A system of economic relationships
   - 1.3 Business environment
2. Types of business organizations
   - 2.1 Companies in production and service
   - 2.2 Divisions of companies
3. Management and structure of business
   - 3.1 Basics of Business Management
   - 3.2 Functions of organizations, managers and control
   - 3.3 The decision making process
   - 3.4 Organizational structure of business
4. Production of goods and services

4.1 Origin and development of the production process
4.2 Industrial strategy of business

5. Marketing of goods and services
   5.1 Goals and types of marketing
   5.2 Marketing mix

6. Management of labor
   6.1 Process of management of labor
   6.2 Demand in labor
   6.3 Human relations in organizations

7. Accounting in business
   7.1 Functions and goals of accounting
   7.2 Spheres of accounting
   7.3 Fundamental principles of accounting

**Literature**

**Compulsory Reading**

**Further Reading**


- Covey, S. R. (2013). *The 7 habits of highly effective people: powerful lessons in personal change* (25th anniversary edition). Simon & Schuster.

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam or Written Assessment: Written Assignment, 90 Minutes |

| **Student Workload** | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 100 h | 0 h | 25 h | 25 h | 0 h | 150 h |

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam or Written Assessment: Written Assignment, 90 Minutes |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 100 h | 0 h | 25 h | 25 h | 0 h | 150 h |

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Business Ethics

**Module Code: BETH_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimaldauer: 1 Semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Jürgen Matthias Seeler (Business Ethics )

**Contributing Courses to Module**

- Business Ethics (BETH01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Fundamentals of Business Ethics
- Ethics Theories at a glance
- Context of Business Ethics in the Western World
- Business Ethics Problems in Companies
- Business Ethics Concepts for Companies
- Practical Integration of Business Ethics in the Company

**Learning Outcomes**

**Business Ethics**

On successful completion, students will be able to

- identify conflicting interests between profit making and ethical behavior.
- name the different ethical problem situations in the daily business.
- understand business ethics theories and concepts.
- systematically integrate aspects of business ethics in daily business routine.
- use instruments of business ethics in order to sanction misconduct and to encourage ethicaldecision-making.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Economics | All Bachelor Programmes in the Business field |

# Business Ethics

**Course Code: BETH01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Business Ethics deals with the application of ethical principles to business activities. The actions of individuals and companies are thus integrated into a context of social and ethical responsibility. Business Ethics derives its legitimacy from the effects that all economic activities have on other people, institutions and the environment. Social justice and sustainability are therefore among the most important norms of Business Ethics and are explained and described in the course. The aim of the course is providing general guidance on how to arrive at ethical decisions, rather than offering general solutions. In that sense, students are enabled to develop moral judgment in an informed manner and then make ethical decisions accordingly.

**Course Outcomes**

On successful completion, students will be able to

- identify conflicting interests between profit making and ethical behavior.
- name the different ethical problem situations in the daily business.
- understand business ethics theories and concepts.
- systematically integrate aspects of business ethics in daily business routine.
- use instruments of business ethics in order to sanction misconduct and to encourage ethicaldecision-making.

**Contents**

1. Fundamentals of Business Ethics
   - 1.1 Business and ethics - an overview
   - 1.2 Important terms and definitions
   - 1.3 Developments and perspectives in ethics
2. Ethics Theories at a glance
   - 2.1 The benefits of ethics theories
   - 2.2 Categorization of ethics theories
   - 2.3 Business Ethical Concepts
3. Context of Business Ethics in the Western World
   - 3.1 The importance of the context for business ethics
   - 3.2 Discussion of various contextual factors

3.3 The relevance of company size on business ethics

4. Business Ethics Problems in Companies
   - 4.1 Categories of business ethicsl problems in companies
   - 4.2 Factors that make unethical behaviour more likely
   - 4.3 Case studies for ethics problems in companies

5. Business Ethics Concepts for Companies
   - 5.1 Corporate Social Responsibility
   - 5.2 Stakeholder Theory
   - 5.3 Business ethics in an international context

6. Practical Integration of Business Ethics in the Company
   - 6.1 Corporate Governance Codes
   - 6.2 Codes of Conduct/Codes of Ethics
   - 6.3 Whistleblowing
   - 6.4 Other instruments for implementing ethics in business practice

**Literature**

**Compulsory Reading**

**Further Reading**


- Boylan, M. (2014): Business Ethics: Vol. 2nd ed. Wiley-Blackwell.
- Crane, A., & Matten, D. (2016): Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford Oxford University Press .
- Ferrell, O. C./Ferrell, L., & Fraedrich, J. (2015): Business Ethics, 10th Ed. : Ethical Decision Making and Cases. Stamford [USA].
- Rossouw, D. & van Vuuren, L. (2017): Business Ethics 6e: Vol. 6th edition. Oxford University Press Southern Africa.
- Tricker, G., & Tricker, R. I. (2014): Business Ethics : a Stakeholder, Governance and Risk Approach. London Routledge.

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| | ☑ Audio | |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Introduction to Academic Work

**Module Code: DLBCSIAW**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Brigitte Huber (Introduction to Academic Work)

**Contributing Courses to Module**

- Introduction to Academic Work (DLBCSIAW01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Basic Workbook (passed / not passed)<br>Study Format: Distance Learning<br>Basic Workbook (passed / not passed) | |

**Weight of Module**

see curriculum

**Module Contents**

- Scientific Theoretical Foundations and Research Paradigms
- Application of Good Scientific Practice
- Methodology
- Librarianship: Structure, Use, and Literature Management
- Forms of Scientific Work at IU

**Learning Outcomes**

**Introduction to Academic Work**

On successful completion, students will be able to

- understand and apply formal criteria of a scientific work.
- distinguish basic research methods and identify criteria of good scientific practice.
- describe central scientific theoretical basics and research paradigms and their effects on scientific research results.
- use literature databases, literature administration programs, and other library structures properly; avoid plagiarism; and apply citation styles correctly.
- apply the evidence criteria to scientific texts.
- define a research topic and derive a structure for scientific texts.
- compile a list of literature, illustrations, tables, and abbreviations for scientific texts.
- understand and distinguish between the different forms of scientific work at IU.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Methods | All Bachelor Programs in the Business field |

# Introduction to Academic Work

**Course Code: DLBCSIAW01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The application of good scientific practice is one of the basic academic qualifications that should be acquired while studying. This course deals with the distinction between everyday knowledge and science. This requires a deeper understanding of the theory of science, as well as the knowledge of basic research methods and instruments for writing scientific texts. The students therefore gain initial insight into academic research and are introduced to the basic knowledge that will help them in the future to produce scientific papers. In addition, the students receive an overview of the different IU examination forms and insight into their requirements and implementation.

**Course Outcomes**

On successful completion, students will be able to

- understand and apply formal criteria of a scientific work.
- distinguish basic research methods and identify criteria of good scientific practice.
- describe central scientific theoretical basics and research paradigms and their effects on scientific research results.
- use literature databases, literature administration programs, and other library structures properly; avoid plagiarism; and apply citation styles correctly.
- apply the evidence criteria to scientific texts.
- define a research topic and derive a structure for scientific texts.
- compile a list of literature, illustrations, tables, and abbreviations for scientific texts.
- understand and distinguish between the different forms of scientific work at IU.

**Contents**

1. Theory of Science
   - 1.1 Introduction to Science and Research
   - 1.2 Research Paradigms
   - 1.3 Fundamental Research Decisions
   - 1.4 Effects of Scientific Paradigms on Research Design
2. Application of Good Scientific Practice
   - 2.1 Research Ethics
   - 2.2 Evidence Teaching

- 2.3 Data Protection and Affidavit
- 2.4 Orthography and Shape
- 2.5 Identification and Delimitation of Topics
- 2.6 Research Questions and Structure

3. Research Methods
   - 3.1 Empirical Research
   - 3.2 Literature and Reviews
   - 3.3 Quantitative Data Collection
   - 3.4 Qualitative Data Collection
   - 3.5 Mix of Methods
   - 3.6 Critique of Methods and Self-Reflection

4. Librarianship: Structure, Use, and Literature Management
   - 4.1 Plagiarism Prevention
   - 4.2 Database Search
   - 4.3 Literature Administration
   - 4.4 Citation and Author Guidelines
   - 4.5 Bibliography

5. Scientific Work at the IU – Research Essay
6. Scientific Work at the IU - Project Report
7. Scientific Work at the IU - Case Study
8. Scientific Work at the IU - Bachelor Thesis
9. Scientific Work at the IU – Oral Assignment
10. Scientific Work at the IU – Oral Project Report
11. Scientific Work at the IU - Colloquium
12. Scientific Work at the IU - Portfolio
13. Scientific Work at the IU - Exam

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Bell, J., & Waters, S. (2018). Doing your research project: A guide for first-time researchers (7th ed.). Open University Press McGraw-Hill Education.<br>▪ Deb, D., Dey, R., & Balas, V. E. (2019). Engineering research methodology: A practical insight for researchers. Springer.<br>▪ Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th ed.). Pearson.<br>▪ Veal, A. J. (2018). Research Methods for Leisure and Tourism (5th ed.). Pearson. |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Basic Workbook (passed / not passed) |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Basic Workbook (passed / not passed) |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Project: Intercultural Challenges in International Business

**Module Code: DLBINTEPICIB**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 300 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimaldauer: 1 Semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. John Stanley (Project: Intercultural Challenges in International Business)

**Contributing Courses to Module**

- Project: Intercultural Challenges in International Business (DLBINTEPICIB01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Oral Project Report<br>Study Format: myStudies<br>Oral Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

- In this class, students will
  - explore challenges for business in an international context
  - discuss intercultural complexity in cross-border exchange.
  - assess the effect of culture on dimensions such as perceptions of time, negotiations, willingness to object, and others, when doing international business.

**Learning Outcomes**

**Project: Intercultural Challenges in International Business**

On successful completion, students will be able to

- identify cultural differences and their consequences in international transactions.
- explain complexities that can arise in international trade.
- demonstrate a critical understanding of culture in a business context.
- collect and evaluate secondary data on culture in business.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Project: Intercultural Challenges in International Business

**Course Code: DLBINTEPICIB01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

With increasing globalization, businesses are facing challenges when collaborating, dealing, or owning business partners abroad. Cross-border transactions entail substantial complexities, ranging from exchange rate risks to cross-cultural misunderstanding. This class encourages students to independently research and discuss their findings on the complexities with regard to minor or major cultural differences when doing business internationally.

**Course Outcomes**

On successful completion, students will be able to

- identify cultural differences and their consequences in international transactions.
- explain complexities that can arise in international trade.
- demonstrate a critical understanding of culture in a business context.
- collect and evaluate secondary data on culture in business.

**Contents**

- In this class, students will
  - explore challenges for business in an international context.
  - discuss intercultural complexity in cross-border exchange.
  - assess the effect of culture on dimensions such as perceptions of time, negotiations, willingness to object, and others, when doing international business.

**Literature**

**Compulsory Reading**

**Further Reading**


- Bahoo, S., Alon, I., & Paltrinieri, A. (2020). Corruption in international business: A review and research agenda. International Business Review, 29(4), 101660.
- Cuypers, I. R., Ertug, G., Cantwell, J., Zaheer, A., & Kilduff, M. (2020). Making connections: Social networks in international business. Journal of International Business Studies, 51, 714-736.
- Hampden-Turner, C., Trompenaars, F., & Hampden-Turner, C. (2020). Riding the waves of culture: Understanding diversity in global business. Hachette UK.
- Hennart, J. F., Majocchi, A., & Hagen, B. (2021). What's so special about born globals, their entrepreneurs or their business model?. Journal of International Business Studies, 52(9), 1665-1694.
- Kano, L., Tsang, E. W., & Yeung, H. W. C. (2020). Global value chains: A review of the multi-disciplinary literature. Journal of international business studies, 51, 577-622.
- Nambisan, S., Zahra, S. A., & Luo, Y. (2019). Global platforms and ecosystems: Implications for international business theories. Journal of International Business Studies, 50, 1464-1486.
- Wild, J. J., & Wild, K. L. (2019). International business: The challenges of globalization. Pearson.
- Zou, T., Ertug, G., Cuypers, I. R., & Ferrin, D. L. (2023). Trust across borders: a review of the research on interorganizational trust in international business. Journal of International Business Studies, 1-23

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# 2. Semester

# Business Mathematics

**Module Code: BWMA_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Andreas Herrmann (Business Mathematics)

**Contributing Courses to Module**

- Business Mathematics (BWMA01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Mathematical Basics
- Functions of a Single Variable
- Differential Calculus
- Mathematical Optimization
- Functions of Several Variables
- Financial Mathematics
- Further Topics

**Learning Outcomes**

**Business Mathematics**

On successful completion, students will be able to

- know the basic business mathematical tools and methods and to apply them to other problems in economics and business administration.
- comprehend and understand mathematical derivations in other modules.
- to arrive at their own analytical conclusions.
- to recognize quantitative relationships by themselves.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Methods | All Bachelor Programmes in the Business field |

# Business Mathematics

**Course Code: BWMA01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Business mathematics is an essential subject that teaches quantitative methods applicable to all areas of economics. As such, students must be able to describe and analyze complex economic processes in a factually logical manner, making economic mathematics a crucial tool in decision-making and optimization. The Business Mathematics course aims to provide students with the fundamental basics of mathematics applicable to business. Furthermore, application examples are used to demonstrate how these mathematical tools can be implemented in real-world business settings. Upon completion of this course, students will be equipped with the skills necessary to solve business problems, comprehend and understand mathematical derivations, derive analytical conclusions and recognize quantitative relationships independently.

**Course Outcomes**

On successful completion, students will be able to

- know the basic business mathematical tools and methods and to apply them to other problems in economics and business administration.
- comprehend and understand mathematical derivations in other modules.
- to arrive at their own analytical conclusions.
- to recognize quantitative relationships by themselves.

**Contents**

1. Mathematical Foundations
   - 1.1 Mathematics
   - 1.2 The Sets of Numbers
   - 1.3 Rules for Arithmetic Operations
   - 1.4 Equations
   - 1.5 Inequalities
   - 1.6 Set Theory—A Brief Overview
   - 1.7 Percentage Calculation—A Brief Overview

2. Functions of a Single Variable
   - 2.1 Basic Definitions
   - 2.2 Representation of Functions

2.3 Types of Functions
2.4 Properties of Functions
2.5 Business Applications

3. Differential Calculus
3.1 Difference and Differential Quotient
3.2 Derivative Rules
3.3 Slope and Curvature
3.4 Business Applications

4. Mathematical Optimization
4.1 Extreme Points
4.2 Curve Sketching
4.3 Business Applications

5. Functions of Several Variables
5.1 Introduction to the Consideration of Several Variables
5.2 Differentiation
5.3 Optimization
5.4 Business Applications

6. Financial Mathematics
6.1 Basics
6.2 Applications

7. Further Topics
7.1 Integration
7.2 Linear Algebra
7.3 Difference and Differential Equations

**Literature**

**Compulsory Reading**

**Further Reading**


- Neill, H., & Johnson, T. (2013). Teach yourself mathematics: A complete introduction. Teach Yourself.
- Sydsæter, K., Hammond, P., Strom, A., & Carvajal, A. (2016). Essential mathematics for economic analysis (5th ed.). Pearson.
- Taylor, R., & Hawkins, S. (2008). Mathematics for economics and business. McGraw-Hill.

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Review Book |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Online Tests |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Review Book |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Online Tests |

# Intercultural Management

**Module Code: DLBLOIM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Magda Sylwestrowicz (Intercultural Management)

**Contributing Courses to Module**

- Intercultural Management (DLBLOIM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Case Study<br>Study Format: myStudies<br>Written Assessment: Case Study | |

**Weight of Module**

see curriculum

**Module Contents**

- Introduction to the theories of intercultural management
- Intercultural management in the economy
- Personnel management in international companies
- Innovation management in international companies

**Learning Outcomes**

**Intercultural Management**

On successful completion, students will be able to

- recall theories of intercultural management.
- understand complex issues and discussions of intercultural management.
- apply acquired knowledge in intercultural management.
- systematically analyze facts, data and information from scientific sources.
- evaluate arguments, ideas, information, problems and possible solutions from the field of intercultural management.
- develop critical arguments in relation to issues of intercultural management.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the fields of Business Administration & Management | All Bachelor Programs in the Business field |

# Intercultural Management

**Course Code: DLBLOIM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Students learn about the most important intercultural disciplines and areas of work and acquire knowledge of relevant social science, business and natural science frameworks and principles. Reference is also made to the different professional roles, duties and scope of action in internationally operating companies.

**Course Outcomes**

On successful completion, students will be able to

- recall theories of intercultural management.
- understand complex issues and discussions of intercultural management.
- apply acquired knowledge in intercultural management.
- systematically analyze facts, data and information from scientific sources.
- evaluate arguments, ideas, information, problems and possible solutions from the field of intercultural management.
- develop critical arguments in relation to issues of intercultural management.

**Contents**

1. Introduction and Overview
   - 1.1 Classification and Delimitation of Intercultural Management
   - 1.2 Intercultural Management as a Science
2. Introduction to the Theories of Intercultural Management
   - 2.1 Intercultural Core Theory
   - 2.2 Culture and Psychology
   - 2.3 The Importance of Context, Culture, Religion and Language
   - 2.4 Cultural Concepts from Hofstede, Trompenaars and GLOBE
3. Intercultural Management in the Economy
   - 3.1 Culture and Globalization
   - 3.2 International Cultures and Global Trends
   - 3.3 Organizational Cultures of SMES and MNCS
   - 3.4 Case Studies of International Negotiations

4. Personnel Management in International Companies
   - 4.1 Basics of Personnel Management
   - 4.2 Functions of Personnel Management

5. Innovation Management in International Companies
   - 5.1 Basics of Innovation Management
   - 5.2 Structures and Processes of Innovation Management
   - 5.3 Impact of National Culture on Innovation
   - 5.4 Impact of Corporate Culture on Innovation

**Literature**

**Compulsory Reading**

**Further Reading**


- Barmeyer, C., & Franklin, P. (2017). Intercultural management: A case-based approach to achieving complementarity and synergy. Bloomsbury Publishing.
- Lazarova, M., Thomas, D. C., & Farndale, E. (2021). Essentials of international human resource management: Managing people globally. Edward Elgar Publishing.
- Livermore, D. (2015). Leading with cultural intelligence: The real secret to success (2nd ed.). American Management Association.
- Trompenaars, F., & Hampden-Turner, C. (2020). Riding the waves of culture: Understanding diversity in global business (4th ed.). Nicholas Brealey Publishing.

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

# Management Accounting

**Module Code: DLBMAE**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Zeljko Sevic (Management Accounting)

**Contributing Courses to Module**

- Management Accounting (DLBMAE01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam or Written Assessment: Written Assignment, 90 Minutes<br>Study Format: Distance Learning<br>Exam or Written Assessment: Written Assignment, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Management accounting and control function
- Differences between management accounting, and financial accounting
- Cost terms, cost categories, and cost behavior
- Cost allocation
- General and specific cost allocation methods
- Break-even analysis
- Planning and budgeting

**Learning Outcomes**

**Management Accounting**

On successful completion, students will be able to

- differentiate the management accounting and control function from the financial accounting and the financial management function.
- understand the cost structure and discuss the cost aspects of business operation.
- analyze and apply the tools for viewing and differentiating costs and utilize them to ameliorate business decision-making.
- discuss how the budgeting process and variance analysis works to implement the management control function.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Finance & Tax Accounting | All Bachelor Programs in the Business field |

# Management Accounting

**Course Code: DLBMAE01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Management accounting is an important function to operate an organization. Managers need to understand this function in order to be able to run an organization efficiently. In most organizations, decisions, actions and human behavior are directly linked to the feature, use and focus of management accounting information. This course is about understanding the preparation and use of information provided by management accounting. Cost accounting as a central part of the management accounting informs the management about the profitability of its core business. The cost and performance measurement serves the internal decision, control and budgeting process.

**Course Outcomes**

On successful completion, students will be able to

- differentiate the management accounting and control function from the financial accounting and the financial management function.
- understand the cost structure and discuss the cost aspects of business operation.
- analyze and apply the tools for viewing and differentiating costs and utilize them to ameliorate business decision-making.
- discuss how the budgeting process and variance analysis works to implement the management control function.

**Contents**

1. Introduction to Management Accounting
   - 1.1 Financial vs. Management/Cost Accounting
   - 1.2 Definition of Cost
   - 1.3 Considering the Contemporary Business World Context
   - 1.4 Cost Behavior: Fixed and Variable Costs
2. Cost-Volume-Profit Analysis
   - 2.1 Break-Even Analysis
   - 2.2 Cost Structure and Operating Leverage
   - 2.3 Cost Structure and Variabilization
3. Simplistic Methods of Cost Allocation

3.1 Cost Behavior: Direct and Indirect Costs
3.2 The Need for Cost Allocation
3.3 Predetermined Overhead Rate
3.4 Departmental Overhead Rate
3.5 Over- and Under-Application of Overhead

4. Activity-Based Costing
4.1 The Rationale of Activity-Based Costing
4.2 Implementing Activity-Based Costing

5. Overhead Analysis Sheet
5.1 Departmental Cost Allocation
5.2 Reciprocal Method
5.3 Step Method

6. Relevant Cost Concepts
6.1 Foundational Cost Concepts
6.2 Replacement of Equipment
6.3 Make or Buy
6.4 Special Order
6.5 Drop Product Line

7. Operating Budgets
7.1 The Budgeting Process
7.2 Sales Budget
7.3 Production Budgets
7.4 Administrative Expense Budget
7.5 Budgeted Income Statement

8. Financial Budgets
8.1 Cash Budget
8.2 Conflicts and Pitfalls in Budgeting

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Atkinson, A. A., Kaplan, R., Matsumura, E. M., & Young, S. M. (2012). Management accounting: Information for decision-making and strategy execution (6th ed.). Pearson.<br>▪ Drury, C. (2019). Management accounting for business (7th ed.). Cengage. |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam or Written Assessment: Written Assignment, 90 Minutes |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 100 h | 0 h | 25 h | 25 h | 0 h | 150 h |

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam or Written Assessment: Written Assignment, 90 Minutes |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 100 h | 0 h | 25 h | 25 h | 0 h | 150 h |

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | | ☑ Guideline |

# Organizational Behavior

**Module Code: DLBBWOB_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Katharina Rehfeld (Organizational Behavior)

**Contributing Courses to Module**

- Organizational Behavior (DLBBWOB01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Case Study<br>Study Format: Distance Learning<br>Written Assessment: Case Study | |

**Weight of Module**

see curriculum

**Module Contents**

- Relevance and Importance of Organizational Behavior
- Job Performance
- Commitment
- Organisational Mechanisms
- Group-Related Mechanisms
- Individual Mechanisms
- Individual Characteristics

**Learning Outcomes**

**Organizational Behavior**

On successful completion, students will be able to

- establish commitment and performance as the critical dependent variables.
- explain organizational, group-related and individual mechanisms in Organizational Behavior and describe their relation to commitment and performance.
- explain the influence of individual characteristics on individual mechanisms (such as satisfaction, stress, motivation, trust and decision-making).

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the field of Human Resources | All Bachelor Programmes in the Human Resources field |

# Organizational Behavior

**Course Code: DLBBWOB01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Many decisions are not made solely on the basis of financial or revenue-based considerations, but due to personal agendas, personal preferences or internal competition. This course consequently aims to provide an accessible, theory-driven comprehension of behaviour, interactions and conflicts in organisations. The course deals intensively with the psychological, sociological and anthropological foundations and dynamics in organizations. Starting from the two most critical behavioral variables in the work context, performance and commitment, units and settings that have a significant influence on them are discussed. In detail, organizational, group-related and individual mechanisms as well as individual characteristics are explored as explanatory objects.The course continues with a discussion on corporate culture and organisational structure within the framework of the organisational mechanisms. In the context of group-related mechanisms, the course aims to identify aspects of leadership styles, power structures, negotiation strategies, group dynamics and heterogeneity. Individual mechanisms include job satisfaction, stress, motivation, fairness, trust and decision-making. The individual characteristics (abilities and personality) in turn have an effect on these aforementioned elements.

**Course Outcomes**

On successful completion, students will be able to

- establish commitment and performance as the critical dependent variables.
- explain organizational, group-related and individual mechanisms in Organizational Behavior and describe their relation to commitment and performance.
- explain the influence of individual characteristics on individual mechanisms (such as satisfaction, stress, motivation, trust and decision-making).

**Contents**

1. Introduction to Organizational Behavior
    - 1.1 Attitudes and Behavior as Determinants of Performance and Commitment
    - 1.2 Organizational Mechanisms
    - 1.3 Group-related Mechanisms
    - 1.4 Individual Characteristics
    - 1.5 Individual Mechanisms
2. Target Figures: Performance and Commitment

2.1 Performance
2.2 Commitment

3. Organizational Mechanisms
   3.1 Corporate Structure
   3.2 Corporate Culture

4. Group-Related Mechanisms
   4.1 Management Styles
   4.2 Power Structures
   4.3 Negotiation Strategies
   4.4 Team Dynamics
   4.5 Diversity

5. Individual Characteristics
   5.1 Skill and Intellect
   5.2 Personality

6. Individual Mechanisms
   6.1 Job Satisfaction
   6.2 Stress
   6.3 Motivation
   6.4 Trust
   6.5 Integrity
   6.6 Learning and Decision-Making

**Literature**

**Compulsory Reading**

**Further Reading**


- Colquitt, J., Lepine, J. A., & Wesson, M. J. (2018). Organizational behavior: Improving performance and commitment in the workplace (6th ed.). McGraw-Hill Irwin.
- Cross, C., & Carbery, R. (2016). Organizational behavior: An introduction. Macmillan Education.
- Luthans, F., Luthans, B. C., & Luthans, K. W. (2015). Organizational behavior: An evidence-based approach (13th ed.). Information Age Publishing.
- Robins, S. P., & Judge, T. A. (2016). Organizational behavior. Prentice Hall International.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Project: Organizational Development

**Module Code: DLBWPPOE_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Gregor Nimz (Project: Organizational Development)

**Contributing Courses to Module**

- Project: Organizational Development (DLBWPPOE01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This module deals with a topic within the discipline organizational development. This topic addresses a problem in the field of designing new forms of work.

**Learning Outcomes**

**Project: Organizational Development**

On successful completion, students will be able to

- independently familiarize themselves with the basics of organizational development and change management.
- describe various classical and current models and methods of organizational change and evaluate their practical applicability.
- identify relevant current trends in work design and describe them based on theoretical approaches.
- independently develop a specific research question or task in the field of work design and answer this question with the help of theories and methods of organizational development.
- develop their own recommendations for the solution of the problem, which are theoretically justified as well as realizable in practice.
- critically reflect upon their own approach and solution.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Psychology | All Bachelor Programs in the Social Sciences field |

# Project: Organizational Development

**Course Code: DLBWPPOE01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Organizational change is an essential component of management as the speed and magnitude of organizational change has greatly increased. This course deals with a specific topic from the field of organizational development. In particular, it focuses on the redesign of work, which is becoming increasingly crucial for the success of companies due to megatrends such as digitization and demographic change. The development of a concrete and practically relevant concept for the redesign of work is the focus of the course. Contents are on the one hand the new forms of work itself and on the other hand their implementation into an existing context.

**Course Outcomes**

On successful completion, students will be able to

- independently familiarize themselves with the basics of organizational development and change management.
- describe various classical and current models and methods of organizational change and evaluate their practical applicability.
- identify relevant current trends in work design and describe them based on theoretical approaches.
- independently develop a specific research question or task in the field of work design and answer this question with the help of theories and methods of organizational development.
- develop their own recommendations for the solution of the problem, which are theoretically justified as well as realizable in practice.
- critically reflect upon their own approach and solution.

**Contents**

- This course is positioned in the context of organizational development and change management as it deals with new forms of organization and work ("New Work") as well was with their implementation into an organization. Hence, it is necessary to get an overview of the basics of new ways of working, e.g., agile ways of working, swarm organization, holacracy or the virtualization of work. In addition, students should familiarize themselves with theoretical and practical models and methods of organizational development and change management in order to use them to address a specific, practice-relevant issue. These consist, for example, in various change models (e.g., Lewin, Kotter) or concepts for the acceptance of change. The essential aspect of this course is the linkage of a solid theoretical basis with concrete and current issues of management practice.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Kotter, J. (2007). Leading Change. Why Transformation Efforts fail. Harvard Business Review 85, 1-10.<br>▪ Laloux, F. (2014). Reinventing Organizations: Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage in Human Consciousness. Vahlen, München.<br>▪ Lauer, T. (2021). Change Management – Fundamentals and Success Factors. Springer Verlag.<br>▪ Lewin, K. (1947). Frontiers in group dynamics. In Cartwright, D. (Ed.), Field Theory in Social Science. Social Science Paperbacks.<br>▪ Van de Ven, A. & Poole, M. (1995). Explaining development and change in organizations. Academy of Management Review 20(3), 510-540. |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Project |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Project |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# 3. Semester

# Principles of Management

**Module Code: DLBBAPM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Andreas Herrmann (Principles of Management)

**Contributing Courses to Module**

- Principles of Management (DLBBAPM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Case Study<br>Study Format: Distance Learning<br>Written Assessment: Case Study | |

**Weight of Module**

see curriculum

**Module Contents**

- Management Functions
- Managerial Decision-Making
- Planning and Goal-Setting
- Strategic Planning
- Organizing
- Leading
- Controlling

**Learning Outcomes**

**Principles of Management**

On successful completion, students will be able to

- understand the functions, roles and influencing-factors of management.
- explain the decision-making process.
- discuss basic corporate und competitive strategies.
- analyze organizational structures and designs.
- transfer knowledge about basic principles of management to real-world cases.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the fields of Business Administration & Management | All Bachelor Programmes in the Business field |

# Principles of Management

**Course Code: DLBBAPM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In the fast-changing and complex environment of today's business world the economic survival and success of an organization depends highly on its management. For future managers it is indispensable to be familiar with the fundamental principles of management as the basis for the development of further managerial knowledge and skills. This course introduces necessary functions, roles and skills for managers and their decision-making process. Furthermore, it discusses the basic managerial functions of planning, organizing, leading and controlling in detail.

**Course Outcomes**

On successful completion, students will be able to

- understand the functions, roles and influencing-factors of management.
- explain the decision-making process.
- discuss basic corporate und competitive strategies.
- analyze organizational structures and designs.
- transfer knowledge about basic principles of management to real-world cases.

**Contents**

1. Introduction to Management
   - 1.1 Functions, Roles and Skills of Managers
   - 1.2 Influencing Factors on Managers' Tasks
   - 1.3 History of Management
2. Managerial Decision-Making
   - 2.1 Decision-Making Process
   - 2.2 Approaches to Decision Making
   - 2.3 Types of Decisions and Decision-Making Conditions
3. Planning and Goal-Setting
   - 3.1 The Role of Planning
   - 3.2 Goals and Plans
   - 3.3 Setting Goals and Developing Plans

4. Strategic Planning
   - 4.1 Strategic Management
   - 4.2 The Strategic Management Process
   - 4.3 Corporate Strategies
   - 4.4 Competitive Strategies

5. Organizing
   - 5.1 Organizational Structures and Design
   - 5.2 Organizational Change
   - 5.3 Managing Change

6. Leading
   - 6.1 Interpersonal and Organizational Communication
   - 6.2 Organizational Behavior
   - 6.3 Leadership

7. Controlling
   - 7.1 The Control Process
   - 7.2 Tools for Measuring Organizational Performance

**Literature**

**Compulsory Reading**

**Further Reading**


- Bright, D. S., Cortes, A. H., Hartmann, E., Parboteeah, K. P., Pierce, J. L., Reece, M., Shah, A., Terjesen, S., Weiss, J., White, M. A., Gardner, D. G., Lambert, J., Leduc, L. M., Leopold, J., Muldoon, J., & O´Rourke, J. S. (2019). Principles of management. OpenStax.
- Robbins, S. P., & Coulter, M. (2018). Management (global ed., 14th ed.). Pearson.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Intercultural Psychology

**Module Code: DLBWPIPS-01_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Stephan de la Rosa (Intercultural Psychology)

**Contributing Courses to Module**

- Intercultural Psychology (DLBWPIPS01-01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Advanced Workbook<br>Study Format: Distance Learning<br>Advanced Workbook | |

**Weight of Module**

see curriculum

**Module Contents**

- Introduction to Intercultural Psychology and Cultural Psychology
- Intercultural Management
- Diversity Management as a Scope of Application of Intercultural Management
- Values in the Context of Intercultural Management
- Intercultural Communication
- Intercultural Marketing
- Intercultural Trainings

**Learning Outcomes**

**Intercultural Psychology**

On successful completion, students will be able to

- take a differentiated view of the concept of culture.
- explain the methodological approaches to intercultural psychology and cultural psychology.
- deal with culture-specific behavior in a reflective manner and to react to it adequately.
- take into account the increasing importance of considering intercultural differences in a globalized world of work and life in their everyday professional life.
- understand both your own and foreign cultures.
- analyze communication and marketing messages as well as training programs for their intercultural meaning and impact.
- explain and justify the importance of a value-oriented corporate alignment.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Psychology | All Bachelor Programs in the Social Sciences field |

# Intercultural Psychology

**Course Code: DLBWPIPS01-01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In a globalized working world, international meetings, cooperation and activities have become a matter of course. In most cases, these encounters between culturally different people are successful and satisfying for both sides. However, it is not uncommon for critical situations to arise in which the behavior of the other person is seen as threatening, inappropriate or useless and does not meet one's own expectations.In this course, students learn to understand and react appropriately to cultural differences and to deal with them in situations relevant to their jobs. The areas of intercultural differences, specifics and cooperation in intercultural teams and organizations are addressed, as well as the orientation of advertising communication in different cultural contexts.After a presentation of the different approaches of psychology as Intercultural Psychology, Cultural Psychology and Cultural Psychology and the culture-specific research, practice-relevant topics such as Intercultural Management, Intercultural Marketing and Intercultural Training will be addressed.Particular attention is paid to the areas of diversity management and value management in the corporate environment.

**Course Outcomes**

On successful completion, students will be able to

- take a differentiated view of the concept of culture.
- explain the methodological approaches to intercultural psychology and cultural psychology.
- deal with culture-specific behavior in a reflective manner and to react to it adequately.
- take into account the increasing importance of considering intercultural differences in a globalized world of work and life in their everyday professional life.
- understand both your own and foreign cultures.
- analyze communication and marketing messages as well as training programs for their intercultural meaning and impact.
- explain and justify the importance of a value-oriented corporate alignment.

**Contents**

1. Introduction to Intercultural and Cultural Psychology
    - 1.1 Concepts and Definitions of Culture
    - 1.2 Cultural Dimensions as Comparison Categories
    - 1.3 Distinction between Different Subject Areas in Research and Application
    - 1.4 Research Approaches and Methods

2. Intercultural Management
   - 2.1 Role, Influential Factors, and Requirements of Intercultural Management
   - 2.2 Organizational Culture

3. Diversity Management
   - 3.1 Definitions and Concepts
   - 3.2 Introduction of Diversity Management in Organizations
   - 3.3 Chances and Challenges

4. Values in the Context of Intercultural Management
   - 4.1 Values Relevance in Society
   - 4.2 Values in the Context of Organizations

5. Intercultural Communication
   - 5.1 Challenges and Specifics of Intercultural Communication
   - 5.2 Intercultural Differences in Communication Styles
   - 5.3 Becoming a Culturally Competent Communicator

6. Intercultural Marketing
   - 6.1 Definitions and Assessment Tools
   - 6.2 Intercultural Marketing Strategies and Concepts

7. Intercultural Training
   - 7.1 Concepts of Cultural Competence in Education and Research
   - 7.2 Developing Intercultural Competencies

**Literature**

**Compulsory Reading**

**Further Reading**


- Barmeyer, C., Bausch, M., & Mayrhofer, U. (2021). Constructive intercultural management: Integrating cultural differences successfully. Edward Elgar Publishing.
- Deresky, H. (2016). International management: Managing across borders and cultures (9th ed.). Pearson.
- Matsumoto, D. R., & Juang, L. (2017). Culture and psychology (6th ed.). Cengage Learning.
- Schneider, S. C., Barsoux, J.-L., & Stahl, G. K. (2014). Managing across cultures (3rd ed.). Pearson.
- Usunier, J.-C., & Lee, J. A. (2013). Marketing across cultures (6th ed.). Pearson.

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Advanced Workbook |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Advanced Workbook |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# International Accounting

**Module Code: DLFIAC_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Andreas Simon (International Accounting)

**Contributing Courses to Module**

- International Accounting (DLFIAC01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Differences between HGB and IFRS
- Financial Reporting Philosophy
- Basic Rules and Individual Standards of Financial Reports
- Components of IFRS Financial Statements
- Individual versus Consolidated Financial Statements of Financial Reports
- First-Time Adoption of IFRS & Transition from National Accounting Standards to IFRS
- IFRS Financial Statements of Small and Medium Sized Firms

**Learning Outcomes**

**International Accounting**

On successful completion, students will be able to

- understand the objectives, characteristics and principles of IFRS reporting in an international context and compare them to national accounting principles (HGB).
- apply recognition and measurement rules of IFRS.
- describe IFRS standards as they relate to the recognition, measurement, presentation and disclosure requirements in general purpose financial statements.
- classify and prepare elements of IFRS financial statements.
- explain principles of business combinations and consolidated financial statements.
- understand the requirements for a first-time adoption of IFRS and transition to IFRS.
- prepare and analyze IFRS financial reports.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Finance & Tax Accounting | All Bachelor Programmes in the Business field |

# International Accounting

**Course Code: DLFIAC01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The course covers financial reporting in accordance with International Financial Reporting Standards (IFRS). The objective is to provide students with a working knowledge of general purpose financial reporting under IFRS, especially in comparison to accounting consistent with the German Commercial Code (HGB). The focus is on IFRS and not US-GAAP as global reporting language as the former is becoming increasingly important for German companies (i.e., obligation of listed parent companies to prepare consolidated financial statements in accordance with IFRS from the years 2005 or 2007 onwards).

**Course Outcomes**

On successful completion, students will be able to

- understand the objectives, characteristics and principles of IFRS reporting in an international context and compare them to national accounting principles (HGB).
- apply recognition and measurement rules of IFRS.
- describe IFRS standards as they relate to the recognition, measurement, presentation and disclosure requirements in general purpose financial statements.
- classify and prepare elements of IFRS financial statements.
- explain principles of business combinations and consolidated financial statements.
- understand the requirements for a first-time adoption of IFRS and transition to IFRS.
- prepare and analyze IFRS financial reports.

**Contents**

1. Development and Significance of International Accounting
   - 1.1 The Importance of International Accounting Rules
   - 1.2 The Evolution of IFRS
   - 1.3 Application of IFRS in the G-20
2. General Principles of IFRS
   - 2.1 Structure of International Financial Reporting Standards
   - 2.2 Purpose of the Conceptual Framework
   - 2.3 Basic Principles of the Conceptual Framework
   - 2.4 Overview of Individual Standards and Interpretations

3. Recogntion and Measurement Rules for IFRS Financial Reports
   - 3.1 Definition of the Elements of Financial Statements
   - 3.2 Recogntion and Measurement of Intangible Assets and Property, Plant and Equipment
   - 3.3 Recognition and Measurement of Inventories and Financial Instruments
   - 3.4 Provisions and Deferred Taxes
   - 3.5 Revenue Recognition

4. Preparation of the Balance Sheet and Income Statement under IFRS
   - 4.1 Structure and Elements of the Income Statement
   - 4.2 Components of Profit-and-Loss Account
   - 4.3 Accounting Policies

5. Cash Flow Statement and Other Disclosures in Financial Statements for IFRS
   - 5.1 Cash Flow Statement in IFRS Financial Reports
   - 5.2 Statement of Changes in Equity According in IFRS Financial Reports
   - 5.3 Notes According to IFRS

6. Business Combinations and Consolidated Financial Statements under IFRS
   - 6.1 Principles of Business Combinations and Consolidated Financial Statements
   - 6.2 Identifying and Accounting for a Business Combination
   - 6.3 Consolidation of Individual Financial Statements

7. Other IFRS Application Areas from Practice
   - 7.1 IFRS for Small and Medium-Sized Companies
   - 7.2 Main Differences between IFRS and HGB
   - 7.3 Conversion from HGB to IFRS

**Literature**

**Compulsory Reading**

**Further Reading**


- Doupnik, T., Finn, M., Gotti, G., & Perera, H. (2020). International Accounting (5th ed.). McGraw Hill.
- PKF International Ltd. (2020). Wiley Interpretation and Application of IFRS Standards 2020. Wiley.
- Christian, D., & Lüdenbach, N. (2013). IFRS Essentials. Wiley.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Practice Exam
- ☑ Online Tests

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# International HR Management

**Module Code: DLBINTIHR_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Katharina Rehfeld (International HR Management)

**Contributing Courses to Module**

- International HR Management (DLBINTIHR01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Duales myStudium<br>Written Assessment: Case Study<br>Study Format: myStudies<br>Written Assessment: Case Study<br>Study Format: Distance Learning<br>Written Assessment: Case Study | |

**Weight of Module**

see curriculum

**Module Contents**

- Cultural Concept and Approaches Towards Cultural Understanding
- Comparative Human Resources
- International Personnel Deployment
- International Assignments and Host Country Essentials
- Development of International Managers
- Application of International HRM Models to Selected Regions of the World

**Learning Outcomes**

**International HR Management**

On successful completion, students will be able to

- understand and identify the challenges of human resource management in multinational companies.
- take into account cultural particularities in personnel management in different countries and to apply these to transnational mergers and acquisitions.
- name opportunities and risks as well as factors for success in the assignment of expatriates and to identify optimization factors.
- identify elements for developing transnationally qualified managers.
- identify specific risks and opportunities in international personnel deployment with regard to selected regions.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Human Resources | All Bachelor Programmes in the Human Resources field |

# International HR Management

**Course Code: DLBINTIHR01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The aim is to provide a bird's eye view of special features, opportunities, risks and challenges in both country-specific and cross-national human resources management. To this end, the concept of culture will be discussed and different ways of looking at culture will be debated. On this basis, the course tackles country-specific personnel management with its respective peculiarities. This is followed by a discussion on the transnational personnel management of Multinational Corporations (MNCs). Building on this, the topics of international staff deployment, secondments and the influence of host countries on the management process of MNCs and their foreign subsidiaries will be addressed. A discussion on special features of human resources management in cross-border mergers and acquisitions rounds up this part of the course.In a second thematic approach, the course looks at the requirements for the development of transnational managers in MNCs and discusses measures such as secondment and ongoing training. Finally, the introduced models and concepts will be applied to two example regions in Asia (Japan/Taiwan and China/Vietnam) and the USA.

**Course Outcomes**

On successful completion, students will be able to

- understand and identify the challenges of human resource management in multinational companies.
- take into account cultural particularities in personnel management in different countries and to apply these to transnational mergers and acquisitions.
- name opportunities and risks as well as factors for success in the assignment of expatriates and to identify optimization factors.
- identify elements for developing transnationally qualified managers.
- identify specific risks and opportunities in international personnel deployment with regard to selected regions.

**Contents**

1. Culture and Intercultural Perspectives
    - 1.1 Positivist View
    - 1.2 Interpretative View
    - 1.3 Critical View
2. Comparative Human Resources

2.1 Globalisation and its Effects on Human Resources Management
2.2 Contextual Effects
2.3 Requirements

3. Multinational Companies and International HR Models
3.1 Challenges in Multinational Corporations
3.2 Resolution Methods
3.3 International HR Models

4. International Personnel Deployment
4.1 International Personnel Planning
4.2 Reasons for Deployments and Job Rotation
4.3 Selection of Expatriates
4.4 Success Determinants

5. International Missions and Host Countries
5.1 Variance in Environmental Variables
5.2 Host Country Effects for Multinational Corporations
5.3 HRM in Cross-Border Mergers and Acquisitions
5.4 Integration

6. Development of International Managers
6.1 Personnel Development in an International Context
6.2 Preparation, Support and Reintegration of Expatriates

7. Application in Sample Markets
7.1 Asia: Japan and Taiwan
7.2 Asia: China and Vietnam
7.3 USA
7.4 European Countries

**Literature**

**Compulsory Reading**

**Further Reading**


- Brewster, C., Mayrhofer, W., & Farndale, E. (2017). Handbook of research on comparative human resource management (2nd ed.). Edward Elgar Publishing.
- Dowling, P. J., Festing, M., & Engle, A. D. (2017). International human resource management (7th ed.). Cengage Learning.

### Study Format Duales myStudium

| **Study Format** | **Course Type** |
|---|---|
| Duales myStudium | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

# Project: Industrial and Organizational Psychology in Practice

**Module Code: DLBWPPWPP_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Andrei Slach (Project: Industrial and Organizational Psychology in Practice)

**Contributing Courses to Module**

- Project: Industrial and Organizational Psychology in Practice (DLBWPPWPP01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Project Report<br>Study Format: Distance Learning<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This course focuses on an industrial and organizational psychological and practical topic such as fiscal psychology, work motivation, or corporate culture.

**Learning Outcomes**

**Project: Industrial and Organizational Psychology in Practice**

On successful completion, students will be able to

- become familiar with practical topics in industrial and organizational psychology.
- engage in depth with scientific literature on a topic of their own choice.
- determine a topic and translate it into a research question.
- discuss the challenges for implementation and how these can be solved.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Psychology. | All Bachelor Programs in the Social Sciences field. |

# Project: Industrial and Organizational Psychology in Practice

**Course Code: DLBWPPWPP01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Industrial and organizational psychology covers a broad spectrum of topics relevant to business and economics. The course offers students the opportunity to actively deal with a practical topic of industrial and organizational psychology such as work motivation, corporate culture or tax psychology, to familiarize themselves with the relevant scientific literature, to apply it in practice and to reflect critically on it.

**Course Outcomes**

On successful completion, students will be able to

- become familiar with practical topics in industrial and organizational psychology.
- engage in depth with scientific literature on a topic of their own choice.
- determine a topic and translate it into a research question.
- discuss the challenges for implementation and how these can be solved.

**Contents**

- The spectrum of research in industrial and organizational psychology ranges from business topics such as workplace design, work motivation, or leadership behavior, to marketing topics such as consumer behavior and advertising, to economic issues such as tax or wage equity. Based on the knowledge they have acquired so far, students have the opportunity in this course to conduct scientific research on a topic related to industrial and organizational psychology, to derive questions that are relevant in practice and to discuss them critically.

**Literature**

**Compulsory Reading**

**Further Reading**


- Kirchler, E. & Hölzl, E. (2017). Economic Psychology: An introduction. Cambridge, University Press.
- Leodolter, W. (2017). Digital Transformation Shaping the Subconscious Minds of Organizations, Springer.
- McKenna (2020). Business Psychology and Organizational Behavior. (6th Ed.). Routledge.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# 4. Semester

# Statistics

**Module Code: BSTA-01_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Heike Bornewasser-Hermes (Statistics)

**Contributing Courses to Module**

- Statistics (BSTA01-01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Evaluation Methods of One-Dimensional Data
- Evaluation Methods of Two-Dimensional Data
- Fundamentals of Probability Theory
- Special Probability Distributions
- Samples
- Statistical Estimation Procedures
- Hypothesis Testing
- Linear Regression

**Learning Outcomes**

**Statistics**

On successful completion, students will be able to

- prepare and present data in tabular and graphical format
- analyze and interpret data and their measures of location and dispersion.
- identify how two variables are related to one another and analyze their relationship.
- describe real conditions in probabilistic terms and evaluate them quantitatively.
- name the most important probability distributions and apply them to real-world problems.
- utilize numerical material from a sample as a basis for drawing conclusions about phenomena in the population.
- perform statistical test procedures and evaluate the results.
- perform regressions and interpret the results.
- critically appraise prepared statistics or statistical analyses

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Methods | All Bachelor Programs in the Business field |

# Statistics

**Course Code: BSTA01-01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The term "statistics" usually describes two phenomena: (i) the tabular and/or graphical processing of data and (ii) statistical methods used to collect, process and draw conclusions from data. From this it immediately follows that confrontation with statistics is ubiquitous - whether in studies, where statistical methods are applied in related courses, in bachelor theses, or in everyday professional life, where managers are confronted daily with statistical analyses that they are required to understand and interpret. The aim of the course is therefore to teach the most essential elements of statistical procedures. Methodologically, the course is comprised of two steps. Firstly, theoretical basics of individual statistical methods are presented and these are deepened by means of smaller examples and (interactive) illustrations. Secondly, the methods learned are studied on the basis of application cases. In terms of content, the course is divided into three parts. Descriptive statistics deals with different forms of data representation. Probability calculation serves above all as the basis for inferential statistics, in which the attempt is made to draw conclusions about the population from a sample.

**Course Outcomes**

On successful completion, students will be able to

- prepare and present data in tabular and graphical format
- analyze and interpret data and their measures of location and dispersion.
- identify how two variables are related to one another and analyze their relationship.
- describe real conditions in probabilistic terms and evaluate them quantitatively.
- name the most important probability distributions and apply them to real-world problems.
- utilize numerical material from a sample as a basis for drawing conclusions about phenomena in the population.
- perform statistical test procedures and evaluate the results.
- perform regressions and interpret the results.
- critically appraise prepared statistics or statistical analyses

**Contents**

1. Introduction
    - 1.1 Subject of Statistics
    - 1.2 Basic Concepts of statistics
    - 1.3 Procedure of Statistical Investigations

2. Evaluation Methods of One-Dimensional Data
   - 2.1 Frequency Distributions
   - 2.2 Measures of Central Tendency
   - 2.3 Measures of Dispersion

3. Evaluation Methods of Two-Dimensional Data
   - 3.1 Scatter Diagram and Contingency Table
   - 3.2 Correlation Measures

4. Fundamentals of Probability Theory
   - 4.1 Random Experiments and Events
   - 4.2 Probability of Events
   - 4.3 Random Variables and Their Distribution

5. Special Probability Distributions
   - 5.1 Normal Distribution
   - 5.2 T-Distribution

6. Samples
   - 6.1 Sampling
   - 6.2 Sampling Functions
   - 6.3 Sampling Distributions

7. Statistical Estimation Procedures
   - 7.1 Point Estimate
   - 7.2 Interval Estimation

8. Hypothesis Testing
   - 8.1 Methodology
   - 8.2 Expected Value Test with Known Standard Deviation (Z-Test)
   - 8.3 Expected Value Test with Unknown Standard Deviation (T-Test)

9. Linear Regression
   - 9.1 Regression Line
   - 9.2 Quality Assessment
   - 9.3 Applications

**Literature**

**Compulsory Reading**

**Further Reading**


- Carlson, Kieth A., Winquist, Jennifer R. (2021): An Introduction to Statistics: An Active Learning Approach, 3rd Edition, SAGE Publications.
- Frost, Jim (2020): Introduction to Statistics: An Intuitive Guide for Analyzing Data and Unlocking Discoveries, 1st Edition, Statistics by Jim Publishing.
- Frost, Jim (2020) Hypothesis Testing: An Intuitive Guide for Making Data Driven Decisions, 1st Edition, Statistics by Jim Publishing.
- Heumann, C.; Schomaker, M. (2018): Introduction to Statistics an Data Analysis: With Exercises, Solutions an Applications in R, 2nd Edition, Springer.
- James, Gareth; Witten, Daniela; Hastie, Trevor; Tibshirani, Robert (2021): An Introduction to Statistical Learning: with Applications in R, 2nd Edition, Spinner.
- Pishro-Nik, Hossein (2014): Introduction to Probability, Statistics and Random Process, 1st Edition Kappa Research.
- Reid, Howard M. (2014): Introduction to Statistics: fundamental concepts and procedures of data analysis, 1st Edition, SAGE Publications.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Review Book |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Online Tests |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Review Book |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Online Tests |

# International Marketing

**Module Code: DLBDSEIMB1**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Josephine Zhou-Brock (International Marketing )

**Contributing Courses to Module**

- International Marketing (DLBDSEIMB01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: Duales myStudium<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- International marketing strategy
- Cultural differences and their significance for marketing
- International marketing mix (product, price, promotion, and distribution decisions in an international environment)
- International market research and consumer behavior
- Ethical aspects in international marketing
- International marketing controlling and six sigma

**Learning Outcomes**

**International Marketing**

On successful completion, students will be able to

- understand basic aspects of international strategic marketing.
- analyze cultural differences and their impact on international marketing.
- apply selected concepts of the international marketing mix.
- describe the possibilities of international market research and its influence on consumer behavior.
- recognize the necessity of international brand controlling and quality management.
- reproduce theoretical knowledge using case studies.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the field of Marketing & Sales | All Bachelor Programs in the Marketing & Communication field |

# International Marketing

**Course Code: DLBDSEIMB01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Students are taught the necessity for strategic marketing in an international context. They will learn about essential cultural differences and their influences on international marketing management. The basic decisions, standardizations, and adaptations in international marketing are experienced by the students on the basis of different concepts in the international marketing mix. The necessity of international market research, strategic planning, and control are taught to the students, along with the ethical aspects in international marketing. The students analyze current topics in international marketing management and reflect on them in connection with the concepts they have learned in this course.

**Course Outcomes**

On successful completion, students will be able to

- understand basic aspects of international strategic marketing.
- analyze cultural differences and their impact on international marketing.
- apply selected concepts of the international marketing mix.
- describe the possibilities of international market research and its influence on consumer behavior.
- recognize the necessity of international brand controlling and quality management.
- reproduce theoretical knowledge using case studies.

**Contents**

1. Strategic International Marketing
   - 1.1 Internationalization
   - 1.2 Theoretical Foundations of International Market Entry Strategies
   - 1.3 Forms of International Market Entry
2. Cultural Differences as an Aspect of International Marketing
   - 2.1 Overview of Culture
   - 2.2 Cultural Model Based on Hofstede
   - 2.3 Cultural Model Based on Trompenaars
3. Case Studies in International Market Entry and Marketing Strategies
   - 3.1 Case Study: Nivea in South Korea

3.2 Case Study: Bosch and Siemens Hausgeräte GmbH in China
3.3 Case Study: Siemens Mobile in China
3.4 Case Study: Siemens in China

4. International Product Management and Product Development
4.1 Goals of International Product Management
4.2 Framework Conditions for International Product Management
4.3 International Product Decisions
4.4 International Product Development

5. Exchange Rate Fluctuations and International Price Calculation
5.1 Tasks and Objectives of International Price Management
5.2 Factors Influencing International Price Management
5.3 Instruments of International Price Management

6. International Communication and International Sales Policy
6.1 International Communication Management
6.2 International Sales Management

7. International Marketing and Ethics
7.1 Overview of International Marketing and Ethics
7.2 Business Ethics in International Companies
7.3 Case Study: Nestlé

8. Applied Market Research and Its Influence on Consumer Behavior
8.1 Scope of International Market Research
8.2 Requirements for International Market Research Information
8.3 International Secondary Research
8.4 International Primary Research

9. Monitoring and Control in International Marketing
9.1 Controlling in International Management

10. Six Sigma, Brand Management, and Rebranding
10.1 Six Sigma: Basics, Definitions, and Processes
10.2 Brand Management
10.3 Rebranding

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Armstrong, G., Kotler, P., & Opresnik, M. O. (2019). Marketing: An introduction (14th ed.). Pearson.<br>▪ Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). Cultures and organizations—Software of the mind: Intercultural cooperation and its importance for survival. McGraw-Hill.<br>▪ Hollensen, S. (2020). Global marketing (8th ed.). Pearson. |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Project: Agile Project Management

**Module Code: DLBCSAPM**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Inga Schlömer (Project: Agile Project Management)

**Contributing Courses to Module**

- Project: Agile Project Management (DLBCSAPM01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Project Report<br>Study Format: Distance Learning<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

- In this course, students are taught action competences in the field of agile project management. They will be familiarized with the values, activities, roles, and artifacts of agile procedures using Scrum as an example.

**Learning Outcomes**

**Project: Agile Project Management**

On successful completion, students will be able to

- explain the differences between agile and plan-driven project management.
- explain agile principles.
- work together in an agile manner according to the values defined in Scrum.
- apply the activities defined in Scrum.
- take responsibility for the roles defined in Scrum.
- create and maintain the artefacts defined in Scrum.
- consider the increasing relevance of international, intercultural and virtual collaboration in projects.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: Agile Project Management

**Course Code: DLBCSAPM01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Students will receive a practical introduction to agile project management in this course. In addition to teaching its individual basic principles, the differences between agile project management and plan-driven project management will be examined in detail. In order to understand and experience agile project management, the values, activities, roles, and artefacts of typical agile procedures are presented using Scrum and then practiced on an example project.

**Course Outcomes**

On successful completion, students will be able to

- explain the differences between agile and plan-driven project management.
- explain agile principles.
- work together in an agile manner according to the values defined in Scrum.
- apply the activities defined in Scrum.
- take responsibility for the roles defined in Scrum.
- create and maintain the artefacts defined in Scrum.
- consider the increasing relevance of international, intercultural and virtual collaboration in projects.

**Contents**

- This course teaches students various skills in the field of agile project management. In contrast to plan-driven project management, the principles of agility used in modern software development are taught. Using the example of Scrum, students will acquire skills in applying an agile approach, and then apply their knowledge of respective roles and activities in a simple project to gain initial practical experience, documenting it in a project report. The content of the projects results from the individual abilities and requirements of the students.

**Literature**

**Compulsory Reading**

**Further Reading**


- Apress. Agile Alliance (2021). Subway Map to Agile Practices.
- Beck, K. et al. (2001). Manifesto for Agile Software Development.
- Chovanova, H. et al. (2020). Agile Project Management – What is It? Publisher: IEEE. In 18th International Conference on Emerging eLearning Technologies and Applications (ICETA), Emerging eLearning Technologies and Applications (ICETA), 2020 18th International Conference.
- Dalton, Jeff (2019). Great Big Agile. An OS for Agile Leaders.
- Douglass, B. P. (2016). Agile systems engineering. Morgan Kaufmann, p. 151-160.
- Hohl, P., Klünder, J., van Bennekum, A., Lockard, R., Gifford, J., Münch, J., Stupperich, M., & Schneider, K. (2018). Back to the future: origins and directions of the "Agile Manifesto" – views of the originators. Journal of Software Engineering Research and Development, 6(1).
- Project Management Institute (2017). Agile Practice Guide. Project Management Institute.
- Measey P., Radtac (2015). Agile Foundations - Principles, Practices and Frameworks. BCS The Chartered Institute for IT, p. 131-140, p. 148-152.
- Schwaber, K., Sutherland, J. (2020). The Scrum Guide.
- Hohl, P., Klünder, J., van Bennekum, A., Lockard, R., Gifford, J., Münch, J., Stupperich, M., & Schneider, K. (2018). Back to the future: origins and directions of the "Agile Manifesto" – views of the originators. Journal of Software Engineering Research and Development, 6(1).

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Collaborative Work

**Module Code: DLBCSCW**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Karin Halbritter (Collaborative Work)

**Contributing Courses to Module**

- Collaborative Work (DLBCSCW01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Oral Assignment<br>Study Format: Duales myStudium<br>Oral Assignment<br>Study Format: Distance Learning<br>Oral Assignment | |

**Weight of Module**

see curriculum

**Module Contents**

- Self-Directed and Collaborative Learning
- Networking and Cooperation
- Performance in (Virtual) Teams
- Communication, Arguments, and Being Convincing
- Potentials for Conflict and Managing Conflicts
- Self-Management and Personal Skills

**Learning Outcomes**

**Collaborative Work**

On successful completion, students will be able to

- design their own learning processes both self-directed and collaborative with analog and digital media.
- initiate face-to-face and virtual cooperation and select suitable methods for shaping collaboration even in an intercultural context and across disciplinary boundaries.
- assess different forms of communication in relation to the goals and requirements of different situations and to reflect on their own communication and argumentation behavior in order to be able to shape conducive collaboration also in an interdisciplinary context.
- recognize social diversity including cultural and professional differences as a value, and to name and apply tools to deal with them constructively.
- explain conflict potentials and the role of emotions in conflicts and to describe the use of systemic methods in the target- and solution-oriented handling of conflicts.
- analyze one's own resources, present methods of self-leadership and self-motivation, and derive appropriate strategies.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Collaborative Work

**Course Code: DLBCSCW01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The course supports the students in building up and expanding important interdisciplinary competences for our networked world, and in doing so, students can take advantage of the opportunities for constructive cooperation with others. It presents essential forms and design possibilities of collaborative learning and working, imparts basic knowledge and tools for self-managed, flexible, and creative thinking, learning and acting and familiarizes students with the topics of empathy and emotional intelligence. Students are also encouraged to use the course contents. In this way, they promote their autonomous competence to act and their competence in the interactive application of tools and in interacting in heterogeneous groups.

**Course Outcomes**

On successful completion, students will be able to

- design their own learning processes both self-directed and collaborative with analog and digital media.
- initiate face-to-face and virtual cooperation and select suitable methods for shaping collaboration even in an intercultural context and across disciplinary boundaries.
- assess different forms of communication in relation to the goals and requirements of different situations and to reflect on their own communication and argumentation behavior in order to be able to shape conducive collaboration also in an interdisciplinary context.
- recognize social diversity including cultural and professional differences as a value, and to name and apply tools to deal with them constructively.
- explain conflict potentials and the role of emotions in conflicts and to describe the use of systemic methods in the target- and solution-oriented handling of conflicts.
- analyze one's own resources, present methods of self-leadership and self-motivation, and derive appropriate strategies.

**Contents**

1. Learning for a Networked World, in a Networked World
    - 1.1 Requirements and Opportunities in the “VUCA” World
    - 1.2 Learning, Knowing and Not-Knowing
    - 1.3 The 4C Model: Collective, Collaborative, Continuous, and Connected
    - 1.4 Monitoring Learning Behaviour

2. Networking & Cooperation
   - 2.1 Cooperation Partners
   - 2.2 Sustainable Relationships: Digital Interaction and Trust Building
   - 2.3 Organizing Collaboration
   - 2.4 Social Learning

3. Performance in (Online) Teams
   - 3.1 Goals, Roles, Organization and Performance Measurement
   - 3.2 Team Building and Team Flow
   - 3.3 Agile Project Management with Scrum
   - 3.4 Other Agile Methods

4. Communicating and Convincing
   - 4.1 Communication as Social Interaction
   - 4.2 Language, Images, Metaphors, and Stories
   - 4.3 Attitude: Open, Empathetic, and Appreciative Communication
   - 4.4 Active Listening
   - 4.5 Analyze Your Conversational and Argumentative Skills

5. Recognizing Conflict Potential — Managing Conflicts — Negotiating Effectively
   - 5.1 Respecting Diversity and Seizing Opportunities
   - 5.2 Empathy
   - 5.3 Systemic Solution Process Work
   - 5.4 Constructive Negotiation

6. Achieving Your Goals
   - 6.1 Effective Goal Setting
   - 6.2 The Agile Use of Time
   - 6.3 (Self-)Coaching Methods
   - 6.4 Self-Management and Motivation Strategies

7. Mobilizing Resources
   - 7.1 Recognizing Resources
   - 7.2 Reflection and Innovation
   - 7.3 Transfer Strength and Willpower

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Baber, A., Waymon, L., Alphonso, A., & Wylde, J. (2015). Strategic connections: The new face of networking in a collaborative world. AMACOM.<br>▪ Kaats, E., & Opheij, W. (2014). Creating conditions for promising collaboration: Alliances, networks, chains, strategic partnerships. Springer.<br>▪ Martin, S. J., Goldstein, N. J., & Cialdini, R. B. (2014). The small BIG: Small changes that spark BIG influence. Profile Books.<br>▪ Oettingen, G. (2014). Rethinking positive thinking: Inside the new science of motivation. Current. |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Oral Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Oral Assignment |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Oral Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Intercultural and Ethical Decision-Making

**Module Code: DLBCSIDM**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Zeljko Sevic (Intercultural and Ethical Decision-Making)

**Contributing Courses to Module**

- Intercultural and Ethical Decision-Making (DLBCSIDM01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Case Study<br>Study Format: Distance Learning<br>Written Assessment: Case Study<br>Study Format: Duales myStudium<br>Written Assessment: Case Study | |

**Weight of Module**

see curriculum

**Module Contents**

- Basics of Intercultural Competence
- Cultural Concepts
- Culture and Ethics
- Implications of Current Ethical Problems in the Area of Interculturality, Ethics, and Diversity
- Intercultural Learning and Working
- Case Studies for Cultural and Ethical Conflicts

**Learning Outcomes**

**Intercultural and Ethical Decision-Making**

On successful completion, students will be able to

- explain the most important terms in the areas of interculturality, diversity, and ethics.
- distinguish different explanatory patterns of culture.
- understand culture at different levels.
- plan processes of intercultural learning and working.
- understand the interdependencies of culture and ethics.
- independently work on a case study on intercultural competence.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Intercultural and Ethical Decision-Making

**Course Code: DLBCSIDM01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In this course, students acquire the necessary knowledge to understand intercultural competencies and current developments in the fields of diversity and ethics. Students will understand how to systematically plan and implement learning processes for the development of competences important in these areas. First, important terms are clarified and differentiated from each other, and cultural aspects are explained from different perspectives. In addition, students learn that cultural issues are relevant at different levels, for example, within a state, company, or other group. In this context, students also recognize the connection between ethics and culture with different interdependencies. On the basis of this knowledge, students are then familiarized with the different possibilities and potentials of intercultural and ethical learning and working. Practical cases are used to illustrate the importance of the relationships learned for today's work context in many companies. The students then work on a case study in which the acquired knowledge is systematically applied.

**Course Outcomes**

On successful completion, students will be able to

- explain the most important terms in the areas of interculturality, diversity, and ethics.
- distinguish different explanatory patterns of culture.
- understand culture at different levels.
- plan processes of intercultural learning and working.
- understand the interdependencies of culture and ethics.
- independently work on a case study on intercultural competence.

**Contents**

1. Basics of Intercultural and Ethical Competence to Act
    - 1.1 Subject Areas, Terms, and Definitions
    - 1.2 Relevance of Intercultural and Ethical Action
    - 1.3 Intercultural Action - Diversity, Globalization, Ethics
2. Cultural Concepts
    - 2.1 Hofstedes Cultural Dimensions
    - 2.2 Culture Differentiation According to Hall
    - 2.3 Locus of Control Concept to Rotter

3. Culture and Ethics
   - 3.1 Ethics - Basic Terms and Concepts
   - 3.2 Interdependence of Culture and Ethics
   - 3.3 Ethical Concepts in Different Regions of the World

4. Current Topics in the Area of Interculturality, Ethics, and Diversity
   - 4.1 Digital Ethics
   - 4.2 Equality and Equal Opportunities
   - 4.3 Social Diversity

5. Intercultural Learning and Working
   - 5.1 Acculturation
   - 5.2 Learning and Working in Intercultural Groups
   - 5.3 Strategies for Dealing with Cultural Conflicts

6. Case Studies for Cultural and Ethical Conflicts
   - 6.1 Case Study: Interculturality
   - 6.2 Case Study: Diversity
   - 6.3 Case Study: Interculturality and Ethics

**Literature**

**Compulsory Reading**

**Further Reading**


- Al-Ali, E., & Masmoudi, M. (2023). Leadership and Workplace Culture in the Digital Era. Business Science Reference.
- Barmeyer, C., Bausch, M., & Mayrhofer, U. (2021). Constructive Intercultural Management.
- Berrones-Flemmig, N., Contreras, F., & Dornberger, U. (2022). Business in the 21st century: A sustainable approach (1st ed.). Emerald Publishing Limited.
- Rossouw, J., & Van Vuuren, L. (2017). Business ethics (6th ed.). Oxford University Press Southern Africa.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# International Contract Management

**Module Code: DLBINTIWR_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Georg Berkel (International Contract Management)

**Contributing Courses to Module**

- International Contract Management (DLBINTIWR01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- The Four Phases of Contract Management
- Phase I: Offer Preparation
- Phase II: Negotiation
- Phase III: Implementation
- Phase IV: Analysis

**Learning Outcomes**

**International Contract Management**

On successful completion, students will be able to

- identify and explain the four phases of contract management.
- describe essential elements of an international treaty.
- explain which contractual clauses are fundamental to the business model.
- understand which and how contractual risks can be quantified.
- distinguish how to negotiate different contractual clauses.
- show how revenue can be increased in the offer phase and processing phase.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the field of Law | All Bachelor Programs in the Management field |

# International Contract Management

**Course Code: DLBINTIWR01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The internationalization of economic life has progressed steadily in recent decades. While business considerations often change little when borders are crossed, legal issues show quite a different pattern. After all, every country has its own legal system. By law, the rights and duties of those involved in economic life in different countries can vary or even contradict each other. However, the laws of the individual legal systems are primarily created for domestic situations. Also, questions arising in international economic transactions are largely answered by the individual states themselves, again quite independently and in their individual way. Often, only specialists in private international law are able to evaluate which rights and obligations apply by law. However, the acquisition of such special knowledge is neither practicable nor necessary for daily business practice. This course focuses on the subject area of contract management. Instead of submitting to an unclear legal situation, companies - even across national borders - can often determine their own binding rights and obligations. The means to achieve this is the contract. A contract is nothing more than the mutual promise of the parties to do something for each other. The questions to be answered follow the business logic of the transaction. If, for example, goods or services are purchased by payment, the parties must agree, for example, on when and where the goods are to be delivered, in which currency payment is to be made, and what is to be done in the event of a defect. Efficient contract management is therefore crucial for the success of the company, especially in an international context. In this course, its objectives, contents and methods will be presented. This course follows the chronological sequence of a project and identifies the four phases of contract management: proposal preparation, negotiation, execution and analysis. In each phase, contract management must face specific challenges. When preparing an offer, it is particularly important to transfer the business model into a contractually meaningful form. During negotiations, the practicability and profitability of the business model must be maintained. In the execution phase, the main focus is on securing and increasing results. Finally, the analysis enables "lessons learned" to be drawn for future business activities.

**Course Outcomes**

On successful completion, students will be able to

- identify and explain the four phases of contract management.
- describe essential elements of an international treaty.
- explain which contractual clauses are fundamental to the business model.
- understand which and how contractual risks can be quantified.
- distinguish how to negotiate different contractual clauses.
- show how revenue can be increased in the offer phase and processing phase.

**Contents**

1. The Four Phases of Contract Management
   - 1.1 Definition of the Term “Contract Management”
   - 1.2 Goals of Contract Management
   - 1.3 The Phases of Contract Management
   - 1.4 Contract Management: Why?

2. Phase I: Offer Preparation
   - 2.1 The Bid Decision
   - 2.2 The Structure of the Contract at a Glance
   - 2.3 The Contract Components in Detail: Title, Preamble, Planned and Unplanned, and Final Provisions
   - 2.4 The Offer Preparation Process

3. Phase II: Negotiation
   - 3.1 The Submission of an Offer
   - 3.2 External Negotiation: Planned and "Win-Win", Unplanned and "Win-Lose"
   - 3.3 The Internal Process: Risk Quantification and Approval

4. Phase III: Implementation
   - 4.1 The Coming into Effect of the Contract: Offer Acceptance and Conditions Precedent
   - 4.2 Execution of the Contract and Warranty Period
   - 4.3 Objectives of Claim Management
   - 4.4 Claim Management as Conflict Management
   - 4.5 Conflict Resolution

5. Phase IV: Analysis
   - 5.1 Determining Success
   - 5.2 Deriving of “Lessons Learned"

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Berkel, G. (2016). Contractmanagement.In M. Kleinaltenkamp, W. Plinke, & I. Geiger (Eds.), Business project management and marketing: Mastering business markets (pp. 159—206). Springer.<br>▪ Brett, J. M. (2014). Negotiating globally: How to negotiate deals, resolve disputes, and make decisions across cultural boundaries(3rd ed.). Jossey-Bass.<br>▪ Brunet, A., & Cesar, F. (2021). Contract management: Contractual performance, renegotiation, and claims: How to safeguard and increaseprofit margins. Springer. |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Conflict Management and Mediation

**Module Code: DLBWPKUM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Hendrik Fenz (Conflict Management and Mediation)

**Contributing Courses to Module**

- Conflict Management and Mediation (DLBWPKUM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Forms of cooperation
- Basic concepts of conflict research
- Conflict Management
- Basics of communication psychology
- Conducting discussions and moderation
- Mediation

**Learning Outcomes**

**Conflict Management and Mediation**

On successful completion, students will be able to

- explain the central characteristics of conflicts and reflect, analyze and assess their progression.
- analyze conflicts according to the degree of their escalation.
- explain how conflicts arise and how to avoid them.
- understand conflicts and negotiations as a process and plan and implement the necessary measures to solve them.
- use special conversation and question techniques.
- identify hidden messages in communication and develop suggestions for optimization.
- develop goals and strategies for conflict and negotiation management in order to contribute to successful conflict management and negotiation with a clear procedure.
- assess and apply mediation as a method of conflict resolution.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Psychology | All Bachelor Programs in the Social Sciences field |

# Conflict Management and Mediation

**Course Code: DLBWPKUM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In the business world, different perspectives of negotiating partners or parties often clash. This often leads to conflicts because the parties involved pursue different goals and evaluate situations differently. Especially against the background of transformation and restructuring processes in companies, conflicts are often pre-programmed due to different interests. To ensure that the different perspectives of the parties involved do not conclude in escalation, knowledge of the nature and structure of conflicts, techniques for dealing with them and basic knowledge of the possibilities of successful communication at a verbal and non-verbal level are essential. This course will equip students with the necessary understanding and present necessary tools to recognize conflicts, to solve them and to lead negotiations. In this context, mediation is highlighted as an increasingly popular method of conflict resolution.

**Course Outcomes**

On successful completion, students will be able to

- explain the central characteristics of conflicts and reflect, analyze and assess their progression.
- analyze conflicts according to the degree of their escalation.
- explain how conflicts arise and how to avoid them.
- understand conflicts and negotiations as a process and plan and implement the necessary measures to solve them.
- use special conversation and question techniques.
- identify hidden messages in communication and develop suggestions for optimization.
- develop goals and strategies for conflict and negotiation management in order to contribute to successful conflict management and negotiation with a clear procedure.
- assess and apply mediation as a method of conflict resolution.

**Contents**

1. From Cooperation to Confrontation
    - 1.1 Cooperation and Competition
    - 1.2 Forms of Cooperation
    - 1.3 Game Theoretical Approaches
    - 1.4 The Way into the Conflict

2. Basic Concepts of Conflict Research
- 2.1 What is a Conflict?
- 2.2 Types of Conflict
- 2.3 Mobbing - a Special Type of Conflict
- 2.4 The Stages of Conflict Escalation
- 2.5 Conflict Resistance of Organizations

3. Conflict Management in the World of Work
- 3.1 Conflict Costs
- 3.2 Conflict Management in Business
- 3.3 Elements of Conflict Management

4. Basics of Communication Psychology
- 4.1 What is “Communication”?
- 4.2 Axioms of Communication
- 4.3 The Importance of Non-Verbal Communication
- 4.4 The Message Square Model: The Four Sides of a Message
- 4.5 Transactional Analysis as Analysis of Interpersonal Communication
- 4.6 Non-Violent Communication

5. Conducting Discussions and Moderation
- 5.1 Conversation and Question Techniques in Conflict Situations
- 5.2 The Discussion Moderation

6. Mediation as an Instrument of Conflict Resolution
- 6.1 Principles of Mediation
- 6.2 Areas of Application of Mediation
- 6.3 Principles and Rules of Mediation
- 6.4 The Mediation Process - Phases and Procedures

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Coltri, L. (2020). Alternative dispute resolution (2nd ed.). McGraw Hill.<br>▪ Fisher, R., Ury, W., & Patton, B. (2011). Getting to yes: Negotiating agreement without giving in (3rd ed.). Penguin Books.<br>▪ Rosenberg, M. B. (2015). Nonviolent communication - A language of life: Life-changing tools for healthy relationships (3rd ed.). PuddleDancer Press. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Practice Exam
- ☑ Online Tests

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Change Management

**Module Code: DLBDBCM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. John Stanley (Change Management)

**Contributing Courses to Module**

- Change Management (DLBDBCM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Introduction to Change Management
- Understanding and shaping change
- Phase models of change management
- Phases of the change process
- Change communication
- Influencing factors and typical errors in change management
- Operational instruments in the context of change management

**Learning Outcomes**

**Change Management**

On successful completion, students will be able to

- explain the management of change in its broadest sense.
- identify the characteristics and procedures by which necessary changes in companies can beidentified and designed.
- grasp the basics of processes in change management and communicate them to otherparticipants.
- identify and analyze the need for change.
- outline typical tasks of managers in initiating and accompanying change processes.
- explain essential and effective techniques and tools of change processes and apply them.
- evaluate the success of change processes and measures.
- develop meaningful ways of dealing with resistance that arises in the change process.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Change Management

**Course Code: DLBDBCM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The pace of change in markets, technologies and customer behavior has increased significantly.These developments offer growth opportunities for companies - new business models, mergingmarkets, changed customer behavior. To utilize future potentials, companies need to implementchanges effectively and quickly. To do this, it is essential to know the meaning, structure, roles ofthe people involved, possible bottle neck situations and communication within the framework ofchange management. A great number of change programs regularly fail in the operationalimplementation. Therefore, knowledge of the systematic approach to the change process isnecessary to successfully manage change in and of the company. People and processes play acentral role in this procedure.

**Course Outcomes**

On successful completion, students will be able to

- explain the management of change in its broadest sense.
- identify the characteristics and procedures by which necessary changes in companies can beidentified and designed.
- grasp the basics of processes in change management and communicate them to otherparticipants.
- identify and analyze the need for change.
- outline typical tasks of managers in initiating and accompanying change processes.
- explain essential and effective techniques and tools of change processes and apply them.
- evaluate the success of change processes and measures.
- develop meaningful ways of dealing with resistance that arises in the change process.

**Contents**

1. Introduction to Change Management
   - 1.1 Terms and Definitions
   - 1.2 Limitations of Change Management
   - 1.3 Models of Change
2. Causes and Triggers of Change
   - 2.1 Change and Transformation
   - 2.2 External Triggers of Change

2.3 Internal Triggers for Change

3. The company as an Obstacle to Change
   - 3.1 Obstacles at Organizational Level
   - 3.2 Collective Obstacles
   - 3.3 Economic Obstacles

4. Resistance at Individual Level
   - 4.1 Manifestations of Individual Resistance
   - 4.2 Causes and Triggers of Individual Resistance
   - 4.3 Actions towards Resistance

5. Change as a Management Task
   - 5.1 Success Factors of Change Management
   - 5.2 Management Tasks in Change
   - 5.3 Change Management Activity Plans

6. Leading Change
   - 6.1 Success Factor: Leadership and Manager
   - 6.2 Leadership Roles and Functions
   - 6.3 Change Communication

7. Management of Change Projects
   - 7.1 Change Management Models
   - 7.2 Organization of Change Management
   - 7.3 Controlling and Evaluation of Change Projects

**Literature**

**Compulsory Reading**

**Further Reading**


- Lauer, T. (2021). Change management: Fundamentals and success factors. Springer Verlag.
- Hayes, J. (2018). The theory and practice of change management [electronic resource] (Fifth edition). Palgrave Macmillan.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Healthcare Management

**Module Code: DLBIHMHM**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | None | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Gerardo Fernandez (Healthcare Management)

**Contributing Courses to Module**

- Healthcare Management (DLBIHMHM01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Duales myStudium<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- The Health Economy (Setting the Scene)
- What is the Healthcare Sector?
- Key Players in Healthcare
- International Healthcare Industry
- Management in Health and Healthcare
- Decision-Making and Problem-Solving in Care Settings
- Cross-Border Healthcare and Health Tourism

**Learning Outcomes**

**Healthcare Management**

On successful completion, students will be able to

- understand specific objectives and contextual challenges of healthcare management.
- identify the characteristics of the health economy and international healthcare markets.
- define healthcare management and the role of the healthcare manager.
- compare and contrast the key competencies of managers in different areas of healthcare.
- differentiate roles and challenges of healthcare managers in light of the international health architecture.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Healthcare Management | All Bachelor Programs in the field of Health Affairs |

# Healthcare Management

**Course Code: DLBIHMHM01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | None |

**Course Description**

This course provides an overview introduction to the international environment, the different market sectors, possible roles for health managers and the main challenges. The course offers an insight into individual areas of the health industry and also into individual roles that healthcare managers fill. First, there is an introduction to the special characteristics of health and healthcare against the background of medical-ethical and social-ethical principles. This is followed by a discussion of the relevant areas in which healthcare managers are employed, before their particular roles are presented. A separate section is devoted to health information systems in the light of the particular importance of health data in the management processes of the sector. Finally, the core themes are once again explicitly considered in the context of the international health architecture, which, in addition to the respective national regulatory framework, defines the scope of action of international healthcare management.

**Course Outcomes**

On successful completion, students will be able to

- understand specific objectives and contextual challenges of healthcare management.
- identify the characteristics of the health economy and international healthcare markets.
- define healthcare management and the role of the healthcare manager.
- compare and contrast the key competencies of managers in different areas of healthcare.
- differentiate roles and challenges of healthcare managers in light of the international health architecture.

**Contents**

1. The Health Economy
   - 1.1 Understanding Health
   - 1.2 The Nature of Healthcare
   - 1.3 Health Commodities and Services
   - 1.4 Market Failure and the Need for Regulation
   - 1.5 The Importance of Ethical Conduct

2. Outlining the Healthcare Sector
   - 2.1 Health Care Providers
   - 2.2 Healthcare HR and Professional Training

- 2.3 Pharmaceuticals and Medical Devices
- 2.4 Nonprofit Stakeholders in Healthcare
- 2.5 Health Insurance Markets

3. Roles in Healthcare Management – an Overview
   - 3.1 Managing Customers and Patients
   - 3.2 Managing Finances
   - 3.3 Managing Performance
   - 3.4 Managing Health Care Professionals

4. Health Information Systems and Technologies
   - 4.1 Managing Health Information
   - 4.2 E-Health
   - 4.3 Evolution of the Electronic Medical Record (EMR)
   - 4.4 Management of Health Data

5. Health and Healthcare Internationally
   - 5.1 The International Health Architecture
   - 5.2 International Management and Health Sector Change
   - 5.3 Healthcare Services – an International Perspective
   - 5.4 Pharmaceutical Innovation and International Market Access
   - 5.5 Medical Devices and More: Managing Products Internationally

6. Cross-Border Healthcare and Health Tourism
   - 6.1 Drivers of Cross-Border Healthcare
   - 6.2 Inbound and Outbound Health Tourism
   - 6.3 Health Tourism Case Studies

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Buchbinder, S., Shanks, N., & Kite, B. (2021). Introduction to health care management (4th ed.). Jones & Bartlett.<br>▪ Walshe, K., & Smith, J. (2017). Healthcare management (3rd ed.). Open University Press. |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 100 h | 0 h | 30 h | 30 h | 0 h | 160 h |

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| | ☑ Audio | |
| ☑ Recorded Live Sessions | ☑ Slides | |

# International Health Systems

**Module Code: DLBIHMIHS**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | None | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Sophie Brenner (International Health Systems)

**Contributing Courses to Module**

- International Health Systems (DLBIHMIHS01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: Duales myStudium<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Regulation and the Role of the State
- Health System Building Blocks
- Quantifying and Addressing Health Needs
- Typology of Health Systems
- Country Case Studies

**Learning Outcomes**

**International Health Systems**

On successful completion, students will be able to

- negotiate the rationale of health systems, considering their respective context.
- structure their analysis of health systems according to meaningful health system building blocks.
- understand people's health needs and the mechanisms to address these within the health system.
- analyze health systems based on a broader health system typology.
- understand different countries' health systems and use them as a reference.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Healthcare Management | All Bachelor Programs in the field of Health Affairs |

# International Health Systems

**Course Code: DLBIHMIHS01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | None |

**Course Description**

This course focuses on the role of health care systems as organizations of people, institutions, and resources that deliver health care services to meet the health needs of populations. It is structured along the health system building blocks, an analytical framework used by the World Health Organization to describe health systems, using the core components leadership and governance, service delivery, health system financing, health workforce, medical products and technologies, and health information systems. The evolution and dynamics of specific health systems are discussed on the basis of a typology of systems. Students gain a broad overview of different health systems within their respective contexts.

**Course Outcomes**

On successful completion, students will be able to

- negotiate the rationale of health systems, considering their respective context.
- structure their analysis of health systems according to meaningful health system building blocks.
- understand people's health needs and the mechanisms to address these within the health system.
- analyze health systems based on a broader health system typology.
- understand different countries' health systems and use them as a reference.

**Contents**

1. Regulation and the Role of the State
   - 1.1 A Rationale of Health Systems
   - 1.2 Properties of Systems
   - 1.3 The Impact of Context
2. Health System Building Blocks
   - 2.1 Leadership and Governance
   - 2.2 Service Delivery
   - 2.3 Health System Financing
   - 2.4 Health Workforce
   - 2.5 Medical Products and Technologies

2.6 Health Information Systems

3. Health Needs
   - 3.1 Quantifying Needs
   - 3.2 Addressing Needs

4. Typology of Health Systems
   - 4.1 National Health Service-Type Systems
   - 4.2 Social Health Insurance
   - 4.3 Supply- and Performance-Oriented Private Type
   - 4.4 Mixed Systems

5. Provision of sServices
   - 5.1 Patient Pathways
   - 5.2 Primary Care
   - 5.3 Specialized Care
   - 5.4 Urgent and Emergency Care
   - 5.5 Pharmaceutical Care

6. Country Case Studies
   - 6.1 Germany
   - 6.2 United Kingdom
   - 6.3 China
   - 6.4 United States
   - 6.5 Case Studies From Low- and Middle-Income Countries

**Literature**

**Compulsory Reading**

**Further Reading**


- Folland, S., Goodman, A. C., & Stano, M. (2017). The economics of health and health care (8th ed.). Routledge.
- Merson, M. H., Black, R. E., & Mills, A. J. (2020). Global health: Diseases, programs, systems, and policies (4th ed.). Jones & Bartlett.
- Rice, T. (2021). Health insurance systems: An international comparison. Elsevier.
- World Health Organization. (n.d.). Health system in transition reviews (HiT). Asia Pacific Observatory on Health Systems and Policies. Available online.
- World Health Organization. (2000). The world health report. Health systems: Improving performance. Available online.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| | ☑ Audio | |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Certificate Course German

**Module Code: DLFSWG1**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimaldauer: 1 Semester | WiSe/SoSe | English |

**Module Coordinator**

Melanie Görgmaier (Certificate Course German)

**Contributing Courses to Module**

- Certificate Course German (DLFSWG01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Participation Certificate (passed / not passed)<br>Study Format: Distance Learning<br>Participation Certificate (passed / not passed) | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen German as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Certificate Course German**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Certificate Course German

**Course Code: DLFSWG01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of German as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)
    - to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
    - Level A1 - present and past tenses, sentence structure, prepositions, etc.
    - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
    - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
    - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>- According to the Information given in the Online Course speexx |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Language Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Language Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| **Instructional Methods** |
|---|
| Instructional Methods are provided by the External Service Provider |

# Foreign Language German

**Module Code: DLFSG**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

N.N. (Foreign Language German)

**Contributing Courses to Module**

- Foreign Language German (DLFSG01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen German as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Foreign Language German**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Foreign Language German

**Course Code: DLFSG01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of German as a foreign language is taught and practiced according to a CEFR placement test.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)

- Grammar:
  - Level A1 - present and past tenses, sentence structure, prepositions, etc.
  - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
  - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
  - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ According to the Information given in the Online Course speexx |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

# Certificate Course French

**Module Code: DLFSWF1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimaldauer: 1 Semester | WiSe/SoSe | English |

**Module Coordinator**

Alexa Wiese (Certificate Course French)

**Contributing Courses to Module**

- Certificate Course French (DLFSWF01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Participation Certificate (passed / not passed)<br>Study Format: myStudies<br>Participation Certificate (passed / not passed) | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen French as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Certificate Course French**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Certificate Course French

**Course Code: DLFSWF01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of French as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)
    - to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
    - Level A1 - present and past tenses, sentence structure, prepositions, etc.
    - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
    - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
    - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>- According to the Information given in the Online Course speexx |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Language Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Language Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| **Instructional Methods** |
|---|
| Instructional Methods are provided by the External Service Provider |

# Foreign Language French

**Module Code: DLFSF_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Britta Heienbrock (Foreign Language French)

**Contributing Courses to Module**

- Foreign Language French (DLFSF01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen French as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Foreign Language French**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Foreign Language French

**Course Code: DLFSF01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of French as a foreign language is taught and practiced according to a CEFR placement test.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)

- Grammar:
  - Level A1 - present and past tenses, sentence structure, prepositions, etc.
  - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
  - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
  - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ According to the Information given in the Online Course speexx |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

# Certificate Course Italian

**Module Code: DLFSWI1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimaldauer: 1 Semester | WiSe/SoSe | English |

**Module Coordinator**

Enno Nagel (Certificate Course Italian)

**Contributing Courses to Module**

- Certificate Course Italian (DLFSWI01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Participation Certificate (passed / not passed)<br>Study Format: Distance Learning<br>Participation Certificate (passed / not passed) | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen Italian as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Certificate Course Italian**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Certificate Course Italian

**Course Code: DLFSWI01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Italian as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)
    - to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
    - Level A1 - present and past tenses, sentence structure, prepositions, etc.
    - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
    - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
    - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>- According to the Information given in the Online Course speexx |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Language Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Language Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| **Instructional Methods** |
|---|
| Instructional Methods are provided by the External Service Provider |

# Foreign Language Italian

**Module Code: DLFSI_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Regina Cordes (Foreign Language Italian)

**Contributing Courses to Module**

- Foreign Language Italian (DLFSI01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen Italian as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Foreign Language Italian**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Foreign Language Italian

**Course Code: DLFSI01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Italian as a foreign language is taught and practiced according to a CEFR placement test.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)

- Grammar:
  - Level A1 - present and past tenses, sentence structure, prepositions, etc.
  - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
  - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
  - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ According to the Information given in the Online Course speexx |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

# Certificate Course Spanish

**Module Code: DLFSWS1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimaldauer: 1 Semester | WiSe/SoSe | English |

**Module Coordinator**

Maja Popovic (Certificate Course Spanish)

**Contributing Courses to Module**

- Certificate Course Spanish (DLFSWS01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Participation Certificate (passed / not passed)<br>Study Format: myStudies<br>Participation Certificate (passed / not passed) | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen Spanish as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Certificate Course Spanish**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Certificate Course Spanish

**Course Code: DLFSWS01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Spanish as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)
    - to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
    - Level A1 - present and past tenses, sentence structure, prepositions, etc.
    - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
    - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
    - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>- According to the Information given in the Online Course speexx |

### Study Format Distance Learning

| **Study Format** | **Course Type** |
|---|---|
| Distance Learning | Language Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| **Instructional Methods** |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Language Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Participation Certificate (passed / not passed) |

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

| **Instructional Methods** |
|---|
| Instructional Methods are provided by the External Service Provider |

# Foreign Language Spanish

**Module Code: DLFSS_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Regina Cordes (Foreign Language Spanish)

**Contributing Courses to Module**

- Foreign Language Spanish (DLFSS01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

To learn and deepen Spanish as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

**Learning Outcomes**

**Foreign Language Spanish**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Languages | All Bachelor Programs in the Management field |

# Foreign Language Spanish

**Course Code: DLFSS01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Spanish as a foreign language is taught and practiced according to a CEFR placement test.

**Course Outcomes**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

**Contents**

- Depending on the CEFR placement, students will be proficient
  - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
  - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
  - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)

- Grammar:
  - Level A1 - present and past tenses, sentence structure, prepositions, etc.
  - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
  - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
  - Level B2 - among others verb constructions, conditional clauses, indirect speech

| **Literature** |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ According to the Information given in the Online Course speexx |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods |
|---|
| Instructional Methods are provided by the External Service Provider |

# Project: International Management

**Module Code: DLBINTEPIM**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

(Project: International Management)

**Contributing Courses to Module**

- Project: International Management (DLBINTEPIM01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

- In this class, students will
  - explore specific challenges that companies face in international business or internationalization.
  - address a specific corporate problem and develop a project plan to solve it.
  - summarize their findings and recommendations.

**Learning Outcomes**

**Project: International Management**

On successful completion, students will be able to

- analyze a complex international business problem.
- identify different approaches and specific steps towards a solution.
- dissect complexities into more manageable problems.
- present a project plan.
- present and explain their solution in an astute and eloquent way to convince the recipient of their ideas.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programmes in the Business field |

# Project: International Management

**Course Code: DLBINTEPIM01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Working in international business, students will face a plethora of logistically and culturally challenging situations. This project aims at bringing together what students have theoretically learned on international business so far and apply it to a specific business problem. Students will address the problem by dissecting the challenge in its parts and developing specific approaches with concrete next steps to solve. Students will be required to transfer and utilize the knowledge acquired so far in order to present a comprehensive solution.

**Course Outcomes**

On successful completion, students will be able to

- analyze a complex international business problem.
- identify different approaches and specific steps towards a solution.
- dissect complexities into more manageable problems.
- present a project plan.
- present and explain their solution in an astute and eloquent way to convince the recipient of their ideas.

**Contents**

- In this class, students will
  - explore typical problems occurring when doing international business.
  - approach complex problem in a way to break them down in manageable pieces.
  - develop a project plan to address the problem.
  - summarize their findings in a written project report.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Andrews, D. S., Nell, P. C., Schotter, A. P., & Laamanen, T. (2023). And the subsidiary lives on: Harnessing complex realities in the contemporary MNE. Journal of International Business Studies, 54(3), 538-549.<br>▪ Bohnsack, R., Ciulli, F., & Kolk, A. (2021). The role of business models in firm internationalization: An exploration of European electricity firms in the context of the energy transition. Journal of International Business Studies, 52, 824-852.<br>▪ Kozlenkova, I. V., Lee, J. Y., Xiang, D., & Palmatier, R. W. (2021). Sharing economy: International marketing strategies. Journal of International Business Studies, 1-29.<br>▪ Luo, Y., & Van Assche, A. (2023). The rise of techno-geopolitical uncertainty: Implications of the United States CHIPS and Science Act. Journal of international business studies, 1-18.<br>▪ Peltokorpi, V. (2023). The “language” of career success: The effects of English language competence on local employees’ career outcomes in foreign subsidiaries. Journal of International Business Studies, 54(2), 258-284. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# 5. Semester

# Introduction to New Work

**Module Code: DLBNWENW_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Stefanie Rödel (Introduction to New Work)

**Contributing Courses to Module**

- Introduction to New Work (DLBNWENW01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Working World of the Future
- Concept Development
- New Work as an Interdisciplinary Approach
- Megatrends
- Effects of Agile Organization Forms
- Leadership and Cooperation in New Work
- Empowerment
- Competence Development
- General Conditions

**Learning Outcomes**

**Introduction to New Work**

On successful completion, students will be able to

- identify and understand the challenges of technological and societal change.
- transfer the emerging challenges to human resources management and the leadership culture in companies.
- understand the concepts of agile and fluid organizations and the resulting consequences.
- identify solutions for complex environmental factors on leadership and human resources management.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Human Resources | All Bachelor Programs in the Human Resources field |

# Introduction to New Work

**Course Code: DLBNWENW01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

More and more companies leave their bureaucratic systems and hierarchical structures behind and adopt an agile style of work. Knowledge is both increasing and outdated at an increasing rate. Autonomy and creativity become of greater importance in more and more companies. Increasingly, processes and departments are set up according to agile principles. Work experiences an increasing dissolution of boundaries with both positive and negative effects. The question of how structures and corporate culture adapt better and faster to shorter innovation cycles and environmental changes affects all companies and their human resources management. It is more important than ever for knowledge and qualifications to be state of the art; consequently continuous learning needs to take a more prominent role in the work place. In the context of social and demographic change, work and organizations are moving further and further away from Taylorism and towards integral, evolutionary organizations whose work is characterized by self-management, a holistic view and meaningful tasks. This is accompanied by a change in orientation, away from bureaucracy towards democratic structures and empowerment. This course provides an introduction to the complex and contemporary theme of the new working world and work structure. Starting with a classification of the topic, we will define social megatrends as essential factors influencing human resource management and organization. Building on this, we will discuss the dipole of rigid and agile organizational structures and the resulting effects on leadership, personnel management and employees. Further, we will look at the concepts of cooperation and leadership during the implementation of new work structures and methods as well as necessary competencies. Competence development addresses how learning, attitudes and abilities are set to interact to provide companies with agile processes. Finally, we will critically reflect upon the new work concept, looking at advantages and disadvantages for those involved, predominantly in the context of legal and social conditions.

**Course Outcomes**

On successful completion, students will be able to

- identify and understand the challenges of technological and societal change.
- transfer the emerging challenges to human resources management and the leadership culture in companies.
- understand the concepts of agile and fluid organizations and the resulting consequences.
- identify solutions for complex environmental factors on leadership and human resources management.

**Contents**

1. What is New Work?
   - 1.1 The World of Work of the Future
   - 1.2 Concept Development
   - 1.3 New Work as an Interdisciplinary Approach

2. Megatrends
   - 2.1 Globalization
   - 2.2 Digitalization and Connectivity
   - 2.3 Individualization and Changing Values
   - 2.4 Demographic Change and Diversity

3. Organization of New Work
   - 3.1 Fixed Organization Forms
   - 3.2 Agile Organization Forms
   - 3.3 Effects of Agile Organization Forms

4. Empowerment, Leadership, and Cooperation
   - 4.1 Empowerment
   - 4.2 Leadership
   - 4.3 New Forms of Agile Cooperation
   - 4.4 New Frameworks, Methods, and Tools for Cooperation

5. Competence Development
   - 5.1 Competencies
   - 5.2 Settings and Mindset
   - 5.3 Continuous Learning

6. General Conditions and Criticism
   - 6.1 General Conditions
   - 6.2 Critical Classification of New Work

**Literature**

**Compulsory Reading**

**Further Reading**


- Bergmann, F. (2019): New Work, New Culture: Work We Want and a Culture That Strengthens Us. Zero Books, Washington, S. 7–19.
- Bernstein, E. et al. (2016): Beyond the Holacracy Hype. Harvard Business Review, Harvard.
- Felin, T./Powell, T. C. (2016): Designing organizations for dynamic capabilities. In: California Management Review, Journal 58, Magazine 4, p. 78–96.
- Frithjof, B. (2019): New work, new culture: work we want and a culture that strengthens us, Winchester, UK ; Washington, USA: Zero Books.
- Haapakangas, A. et al. (2018): Self-rated productivity and employee well-being in activity based offices: the role of environmental perceptions and workspace use. Building and Environment, Heft 145, S. 115–124.
- Siangchokyoo, Nathapon; Klinger, Ryan L. (2022): Shared Leadership and Team Performance: The Joint Effect of Team Dispositional Composition and Collective Identification. In: Group & Organization Management. Feb2022, Vol. 47 Issue 1, p109-140. 32p.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

| Tutorial Support | Learning Material | Exam Preparation |
|---|---|---|
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Seminar: Current Issues in International Management

**Module Code: DLBINTSATIM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Clare Hindley (Seminar: Current Issues in International Management)

**Contributing Courses to Module**

- Seminar: Current Issues in International Management (DLBINTSATIM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Research Essay<br>Study Format: myStudies<br>Written Assessment: Research Essay | |

**Weight of Module**

see curriculum

**Module Contents**

This seminar deals with current issues in international management.

**Learning Outcomes**

**Seminar: Current Issues in International Management**

On successful completion, students will be able to

- familiarize themselves autonomously with a given topic from the field of "International Management".
- independently research subject-specific literature and evaluate it in a targeted manner.
- elaborate important characteristics, interrelationships and findings in a written assignment.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the fields of Business Administration & Management | All Bachelor Programmes in the Business & Management fields |

# Seminar: Current Issues in International Management

**Course Code: DLBINTSATIM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In the seminar "Current Issues in International Management" students write a research essay on a specific topic and present their results. The students demonstrate that they are able to autonomously familiarize themselves with a topic of international management and to document and present the knowledge gained in an organized manner.

**Course Outcomes**

On successful completion, students will be able to

- familiarize themselves autonomously with a given topic from the field of "International Management".
- independently research subject-specific literature and evaluate it in a targeted manner.
- elaborate important characteristics, interrelationships and findings in a written assignment.

**Contents**

- The seminar deals with current issues in international management. Each participant is expected to write a research paper on a topic assigned to them and present the contents of the written assignment.

**Literature**

**Compulsory Reading**

**Further Reading**


- Fisher, E. & Thompson, R.C. (2014) Enjoy writing your science thesis or dissertation! [Electronic Resource] : A Step-by-step guide to planning and writing a thesis or dissertation for undergraduate and graduate science students. (2nd ed). Imperial College Press.
- Saunders, M., Thornhill, A., & Lewis, P. (2019). Research methods for business students [electronic resource] (8th ed). Pearson.
- Thomas, C. G. (2021). Research methodology and scientific writing [electronic resource] : (2nd ed). Ane Books Pvt. Ltd.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Seminar |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Research Essay |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Seminar |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Research Essay |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Global Corporations and Globalization

**Module Code: DLBINTGUG_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Sebastian Stütz (Global Corporations and Globalization)

**Contributing Courses to Module**

- Global Corporations and Globalization (DLBLOGC101_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- History and Development of Globalisation
- International Marketing
- International Operation
- International Personnel Management
- International Financing
- International Procurement and Distribution

**Learning Outcomes**

**Global Corporations and Globalization**

On successful completion, students will be able to

- present the history of globalisation and identify and explain significant stages of development.
- identify and classify current trends in globalization and localization.
- recall basic knowledge in the fields of business administration, marketing and human resources management and extend it to meet the special requirements in internationally operating companies .
- explain offshoring and outsourcing and outline the opportunities and risks of these placements .
- explain the particularities of international procurement and distribution and develop resulting possibilities and limits.
- identify cultural differences and assess their significance for operating in international business.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programmes in the Business field |

# Global Corporations and Globalization

**Course Code: DLBLOGC101_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Students grasp the mechanisms that led to globalization and can classify current trends both towards globalization and, conversely, towards localization. Building on the basic knowledge that students have acquired in general business studies about the basic functions in a company, this course analyses and discusses the special requirements that a global engagement places on a company and its functions.

**Course Outcomes**

On successful completion, students will be able to

- present the history of globalisation and identify and explain significant stages of development.
- identify and classify current trends in globalization and localization.
- recall basic knowledge in the fields of business administration, marketing and human resources management and extend it to meet the special requirements in internationally operating companies .
- explain offshoring and outsourcing and outline the opportunities and risks of these placements .
- explain the particularities of international procurement and distribution and develop resulting possibilities and limits.
- identify cultural differences and assess their significance for operating in international business.

**Contents**

1. History and Development of Globalisation
   - 1.1 Globalization v1.0 according to Niall Ferguson
   - 1.2 History of Globalisation
   - 1.3 Influencing Factors of Economic and Cultural Globalization
   - 1.4 The Tension between Globalization and Localization
   - 1.5 Social Aspects of Globalisation and Corporate Responsibility

2. International Marketing
   - 2.1 International Consumer Behaviour
   - 2.2 Market Research

2.3 Standardization and Adaptation
2.4 International Branding
2.5 Pricing Strategies
2.6 International Marketing Communications

3. International Operation
3.1 Offshoring and Outsourcing
3.2 Global Production Networks
3.3 Global Logistics

4. International Personnel Management
4.1 Local and International Personnel Management
4.2 Expatriate Management
4.3 Localization of Personnel
4.4 International Human Resources Development

5. International Financing
5.1 Institutions in the International World of Finance
5.2 International Financing and its Procedures

6. International Procurement
6.1 Reasons and Strategies of Global Sourcing
6.2 Risks of International Procurement
6.3 International Distribution Policy

**Literature**

**Compulsory Reading**

**Further Reading**


- Barmeyer, C., Bausch, M., Mayrhofer, U. (2021). Constructive Intercultural Management, Edward Elgar Publishing.
- Cateora, P.R., Money, R.B., Gilly, M. C., Graham, J.L. (2020). International Marketing (18th ed.). McGrawHill.
- Lasserre, P., Monteiro, F. (2018). Global strategic management (5th ed.). Bloomsbury Academic.
- Madura, J., Fox, R. (2020). International Financial Management (5th ed.). Cengage.
- Torrington, D., Hall, L., Taylor, S., Atkinson, C. (2020). Human resource management. Pearson.
- 2018 Lasserre, P., Monteiro, F. Global strategic management. Bloomsbury Academic.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Global Sourcing

**Module Code: DLBINTGS_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Jonathan Black-Branch (Global Sourcing)

**Contributing Courses to Module**

- Global Sourcing (DLBLOGC102_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Make-or-buy decisions, in- & outsourcing strategies
- Procurement concepts, strategies and processes
- Conducting negotiations in purchasing:
- Procurement market research & analysis
- Information and communication technology in purchasing and procurement
- optimization of interfaces between purchasing and other corporate functions
- Organizational aspects of procurement

**Learning Outcomes**

**Global Sourcing**

On successful completion, students will be able to

- describe basic strategies, concepts and processes of global procurement and analyze, evaluate and apply them with a regard to potential fields of application.
- identify central planning principles and methods of purchasing and evaluate them with regard to their fields of application in practice and their scientific and methodological foundation.
- explain the operational and strategic importance of purchasing and procurement for the entire supply chain.
- name and apply methods and applications that are necessary for the planning and execution of purchasing and procurement processes or that can be used as control levers.
- independently identify, collect, analyze and evaluate data and information for specific procurement tasks
- work on practical tasks in a goal-oriented and efficient manner.
- design and carry out further studies with a scientific orientation in the field of purchasing and procurement under guidance.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Global Sourcing

**Course Code: DLBLOGC102_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Students learn the basic concepts and methods of global procurement and global purchasing. They will study the operation of globally connected supply and logistics networks. Another aspect is the discussion of cultural peculiarities and specificities focusing on negotiations in an international context.The topics considered in the course are dealt with at both the strategic and the operational level with a view to the specific handling processes, necessary information flows, as well as legal and formal frameworks.

**Course Outcomes**

On successful completion, students will be able to

- describe basic strategies, concepts and processes of global procurement and analyze, evaluate and apply them with a regard to potential fields of application.
- identify central planning principles and methods of purchasing and evaluate them with regard to their fields of application in practice and their scientific and methodological foundation.
- explain the operational and strategic importance of purchasing and procurement for the entire supply chain.
- name and apply methods and applications that are necessary for the planning and execution of purchasing and procurement processes or that can be used as control levers.
- independently identify, collect, analyze and evaluate data and information for specific procurement tasks
- work on practical tasks in a goal-oriented and efficient manner.
- design and carry out further studies with a scientific orientation in the field of purchasing and procurement under guidance.

**Contents**

1. Basics
    - 1.1 Procurement in the Context of Internationalization
    - 1.2 Importance of Purchasing and Procurement in the Company
    - 1.3 Trends and Goals of Purchasing and Procurement
    - 1.4 National, Regional and Global Supply Networks
    - 1.5 Legal Framework Conditions on a National and International Level

2. Make-Or-Buy Decisions, In- And Outsourcing Strategies
   - 2.1 Make-Or-Buy Decisions
   - 2.2 Decision-Making Aids for In- And Outsourcing

3. Procurement Concepts
   - 3.1 Foundations and Design of Procurement Concepts
   - 3.2 Global Sourcing
   - 3.3 Modular vs. Single Sourcing
   - 3.4 Just-In-Time Concept

4. Procurement Strategies
   - 4.1 Factors Influencing the Procurement Strategy
   - 4.2 Supplier Selection and Management
   - 4.3 Performance Measurement and Quality Assurance
   - 4.4 Risk Management in Global Supply Networks
   - 4.5 Cooperation Models and Partners

5. Procurement Processes
   - 5.1 Phase Models of Procurement
   - 5.2 Classic Purchasing, Shared Service Center
   - 5.3 Electronic Marketplaces
   - 5.4 Transportation in Foreign Trade
   - 5.5 Documents in Foreign Trade
   - 5.6 Financial Transactions

6. Conducting Negotiations in Purchasing
   - 6.1 Challenges of International Negotiations
   - 6.2 Strategies
   - 6.3 Operational Implementation
   - 6.4 Intercultural Aspects

7. Procurement Market Research and Analysis
   - 7.1 Objects of Procurement Market Research
   - 7.2 Procurement Market Research Methods

8. Information and Communication Technology in Purchasing and Procurement
   - 8.1 Requirements for IT Systems in Procurement
   - 8.2 Selected IT Systems at a Glance

9. Optimization Interfaces Between Purchasing and Other Corporate Functions
   - 9.1 Overview of Organizational Models
   - 9.2 Organizational Forms of Purchasing

10. Organizational Aspects of Procurement
   - 10.1 Variants of the Organizational Structure
   - 10.2 Decision-Making Aids

**Literature**

**Compulsory Reading**

**Further Reading**


- Helmold, M. (2020). Lean management and kaizen: Fundamentals from cases and examples in operations and supply chain management. Springer.
- Helmold, M., & Terry, B. (2016). Global sourcing and supply management excellence in China: Procurement guide for supply experts. Singapore Springer.
- Lane, H. W., & Maznevski, M. L. (2014). International management behavior: Global and sustainable leadership (7th ed.). Wiley.
- Lewin, A. Y. (2011). Trade in services: The global sourcing of business services. Emerald Group Publishing Limited.
- Tolbert, P. S., & Hall, R. H. (2016). Organizations structures, processes, and outcomes (10th ed.). Routledge Taylor & Francis Group.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Project: Digital Entrepreneurship

**Module Code: DLBEPWDE1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Visieu Lac (Project: Digital Entrepreneurship)

**Contributing Courses to Module**

- Project: Digital Entrepreneurship (DLBEPWDE01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

The basics of developing digital business models are taught and applied in practice.

**Learning Outcomes**

**Project: Digital Entrepreneurship**

On successful completion, students will be able to

- understand the meaning and alternatives of digital business models and apply them to a concrete business idea.
- design a new digital solution for a relevant problem taking into account new digital trends and technologies.
- analyze different digital business model options for the developed business idea and to select the most promising one with a digital market test and to calculate it as business planning.
- independently derive and explain the digital positioning of the business idea or digital start-up.
- develop digital distribution and marketing in line with the digital business idea.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Project: Digital Entrepreneurship

**Course Code: DLBEPWDE01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In this course, students learn to develop a digital start-up idea. In addition to learning the necessary methods, the students gain knowledge about the development and the conception of a digital business idea including the use of digital technologies, a digital business model as well as the digital distribution and marketing of the business idea. In order to use these insights directly for the practical application, a concrete digital business idea is developed by each student and will be presented in a project presentation.

**Course Outcomes**

On successful completion, students will be able to

- understand the meaning and alternatives of digital business models and apply them to a concrete business idea.
- design a new digital solution for a relevant problem taking into account new digital trends and technologies.
- analyze different digital business model options for the developed business idea and to select the most promising one with a digital market test and to calculate it as business planning.
- independently derive and explain the digital positioning of the business idea or digital start-up.
- develop digital distribution and marketing in line with the digital business idea.

**Contents**

- The course gives insights to develop a digital business idea. Relevant methods for the idea development will be applied to a concrete problem. The phases for developing the business model for the business project are the identification and evaluation of digital trends and technologies in relation to the defined problem, design and feasibility testing of the digital solution, the business model conception and calculation of the revenue potential as a digital business model as well as the marketing and distribution of the business idea via online channels and social media. The results will be presented and explained in the form of a project presentation, as it is usual for so-called "investor pitches" for digital start-ups. The project presentations will include the digital business idea including the problem definition and digital solution concept, the selected business model with corresponding calculation and the digital marketing and sales in the identified market. The digital business idea refers to a self-developed or fictitious business plan.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Kreutzer, R.T./Neugebauer, T./Pattloch, A. (2018): Digital Business Leadership: Digital Transformation, Business Model Innovation, Agile Organization, Change Management. Springer, Berlin.<br>▪ Weill, P. (2018): What's Your Digital Business Model?: Six Questions to Help You Build the Next-Generation Enterprise. Massachusetts Harvard Business Review Press, Boston.<br>▪ Gassmann, O./Frankenberger, K./Csik, M. (2017): The Business Model Navigator: 55 Models That Will Revolutionise Your Business. Financial Times Prent., London.<br>▪ Osterwalder, A./Pigneur, Y./Bernarda, G./Smith, A. (2014): Value Proposition Design: How to Create Products and Services Customers Want. Wiley & Sons, Inc. Hoboken, New Jersey |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Project |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: Communication for Practical Problem Solving

**Module Code: DLBKPSPKPP_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dr. Jan Hüls (Project: Communication for Practical Problem Solving)

**Contributing Courses to Module**

- Project: Communication for Practical Problem Solving (DLBKPSPKPP01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Oral Project Report<br>Study Format: Distance Learning<br>Oral Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This course is about the differentiation of different types of problems and about solution strategies for complex factual problems in a multi-person context. These are concretely applied and critically reflected on using case studies. An up-to-date list of topics can be found in the Learning Management System.

**Learning Outcomes**

**Project: Communication for Practical Problem Solving**

On successful completion, students will be able to

- define problems.
- identify the processes and skills of problem solving.
- understand techniques for solving factual problems.
- systematically solve a practical problem.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Psychology | All Bachelor Programs in the Social Sciences field |

# Project: Communication for Practical Problem Solving

**Course Code: DLBKPSPKPP01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Not only social problems, but also factual problems are often based on a lack of communication: For example, a machine in the company may suddenly stop working because an employee has turned a switch and does not admit it. Instead of time-consuming technical analyses, goal-oriented communication can motivate employees to find the truth and thus save considerable costs. The goal of this course is to show how practical problems can be solved through systematic communication techniques. Using case studies, students will practice how to approach practical problem situations in a standardized manner and lead them to a solution.

**Course Outcomes**

On successful completion, students will be able to

- define problems.
- identify the processes and skills of problem solving.
- understand techniques for solving factual problems.
- systematically solve a practical problem.

**Contents**

- First, students are sensitized to differentiate between various types of problems such as factual problems, relationship problems, technical problems or complex problems. From a psychological perspective, mental problem-solving processes and strategies as well as processes of decision-making and creativity are considered. The focus is then specifically on models for solving complex problems such as the model for complex problem solving according to Frensch and Funke or the model of action regulation according to Dörner. Finally, after a model for psychological-practical problem solving, a scheme is presented how factual problems can be solved in a standardized way - and through goal-oriented communication. The approach is tested and critically reflected by the students based on case studies.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Davidson, J. E. & Sternberg, R.J. (Eds.) (2003): The Psychology of Problem Solving. Cambridge University Press, Cambridge.<br>▪ Frensch, P.A. & Funke, J. (1995). Complex Problem Solving – The European Perspective. Psychology Press, New York.<br>▪ Spitzer, Q. (1997): Heads you win! How the best companies think. Simon & Schuster, New York. |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Corporate Communication

**Module Code: DLBINTCC_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Jonathan Black-Branch (Corporate Communication)

**Contributing Courses to Module**

- Corporate Communication (DLBPRWCCPR01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- corporate identity
- corporate design
- corporate image
- corporate communication as a sub-discipline of corporate communications
- differentiation from public relations

**Learning Outcomes**

**Corporate Communication**

On successful completion, students will be able to

- comprehend the essence of corporate identity, corporate design and corporate image, differentiate them from and relate them to one another.
- understand and explain corporate communication as a sub-discipline of corporate communications.
- distinguish corporate communication from public relations.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Public Relations Management | All Bachelor Programs in the Marketing & Communication field |

# Corporate Communication

**Course Code: DLBPRWCCPR01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In this course students are encouraged to fully grasp all internal and external communication activities of a company. Corporate communication is part of corporate identity and serves to communicate the corporate image. Here, for example, the focus can be on "sustainability" or "being hip". With the rise of saturated markets and global competition, the corporate image is becoming increasingly important. Corporate image and communication are increasingly becoming competitive advantages because it is becoming more and more difficult for companies to achieve and maintain product-related competitive advantages.This course combines targeted theoretical and strategic principles with practical knowledge of the content, methods, instruments and structures of corporate communication.

**Course Outcomes**

On successful completion, students will be able to

- comprehend the essence of corporate identity, corporate design and corporate image, differentiate them from and relate them to one another.
- understand and explain corporate communication as a sub-discipline of corporate communications.
- distinguish corporate communication from public relations.

**Contents**

1. Introduction to Corporate Communication
   - 1.1 Principles and Definitions
   - 1.2 Internal vs. External Corporate Communications
   - 1.3 Image Building and Brand Development
   - 1.4 Best Practice Examples in an International Context
2. Corporate Communication and PR
   - 2.1 Sub-Disciplines of Corporate Communications
   - 2.2 Differentiation from Public Relations
   - 2.3 Historical Development and Milestones
3. Corporate Philosophy as a Means of Corporate Management
   - 3.1 Corporate Soul

3.2 Corporate Language
3.3 Corporate Culture

4. Corporate Identity in Focus
   4.1 Visual Branding: Corporate Design
   4.2 Non-Visual Branding: Corporate Identity

5. Corporate Communication and Digitalization
   5.1 Challenges of Multi-Channel Communication
   5.2 Outlook: Trends and Developments in the Age of Digitalization

**Literature**

**Compulsory Reading**

**Further Reading**


- Argenti, P. A. (2022). Corporate communication (8th ed.). McGraw Hill.
- Brinkert, R., & Chewning, L. V. (2020). Strategic corporate communication: Core concepts for managing your career and your clients' brands. Cognella Academic Publishing.
- Cornelissen, J. P. (2017). Corporate communication: A guide to theory and practice (5th ed.). Sage Publications.
- Field, J. (2021). Influential internal communication: Streamline your corporate communication to drive efficiency and engagement. Kogan Page.
- Schneider, B., & Barbera, K. M. (2014). The Oxford handbook of organizational climate andculture. Oxford University Press.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Practice Exam
- ☑ Online Tests

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Project: Corporate Communication

**Module Code: DLBPRWCCPR2_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | DLBPRWCCPR01_E | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimaldauer: 1 Semester | WiSe/SoSe | English |

**Module Coordinator**

Stefan Wiesmann (Project: Corporate Communication)

**Contributing Courses to Module**

- Project: Corporate Communication (DLBPRWCCPR02_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Portfolio<br>Study Format: myStudies<br>Portfolio | |

**Weight of Module**

see curriculum

**Module Contents**

Communication processes in corporations are demanding fast and agile management skills. Therefore the project will teach students to achieve dynamic management and communication competences. The Corporate Communication Project will make students understand how corporations can cultivate and protect their identity and purpose.

**Learning Outcomes**

**Project: Corporate Communication**

On successful completion, students will be able to

- understand the practical implementation of concepts with a focus on corporate identity and corporate design.
- understand and apply corporate identity and image building in practice.
- analyze concepts and the realization of corporate communication strategies and apply the learnings.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Public Relations Management | All Bachelor Programs in the Marketing & Communication field |

# Project: Corporate Communication

**Course Code: DLBPRWCCPR02_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | DLBPRWCCPR01_E |

**Course Description**

The focus of this course is an own project in which the students can experience and apply the relevant methods and instruments of corporate communication. Best practice examples are used to provide practice-relevant input and are analyzed by the students. Any questions and problems that may arise during the transfer of knowledge from theory to practice can be directly discussed and solved within the project. In addition, the students create another work sample for their application folder. In their individual project, the students experience all practice-relevant phases with the aim of being able to use this content in the future and to realize and manage their own projects. In order to be able to act professionally in challenging situations, solution-oriented skills are taught in each phase of the project.

**Course Outcomes**

On successful completion, students will be able to

- understand the practical implementation of concepts with a focus on corporate identity and corporate design.
- understand and apply corporate identity and image building in practice.
- analyze concepts and the realization of corporate communication strategies and apply the learnings.

**Contents**

- The focus of this course is on holistic corporate communication. Best practice examples show how successful companies maintain and promote their corporate communications both internally and externally. The students learn about the influence of these strategies on employee motivation and personnel development on the one hand and on a successful external image on the other hand. This course is practice-oriented and repeatedly shows interfaces to, for example, marketing and other related disciplines, which underlines its interdisciplinary claim and character. On the basis of the multifaceted input, the students are supported in applying or implementing what they have learned on the basis of an example project. In doing so, they learn how important it is to think holistically and to combine all facets of corporate communication. Ultimately, the students gain direct insights into the tasks and problems in practice through this project.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Argenti, P. A. (2022). Corporate communication (8th ed.). McGraw Hill.<br>▪ Bittner-Fesseler, A., & Weicht, J. F. (2020). Beyond sustainability communication: Sustainability-integrated corporate communications. Journal of Strategic Innovation & Sustainability, 15(1), 93–101.<br>▪ Collier, J. E., & Barnes, D. C. (2015). Self-service delight: Exploring the hedonic aspects of self-service. Journal of Business Research, 68(5), 986–993.<br>▪ Field, J. (2021). Influential internal communication: Strategies for employee engagement. Kogan Page.<br>▪ Johnston, K., & Taylor, M. (2018). The handbook of communication engagement. Wiley-Blackwell. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Portfolio |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Portfolio |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 12 h | 0 h | 30 h | 0 h | 0 h | 42 h |

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Accounting and Balancing

**Module Code: DLBEPEAB**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Andreas Simon (Accounting and Balancing)

**Contributing Courses to Module**

- Accounting and Balancing (DLBEPEAB01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Duales myStudium<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Balance Sheet, Income Statement, Statement of Cash Flows
- IFRS Financial Statement of Small and Medium Sized Entities
- Recognition and Measurement Rules for IFRS Financial Reports
- Accounting Equation and Ratio Analysis
- Accrual Basis of Accounting and Revenue Recognition Rules
- Debt and Equity Financing of The Firm

**Learning Outcomes**

**Accounting and Balancing**

On successful completion, students will be able to

- explain how business activities are captured by financial statements and prepare financial statements from these business events.
- understand the objectives of financial reporting, analyze financial statements, compute key ratios.
- compare and contrast the objectives, characteristics and principles of IFRS reporting in an international context and compare them to national accounting principles (HGB).
- describe IFRS standards as they relate to the recognition, measurement, presentation and disclosure requirements in general purpose financial statements.
- apply accounting knowledge to solve business problems and make informed business decisions.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Finance & Tax Accounting | All Bachelor Programs in the Business field |

# Accounting and Balancing

**Course Code: DLBEPEAB01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The knowledge obtained in this class will provide you with an important set of tools that are vital for anyone who will be expected to use financial statements in a meaningful way, and make key managerial decisions particularly with respect to the start-up of an enterprise. Procedural aspects of financial accounting will be discussed in order to enhance your understanding of the content of the financial statements. However, the emphasis of the class is on analyzing the financial condition of an operating company and to make recommendations to the management for improvements.

**Course Outcomes**

On successful completion, students will be able to

- explain how business activities are captured by financial statements and prepare financial statements from these business events.
- understand the objectives of financial reporting, analyze financial statements, compute key ratios.
- compare and contrast the objectives, characteristics and principles of IFRS reporting in an international context and compare them to national accounting principles (HGB).
- describe IFRS standards as they relate to the recognition, measurement, presentation and disclosure requirements in general purpose financial statements.
- apply accounting knowledge to solve business problems and make informed business decisions.

**Contents**

1. Financial Accounting as Information Source
    - 1.1 Business activities and the role of accounting
    - 1.2 Basic financial statements
    - 1.3 Key ratios
2. General Accounting Principles
    - 2.1 Conceptual Framework under IFRS
    - 2.2 IFRS for SMEs
    - 2.3 BilMog and HGB in Germany

3. Measuring Performance: Income Statement and Statement of Cash Flow
   - 3.1 Accrual accounting
   - 3.2 Income statement
   - 3.3 Statement of cash flow
   - 3.4 Revenue recognition

4. Reporting and Analysing Assets: Balance Sheet
   - 4.1 Definition of Assets
   - 4.2 Inventory
   - 4.3 Property, plant & equipment
   - 4.4 Intangible assets

5. Reporting and Analysing Liabilities and Equity: Balance Sheet
   - 5.1 Definition of Liabilities and Equity
   - 5.2 Accounting for debt financing
   - 5.3 Accounting for contributed and earned capital

6. Financial Statement Analysis
   - 6.1 Horizontal and vertical Ratio Analysis
   - 6.2 Analysing profitability, liquidity, and solvency
   - 6.3 Using Accounting Information in Valuation

7. Accounting Illustrated – case study
   - 7.1 Application of Accounting principles
   - 7.2 Analysis of Accounting Information
   - 7.3 Recommendations based on Accounting Information

**Literature**

**Compulsory Reading**

**Further Reading**


- Harrison, Walter T., et al. (2017): Financial Accounting. Global Edition, Pearson Education Limited.
- Stittle, John, and Robert T Wearing (2008): Financial Accounting. SAGE Publications.
- Van, Horne, J., et al. (2008): Fundamentals of Financial Management. Pearson Education, Limited.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Review Book |
| | ☑ Audio | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Review Book |
| | ☑ Audio | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Review Book |
| | ☑ Audio | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Fundamentals of IT and ERP systems

**Module Code: DLBFMGSYS_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dr. Rachel John Robinson (Fundamentals of IT and ERP systems)

**Contributing Courses to Module**

- Fundamentals of IT and ERP systems (DLBFMGSYS01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Fundamentals of IT enterprise architecture
- IT Security
- Enterprise Resource Planning (ERP) systems
- The role of open source software and cloud computing for enterprise IT architecture and enterprise resource planning (ERP) systems

**Learning Outcomes**

**Fundamentals of IT and ERP systems**

On successful completion, students will be able to

- understand the theoretical foundations of IT enterprise architecture.
- explain the components of an effective IT enterprise architecture and apply them as critical success factor.
- understand IT security as a management function and analyze possible IT risks.
- understand the basics of Enterprise Resource Planning (ERP) and apply its implementation.
- understand the role of open source software and cloud computing and evaluate possible areas of application for their own business.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Fundamentals of IT and ERP systems

**Course Code: DLBFMGSYS01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The aim of this course is to give students an understanding of the basics of IT enterprise architecture and to confer knowledge on individual success factors for IT enterprise architecture as well as make visible concepts of IT enterprise architecture as a possible competitive advantage. This course also explains the basics of Enterprise Resource Planning (ERP) systems and shows how these systems can be successfully implemented in the company, which ultimately leads to efficiency advantages. Finally, the role of open source software and cloud computing for IT enterprise architecture and in Enterprise Resource Planning (ERP) is presented and discussed as a possibility of a cost-effective alternative solution for their own business.

**Course Outcomes**

On successful completion, students will be able to

- understand the theoretical foundations of IT enterprise architecture.
- explain the components of an effective IT enterprise architecture and apply them as critical success factor.
- understand IT security as a management function and analyze possible IT risks.
- understand the basics of Enterprise Resource Planning (ERP) and apply its implementation.
- understand the role of open source software and cloud computing and evaluate possible areas of application for their own business.

**Contents**

1. Fundamentals of IT Enterprise Architecture
   - 1.1 Structure
   - 1.2 IT Enterprise Architecture as a Management Function
2. Components of a Successful IT Enterprise Architecture
   - 2.1 Business IT Alignment
   - 2.2 Improving Profitability and Cost Management
   - 2.3 Improvement of Time-To-Market
   - 2.4 Improving Customer Relationship Management and Customer Satisfaction
   - 2.5 Reduction of Heterogeneity to Improve Probability of Success in M&A Activities
   - 2.6 Compliance and Risk Management

3. Information Security
   - 3.1 Fundamentals and Protection Goals of Information Security
   - 3.2 Organization of Information Security
   - 3.3 Vulnerability Analysis
   - 3.4 Prevention and Emergency Management
   - 3.5 Security Measures

4. Enterprise Resource Planning (ERP)
   - 4.1 Conceptual Basis of ERP Systems
   - 4.2 System Architectures of ERP Systems
   - 4.3 Planning and Control of Operational Resources
   - 4.4 Planning and Management of Strategic Resources
   - 4.5 Planning and Control of Cross-Company Resources

5. Implementation of Enterprise Resource Planning Systems
   - 5.1 Selection and Introduction of Enterprise Resource Planning Systems
   - 5.2 Operation of Enterprise Resource Planning Systems

6. Open Source Software and Cloud Computing
   - 6.1 Free and Open Source Software
   - 6.2 Licenses and Communities
   - 6.3 Cloud Computing

**Literature**

**Compulsory Reading**

**Further Reading**


- Ahlemann, F., Stettiner, E., Messerschmidt, M., & Legner, C. (Eds.). (2012). Strategic enterprise architecture management: Challenges, best practices, and future developments. Springer.
- Harwood, S. (2016). ERP: The implementation cycle. Routledge.
- Kurbel, K. (2013). Enterprise resource planning and supply chain management: Functions, business processes, and software for manufacturing companies. Springer.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Requirements Engineering

**Module Code: DLBCSRE**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Andrew Adjah Sai (Requirements Engineering)

**Contributing Courses to Module**

- Requirements Engineering (DLBCSRE01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Basics of requirements engineering
- Enterprise modeling
- Requirement determination techniques
- Techniques of requirements documentation
- Testing and coordination of requirements
- Managing requirements

**Learning Outcomes**

**Requirements Engineering**

On successful completion, students will be able to

- describe models of enterprise modeling relevant to IT support and have experience in modeling.
- understand techniques and methods for determining requirements of IT systems and be able to distinguish them from each other.
- understand techniques for the documentation of requirements on IT systems and have experience in their use.
- describe techniques for testing, coordinating, and managing the requirements of IT systems and be able to distinguish between them.
- independently select suitable techniques and methods of requirements engineering for given project situations.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Requirements Engineering

**Course Code: DLBCSRE01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The early phases of software development are largely characterized by the fact that functional and technical requirements for the IT system have to be determined. The determination of these requirements must be carried out extremely carefully because all of the following activities in the SW development process are planned and executed on the basis of documented requirements. In this course, procedures, methods, and models are covered, which make it possible to have a structured and methodical determination and documentation of requirements for operational information systems.

**Course Outcomes**

On successful completion, students will be able to

- describe models of enterprise modeling relevant to IT support and have experience in modeling.
- understand techniques and methods for determining requirements of IT systems and be able to distinguish them from each other.
- understand techniques for the documentation of requirements on IT systems and have experience in their use.
- describe techniques for testing, coordinating, and managing the requirements of IT systems and be able to distinguish between them.
- independently select suitable techniques and methods of requirements engineering for given project situations.

**Contents**

1. Fundamentals and Terms of Requirements Engineering
   - 1.1 Requirements Engineering in the Software Process
   - 1.2 Core Activities in Requirements Engineering
   - 1.3 What is a Requirement?
2. Determination of Requirements
   - 2.1 Determination of the System Context
   - 2.2 Determination of the Sources of Requirements
   - 2.3 Selection of the Appropriate Investigative Techniques
   - 2.4 Determine Requirements Using Techniques

3. Selected Investigative Techniques
   - 3.1 Creativity Techniques
   - 3.2 Interview Techniques
   - 3.3 Observation Techniques
   - 3.4 Prototyping

4. Documentation of Requirements
   - 4.1 Activities for Documenting Requirements
   - 4.2 Typical Elements of Requirements Documentation
   - 4.3 Forms of Documentation

5. Modeling of Processes
   - 5.1 Basics and Terms
   - 5.2 Modeling with the Business Process Model and Notation
   - 5.3 Modeling with Event Driven Process Chains

6. Modeling of Systems
   - 6.1 Fundamentals of Unified Modeling Language
   - 6.2 UML Use Case Diagram
   - 6.3 UML Activity Diagram
   - 6.4 UML Class Diagram
   - 6.5 UML State Diagram

7. Checking and Reconciling Requirements
   - 7.1 Activities for Checking and Reconciling Requirements
   - 7.2 Test Criteria
   - 7.3 Test Principles
   - 7.4 Testing Techniques
   - 7.5 Coordination of Requirements

8. Management of Prioritization Requirements and Techniques
   - 8.1 Managing Requirements
   - 8.2 Techniques for Prioritizing Requirements

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Dick, J., Hull, E., & Jackson, K. (2017). Requirements engineering (4th ed.). Springer.<br>▪ Glinz, M., van Loenhoud, H., Staal, S., & Bühne, S. (2020). Handbook for the CPRE foundation level according to the IREB standard: Education and training for certified professional for requirements engineering (CPRE): Foundation level (Version 1.0.0). InternationalRequirements Engineering Board.<br>▪ Pohl, K., & Rupp, C. (2015). Requirements engineering fundamentals: A study guide for the certified professional for requirements engineering exam: Foundation level—IREB compliant (2nd ed.). Rocky Nook. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Corporate Planning and Control

**Module Code: BPUE-01_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Jonathan Black-Branch (Corporate Planning and Control)

**Contributing Courses to Module**

- Corporate Planning and Control (BPUE01-01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Basics of planning, budgeting and control
- Planning and control system
- Strategic planning and control
- Operational planning and control
- Budgeting
- Case Study

**Learning Outcomes**

**Corporate Planning and Control**

On successful completion, students will be able to

- understand the connection between planning and control at the strategic and operational level of a company,
- understand the strategic and operational planning process and make necessary decisions,
- apply and critically evaluate basic approaches, instruments and methods of planning in the strategic and operational planning process,
- evaluate different types and approaches to budgeting,
- merge planning results into a financial model of a company.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Planning & Controlling | All Bachelor Programs in the Business field |

# Corporate Planning and Control

**Course Code: BPUE01-01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Planning and control are central elements for the management of a company. The students learn about the connection between planning and control at the strategic and operational level of a company and the role of budgeting. They learn how the planning and control system of a company can be designed in terms of structure and process and what the benefits and limitations of planning and control are. Students will learn about the procedure of strategic and operational planning and control. They will also learn to apply basic approaches, instruments and methods and to critically observe processes. In the context of operational planning and control, special attention is paid to the tasks and principles of budgeting and their implementation. In the context of a case study, the consolidation of various planning results into a financial model of a company is demonstrated.

**Course Outcomes**

On successful completion, students will be able to

- understand the connection between planning and control at the strategic and operational level of a company,
- understand the strategic and operational planning process and make necessary decisions,
- apply and critically evaluate basic approaches, instruments and methods of planning in the strategic and operational planning process,
- evaluate different types and approaches to budgeting,
- merge planning results into a financial model of a company.

**Contents**

1. Basics of planning, budgeting and control
   - 1.1 Relationship and functions of planning and control
   - 1.2 Systematization of characteristics of planning and classification subsumption of budgeting
   - 1.3 Systematization of control characteristics
2. Planning and control system
   - 2.1 General structure
   - 2.2 Planning and control bodies
   - 2.3 Planning and control process

2.4 Limits and benefits

3. Strategic planning and control
   - 3.1 Fundamentals and process of strategic planning and control
   - 3.2 Strategic Analysis
   - 3.3 Strategy evaluation and selection
   - 3.4 Strategy implementation

4. Operational planning and control - basics
   - 4.1 Basics and process of operationalve planning and control
   - 4.2 Functional planning areas
   - 4.3 Formal target planning

5. Operational planning and control - Budgeting
   - 5.1 Tasks and principles of budgeting
   - 5.2 Budgeting system
   - 5.3 Newer budgeting approaches

6. Case Study
   - 6.1 Introduction
   - 6.2 Data collection and assumptions
   - 6.3 Modeling

**Literature**

**Compulsory Reading**

**Further Reading**


- Argenti, J. (2018). Corporate planning: A practical guide. Routledge.
- Merchant, K., & Van der Stede, W. A. (2017). Management control systems (4th ed.). Pearson.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| | ☑ Audio | |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Digital Finance and Controlling

**Module Code: DLBFMDFC_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Franz Isselstein (Digital Finance and Controlling)

**Contributing Courses to Module**

- Digital Finance and Controlling (DLBFMDFC01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Written Assignment<br>Study Format: myStudies<br>Written Assessment: Written Assignment | |

**Weight of Module**

see curriculum

**Module Contents**

- Fundamentals and Basic Concepts of Digitization
- Digitization of Processes in Finance & Controlling
- Requirements of Digitization for IT Systems in Controlling
- Effects of Digitization on Organization, Roles and Competence Profiles in Controlling
- Conceptual Principles for the Development of Digitization Measures
- Controlling of Digital Business Models

**Learning Outcomes**

**Digital Finance and Controlling**

On successful completion, students will be able to

- identify opportunities and potentials of digitization in finance & controlling.
- understand relevant digitization technologies and their possible applications.
- assess efficiency potentials through digitization of core processes.
- understand essential requirements of digitization on IT systems.
- identify the effects of digital transformation on the organization, tasks, and competence profiles in finance & controlling.
- determine the degree of digitization in controlling in order to develop a digitization strategy.
- understand the special features of controlling digital business models.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Finance & Tax Accounting | All Bachelor Programs in the Business field |

# Digital Finance and Controlling

**Course Code: DLBFMDFC01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Digitization is currently leading to disruptive changes in industries, sectors and companies. Traditional business models (e.g., in retail banking or hotel bookings) are increasingly being replaced by digital business models (i.e., fintechs or platforms such as booking.com). Companies with traditional business models are digitizing their operational processes (e.g., in production or sales) in order to remain competitive.Support functions such as HR or controlling are also taking advantage of the opportunities offered by digital transformation in order to optimize the efficiency of their respective core processes. In this respect, controlling is not only dealing with the management of digitization initiatives in the operational areas of the company, it must also evaluate what opportunities and efficiency potential digitization offers in finance & controlling itself. This course provides students with an overview of the conceptual principles and current developments of digitization in finance & controlling. Students are introduced to the relevant digitization technologies and will understand how digitization affects processes, systems, organizations and the necessary competence profiles of a company´s employees. Various practical examples will be used to show how companies successfully use tools and technologies to improve the efficiency of controlling processes.Moreover, students will learn how the company's current level of digitization is determined by using a maturity model in order to develop a digitization strategy. Finally, this course presents the special features of controlling in digital business models.

**Course Outcomes**

On successful completion, students will be able to

- identify opportunities and potentials of digitization in finance & controlling.
- understand relevant digitization technologies and their possible applications.
- assess efficiency potentials through digitization of core processes.
- understand essential requirements of digitization on IT systems.
- identify the effects of digital transformation on the organization, tasks, and competence profiles in finance & controlling.
- determine the degree of digitization in controlling in order to develop a digitization strategy.
- understand the special features of controlling digital business models.

**Contents**

1. Fundamentals and Basic Concepts of Digitization
    - 1.1 Context of Digitization in Controlling: VUCA and Industry 4.0
    - 1.2 Relevant Digitization Technologies at a Glance

1.3 Effects of Digitization on Controlling
1.4 Status Quo of Digitization in Finance & Controlling in Practice

2. Digitization of Processes in Finance & Controlling
2.1 Effects, Instruments and Potential Benefits of Digitization
2.2 Finance RPA as an Approach to Process Optimization in Reporting and Financial Processes
2.3 Predictive Analytics in the Context of Planning and Forecasting

3. Requirements of Digitization for IT Systems in Controlling
3.1 IT and Data Management as the Basis for Digitization
3.2 ERP Systems and Their Importance for Digitization
3.3 Business Intelligence Solutions for Controlling

4. Effects of Digitization on Organization, Roles and Competence Profiles in Controlling
4.1 Developments in the Controlling Organization in the Context of Digitization
4.2 Impact of Digitization on Roles and Tasks in Controlling
4.3 Changes in the Competence Profile: Digital and Data Literacy as Key Competencies

5. Conceptual Principles for the Development of Digitization Measures
5.1 Determining the Degree of Digitization by Using Maturity Models
5.2 Process Models for Implementing Digital Transformation
5.3 Approaches for the Evaluating Digitalized Finance & Controlling Processes

6. Controlling of Digital Business Models
6.1 Special Features of Controlling Digital Business Models
6.2 Practical Examples: Successful Digital Business Models

**Literature**

**Compulsory Reading**

**Further Reading**


- Chong, S. & Rahman, A. & Narayan A. K. (2022). Guest Editorial: Accounting in Transition: Influence of Technology, Susatainability and Diversity. Pacific Accounting Review 34(4), 517–525.
- de Bruin T. & Rosemann M. & Freeze R. & Kulkarni U. (2005). Understanding the Main Phases of Developing a Maturity Assessment Model. In ACIS 2005 Proceedings Sydney, Australia.
- Drury, C. (2022). Management Accounting for Business (8th ed.). Cengage. Chapter 16.
- Hofmann, P. & Samp, C. & Urbach, N. (2019). Robotic Process Automation. Electronic Markets 30, 99 –106.
- Möller, K. & Schäffer, U. & Verbeeten, F. (2020). Digitalization in Management Accounting and Control: An Editorial. Journal of Management Control 31, 1–8.
- Rummel, F. & Hüsig, S & Steinhauser, S. (2021). Two Archetypes of Business Model Innovation Processes for Manufacturing Firms in the Context of Digital Transformation. R&D Management 52(4), 685–703.
- Wirtz, B. W. (2019). Digital Business Models. Springer Nature.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Digital Business Models

**Module Code: DLBLODB_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Muhammad Ashfaq (Digital Business Models)

**Contributing Courses to Module**

- Digital Business Models (DLBLODB01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam or Advanced Workbook, 90 Minutes<br>Study Format: myStudies<br>Exam or Advanced Workbook, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Meaning, origin and definition of the term "digital business model”
- Basic concepts for the description of business models
- Tools for the description of business models
- Patterns of digital business models
- Digital business models and business plans

**Learning Outcomes**

**Digital Business Models**

On successful completion, students will be able to

- understand what a business model is and how to describe it systematically.
- outline the basic features of the historical development of business models.
- describe key digital business models and evaluate their advantages and disadvantages.
- establish the relationship between a business model and a business plan to independently derive and analyse the positioning of a company.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the Business Administration and Management field | All Bachelor Programmes in the Business field |

# Digital Business Models

**Course Code: DLBLODB01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

A business model contains the depiction of the logic of how a company generates, delivers and secures value. The progressing digitalization of many processes, products and services has made possible a large number of innovations in the area of business models in recent years. The subject of this course rounds up the presentation, the underlying patterns and the main factors that influence these digital business models.Starting from a general definition of the concept of a business model, a system is developed to describe the essential factors of a business model. An overview of the historical development of important business models and in particular the influence of digitization on newer business models allows a classification of the concept and an understanding of the framework.Then the most important alternative digital business models of recent years are systematically presented, analyzed and evaluated with regard to their respective strengths and weaknesses.Finally, the role of business models in the creation process of a business plan is described. Students learn the central approaches to developing an independent corporate positioning and are enabled to examine and evaluate the central factors influencing corporate success in digital business.

**Course Outcomes**

On successful completion, students will be able to

- understand what a business model is and how to describe it systematically.
- outline the basic features of the historical development of business models.
- describe key digital business models and evaluate their advantages and disadvantages.
- establish the relationship between a business model and a business plan to independently derive and analyse the positioning of a company.

**Contents**

1. Meaning, Origin and Definition of the Term "Digital Business Model
   - 1.1 Goals and Functions of Digital Business Models
   - 1.2 Business Model - Origin of the Term and its Meaning in the Digital Economy
   - 1.3 Definition of the terms Business Model and Digital Business Model
   - 1.4 Differentiation from Other Terminologies of the Digital Economy
2. Basic Concepts for the Description of Business Models
   - 2.1 Value Chain by Porter

2.2 Value-added Chain
2.3 Dominant Logic
2.4 Revenue Model
2.5 Unique Selling Proposition
2.6 Transaction
2.7 Product or Service Range

3. Tools for the Description of Business Models
   3.1 Business Model Canvas
   3.2 St. Gallen Business Model Navigator
   3.3 MIT Framework

4. Patterns of Digital Business Models
   4.1 Long Tail
   4.2 Multi-Sided Pattern
   4.3 Free and Freemium
   4.4 OPEN API Pattern

5. Digital Business Models and Business Plans
   5.1 Integration of the Business Model into the Business Plan
   5.2 Company Positioning and the Digital Business Model
   5.3 Digital Business Models as Innovation Drivers for the Development of New Businesses

**Literature**

**Compulsory Reading**

**Further Reading**


- Gassmann, O., Frankenberger, K., & Choudury, M. (2020). The business model navigator: The strategies behind the most successful companies (Second edition). FT Financial Times publishing. Pearson Education, Limited.
- Weil, P., & Woerner, S. L. (2018). What's your digital business model? Six questions to help you to build the next-generation enterprise. Harvard Business Review Press.
- Wirtz, B. W. (2019). Digital Business Models: Concepts, Models, and the Alphabet Case Study (1st edition 2019). Progress in IS. Springer International Publishing.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam or Advanced Workbook, 90 Minutes |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 100 h | 0 h | 25 h | 25 h | 0 h | 150 h |

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam or Advanced Workbook, 90 Minutes |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 100 h | 0 h | 25 h | 25 h | 0 h | 150 h |

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Global Health

**Module Code: DLBIHMGH**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | DLBIHMIHS01 | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Gerardo Fernandez (Global Health)

**Contributing Courses to Module**

- Global Health (DLBIHMGH01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: Duales myStudium<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Concepts in Global Health
- Global Health Governance: Structures and Institutions
- International Trade and Health
- One Health (Animal Health, Climate, Nutrition, Sexual and Reproductive Health)
- Conflict and Health

**Learning Outcomes**

**Global Health**

On successful completion, students will be able to

- understand the social, economic, political, and cultural forces that shape health across the world.
- appreciate how social relationship, policies and political processes, as well as technological change shape the context of health and healthcare.
- discuss the appropriateness of current global health governance structures and institutions.
- identify opportunities and pitfalls with a view to international trade, health, and healthcare.
- think strategically with the awareness that global health is shaped by both the natural and the man-made environment.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Healthcare Management | All Bachelor Programs in the field of Health Affairs |

# Global Health

**Course Code: DLBIHMGH01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | DLBIHMIHS01 |

**Course Description**

This course highlights the view that many health issues concern many countries at the same time and are affected by transnational determinants such as climate change. Improving health around the world requires multidisciplinary approaches. In this course, students of international healthcare management will engage with cross-border determinants of health and the development of strategies to address these determinants. The course will convey an understanding of the role of international trade and the economy with regard to health and healthcare. Ultimately, the course will discuss the interconnectedness of human health within the changing natural and the man-made environment.

**Course Outcomes**

On successful completion, students will be able to

- understand the social, economic, political, and cultural forces that shape health across the world.
- appreciate how social relationship, policies and political processes, as well as technological change shape the context of health and healthcare.
- discuss the appropriateness of current global health governance structures and institutions.
- identify opportunities and pitfalls with a view to international trade, health, and healthcare.
- think strategically with the awareness that global health is shaped by both the natural and the man-made environment.

**Contents**

1. Concepts in Global Health
   - 1.1 The Evolution of Global Health
   - 1.2 Globalization, Infectious Diseases, and Global Health
   - 1.3 Noncommunicable Diseases
   - 1.4 Epidemiological Transitions
   - 1.5 Global Burden of Disease and Measurement

2. The Political Economy of Health and Development
   - 2.1 The Political Economy of Health
   - 2.2 The Political Economy of Development
   - 2.3 Recent Developments and Global Health Approaches

3. Global Health Governance: Structures and Institutions
   - 3.1 Development Goals, Regulations, and Global Health Governance
   - 3.2 Global health partnerships and governance
   - 3.3 The World Health Organization
   - 3.4 Other Stakeholders in Global Health

4. International Trade and Health
   - 4.1 The World Trade Organization, Trade Agreements, and Health
   - 4.2 Distributional Impacts
   - 4.3 Trade and Communicable Diseases
   - 4.4 Trade in Healthcare Products and Health Services

5. One Health
   - 5.1 Human and Animal Health
   - 5.2 Climate Change and Health
   - 5.3 Global Hunger, Nutrition, and Food Security
   - 5.4 Gender and Global Sexual and Reproductive Health
   - 5.5 Urbanization and health

6. Conflict and Health
   - 6.1 Impact of Conflict on Health
   - 6.2 Rebuilding Health Systems Post-Conflict

**Literature**

**Compulsory Reading**

**Further Reading**


- Armstrong-Mensah, E. (2017): Global health: issues, challenges, and global action. Wiley, Hoboken NJ.
- Birn, A./Pillay, Y./Holtz, T. (2017): Textbook of global health. 4th edition. Oxford University Press, Oxford.
- Jacobsen, K. (2018): Introduction to global health. 3rd edition, Jones & Bartlett, Burlington MA.
- Merson, M./Black, R./Mills, A. (eds.): Global health: Diseases, programs, systems, and policies. 4th edition, Jones & Bartlett, Burlington MA.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Introduction to Public Health

**Module Code: DLBIHMIPH**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | None | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Gerardo Fernandez (Introduction to Public Health)

**Contributing Courses to Module**

- Introduction to Public Health (DLBIHMIPH01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Written Assignment<br>Study Format: myStudies<br>Written Assessment: Written Assignment | |

**Weight of Module**

see curriculum

**Module Contents**

- Defining Public Health
- Infectious Diseases
- Non-Communicable Diseases
- The Role of Genetics
- Social and Behavioral Factors in Health
- Building Healthy Communities

**Learning Outcomes**

**Introduction to Public Health**

On successful completion, students will be able to

- justify the need for evidence in strengthening public health.
- appreciate the monitoring and analysis of long-term public health trends.
- classify infectious and noninfectious diseases in terms of their importance for societal development and social as well as economic activity.
- understand the principles of identification, surveillance, and prevention of diseases.
- identify relevant sub-disciplines that contribute to building healthy communities.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Healthcare Management | All Bachelor Programs in the field of Health Affairs |

# Introduction to Public Health

**Course Code: DLBIHMIPH01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | None |

**Course Description**

This course offers a comprehensive introduction to public health linking basic concepts to practice. It offers insight into the epidemiology of infectious diseases and non-communicable diseases, emphasizing the societal perspective. Apart from an in-depth coverage of contextual determinants of health and respective policy responses as well as aspects of community, environmental and occupational health, the course also introduces students to some of the latest research on public health genetics.

**Course Outcomes**

On successful completion, students will be able to

- justify the need for evidence in strengthening public health.
- appreciate the monitoring and analysis of long-term public health trends.
- classify infectious and noninfectious diseases in terms of their importance for societal development and social as well as economic activity.
- understand the principles of identification, surveillance, and prevention of diseases.
- identify relevant sub-disciplines that contribute to building healthy communities.

**Contents**

1. What is Public Health?
    - 1.1 Origins of Public Health: Historical Perspective
    - 1.2 Analytical Methods of Public Health
    - 1.3 Medical Care and Public Health
    - 1.4 Sources of Public Health Data
    - 1.5 Evidence-Based Public Health
2. Infectious Diseases
    - 2.1 Measuring the Burden of Infectious Diseases
    - 2.2 Bacteria, Parasites, Viruses
    - 2.3 Infectious Disease Control
    - 2.4 Vaccination
3. Non-Communicable Diseases

3.1 Measuring the Burden of Non-Communicable Diseases
3.2 The Role of Lifestyle
3.3 Structural Prevention of NCDs

4. The Role of Genetics
4.1 Genetic Technologies and Information
4.2 Phenotypes and Genotypes
4.3 Population Genetics
4.4 Public Health Genetics and Genomics
4.5 Nutrition and the microbiome

5. Social and Behavioral Factors in Health
5.1 Health, Law, Policy, and Ethics
5.2 Health and Culture
5.3 Socioeconomic Status and Health
5.4 Discrimination and Health Inequities
5.5 Social Capital, Social Cohesion, and Health

6. Building Healthy Communities
6.1 Community Health
6.2 Environmental Health
6.3 Occupational Health and Safety
6.4 Nutrition, Food and Food Safety
6.5 Health Communication, E-Health and Social Media

**Literature**

**Compulsory Reading**

**Further Reading**


- Berkman, L./Kawachi, I./Glymour, M. (2014): Social epidemiology. 2nd edition. Oxford University Press, Oxford.
- Riegelman, R./Kirkwood, B. (2018): Public health 101. 3rd edition, Jones & Bartlett, Burlington MA.
- Schneider, M. (2020): Introduction to public health. 6th edition, Jones & Bartlett, Burlington MA.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Project: New Work

**Module Code: DLBPEPNW_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dr. Anna Meindl (Project: New Work)

**Contributing Courses to Module**

- Project: New Work (DLBPEPNW01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Portfolio<br>Study Format: myStudies<br>Portfolio | |

**Weight of Module**

see curriculum

**Module Contents**

The course deals with the managerial, organizational and workplace changes affecting companiesas a result of megatrends.

**Learning Outcomes**

**Project: New Work**

On successful completion, students will be able to

- define and explain the term New Work.
- develop a grasp for changes in work, leadership and organization in the wake of important megatrends and their effects.
- explain the stages of change processes in the context of the New Work concept and to implement them in an example project.
- apply important methods and tools in change processes.
- reflect and document the most important lessons learned for change processes.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Human Resources | All Bachelor Programs in the Human Resources field |

# Project: New Work

**Course Code: DLBPEPNW01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The term New Work, as a collective term for all changes to work, leadership and organization, is the focus of this course and will be explored by the students using practical examples. On the basis of a project from company HR practice with a focus on New Work, a portfolio will be developed in which the students reflect and document their most important learning experiences. This will allow the students to further develop ttheir echnical, methodological, personal and social skills.

**Course Outcomes**

On successful completion, students will be able to

- define and explain the term New Work.
- develop a grasp for changes in work, leadership and organization in the wake of important megatrends and their effects.
- explain the stages of change processes in the context of the New Work concept and to implement them in an example project.
- apply important methods and tools in change processes.
- reflect and document the most important lessons learned for change processes.

**Contents**

- New Work deals with changes resulting from megatrends which in turn impact the work, leadership and organizational aspects. These megatrends can be digitalization, globalization, demographic trends or changing values. Possible contents of the course are:
  - new models for workplace design (e.g. Co-Working space)
  - new models of collaboration (e.g. virtual teams, mixed-age teams)
  - new models of leadership (e.g. shared leadership, agile leadership)
  - agile organization (e.g. Holocracy)
  - Effects on staff development (e.g. shifting the responsibility for lifelong learning to the employee)

The process of change that accompanies the introduction of these new concepts is to be exemplified and the important learning experiences of the students reflected and documented.

**Literature**

**Compulsory Reading**

**Further Reading**


- Cameron, Esther & Green, Mike (2015) Making Sense of Change Management: A Complete Guide to the Models, Tools and Techniques of Organizational Change, 4th Ed., Kogan Page Limited, London, UK.
- Harteis C. (eds) The Impact of Digitalization in the Workplace.An Educational View. Springer, Cham.
- Keller, Scott, and Schaninger, Bill (2019) Beyond Performance 2.0: A Proven Approach to Leading large-Scale Change, McKinsey & Company, John Wiley and Sons.
- Kotter, John P. (2012) Leading Change, Harvard Business Review Press.
- On Change Management (2011), Harvard Business Review Press, Boston MA.
- Merlijn Venus, Daan Stam, and Daan van Knippenberg (2018) Research: To Get People to Embrace Change, Emphasize What Will Stay the Same, Harvard Business Review, August 15, 2018.
- Hatum, Andres (2013) The New Workforce Challenge - How Today's Leading Companies Are Adapting to the Future. PagraveMacmillan.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Portfolio |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Project |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Portfolio |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# 6. Semester

# Digital HR

**Module Code: DLBPEDHR_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dilan Özdemir-Kaluk (Digital HR)

**Contributing Courses to Module**

- Digital HR (DLBPEDHR01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Basics of Digitalization
- Digital Technologies
- Potentials of Digitalization in Personnel Management
- Digitalization and Workforce Planning and Recruitment
- Approaches to Digital Learning in Personnel Development
- Digital Leadership
- Digital Transformation
- Framework Conditions for Successful Digitalization
- New Professions as a Result of Digitization

**Learning Outcomes**

**Digital HR**

On successful completion, students will be able to

- understand the influences and consequences of the digitalization on the world of work and human resource management as well as the potential of digitization.
- describe digital technologies that have an impact on human resource management.
- identify specifics of digitalization for recruiting, HR development, and leadership as HR functions which are highly impacted by this megatrend.
- understand the role of HR in the digital transformation.
- capture important framework conditions for the success of digitalization in the HR sector.
- deal with new professions that are emerging in the context of digitalization.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Human Resources | All Bachelor Programs in the Human Resources field |

# Digital HR

**Course Code: DLBPEDHR01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The aim of the course is to address the impact of the megatrend "digitalization " on HR management and the world of work. This trend offers HR departments the opportunity to redefine themselves. As a result of digitalization, HR departments are in a position to leave the classic role as "administrators" of personnel and turn to the value creation potential of HR departments. Therefore, the potential of the latest technological developments (such as artificial intelligence) for individual steps of HR management will be considered. A brief, overview-like description of the technologies for HR is fundamental. Although HR professionals do not need to understand these technologies in detail, it is necessary for them to know their core aspects regarding HR business processes. The course also discusses important framework conditions that cannot be ignored for successful digitalization. In addition, it focuses on the emergence of new professions and requirements as a result of digitalization. The dual digitization challenges of HR by contributing to the digital transformation and the transformation of the HR function are addressed as well.

**Course Outcomes**

On successful completion, students will be able to

- understand the influences and consequences of the digitalization on the world of work and human resource management as well as the potential of digitization.
- describe digital technologies that have an impact on human resource management.
- identify specifics of digitalization for recruiting, HR development, and leadership as HR functions which are highly impacted by this megatrend.
- understand the role of HR in the digital transformation.
- capture important framework conditions for the success of digitalization in the HR sector.
- deal with new professions that are emerging in the context of digitalization.

**Contents**

1. Basics of Digitalization
    - 1.1 Introduction to the Problem
    - 1.2 Concept of Digitalizationand Scenarios
    - 1.3 Consequences for the World of Work and Personnel Management
2. Digital Technologies
    - 2.1 Introduction

2.2 Term Digital Technologies
2.3 Overview of New Digital Technologies

3. Potentials of Digitization in Personnel Management
3.1 Introduction
3.2 Changing Work through Digitalization

4. Digitalization and Workforce Planning and Recruitment
4.1 Term Personnel Planning and Recruitment
4.2 Digital Personnel Planning
4.3 Digital Recruiting

5. Approaches to Digital Learning in Personnel Development
5.1 Concept of Personnel Development and Digital Learning
5.2 Informal Learning in the Workplace
5.3 Role of HR and Managers
5.4 Digital Learning Technologies

6. Digital Leadership
6.1 Term Digital Leadership
6.2 Paradigm Shift in Leadership
6.3 Mission Statement of the Digital Leader
6.4 Tolerance of Contradiction as Key Competence

7. Digital Transformation
7.1 Term Digital Transformation
7.2 Four Categories of Digital Maturity
7.3 Actors and Stakeholders
7.4 Drivers of Digital Transformation
7.5 Digitalization and Corporate Culture
7.6 Change in Organizational Structures
7.7 Management and Responsibilities in the Transformation Process

8. Framework Conditions for Successful Digitalization
8.1 Legal Framework
8.2 Ethical Framework
8.3 Digital Workplace
8.4 Meaningful IT Systems
8.5 Digital Mindset and Competence Profile of Employees

8.6 Digital Health Management

9. New Professions as a Result of Digitalization
   - 9.1 Introduction
   - 9.2 Digital Professions
   - 9.3 Conclusion and Outlook

**Literature**

**Compulsory Reading**

**Further Reading**


- Ashmarina, S. I. et al. (2021): Digital Economy and the New Labor Market: Jobs, Competences and Innovative HR Technologies. Springer Nature, Cham.
- Cantoni, F. et al. (2018): Human Resource Management and Digitalization. G. Giappichelli Editore, Torino.
- Güldenberg, S./Ernst, E./North, K. (2021): Managing Work in the Digital Economy: Challenges, Strategies and Practices for the Next Decade. Springer Nature, Cham.
- Trost, A. (2020): .Human Resources Strategies [electronic resource] : Balancing Stability and Agility in Times of Digitization. Springer Nature, Cham.
- Urbach, N./Röglinger, M. (2018): Digitalization Cases: How Organizations Rethink Their Business for the Digital Age. Springer Nature, Cham.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| | ☑ Audio | |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Online Marketing

**Module Code: DLBMSM1-01_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Josephine Zhou-Brock (Online Marketing)

**Contributing Courses to Module**

- Online Marketing (DLBMSM01-01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Written Assignment<br>Study Format: Duales myStudium<br>Written Assessment: Written Assignment<br>Study Format: myStudies<br>Written Assessment: Written Assignment | |

**Weight of Module**

see curriculum

**Module Contents**

- Online Marketing Basics
- Online Marketing Forms and Channels
- Online Marketing Strategy
- Online Media Planning
- The Online Presence
- Mobile Marketing and Mobile Commerce
- Online law
- Online Customer Loyalty and Service
- Web Analytics

**Learning Outcomes**

**Online Marketing**

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the field of Online & Social Media Marketing | All Bachelor Programs in the Marketing & Communication field |

# Online Marketing

**Course Code: DLBMSM01-01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

This course uses interdisciplinary fundamentals that enable students to deal with the topic of Online Marketing in an operative and strategic way. This includes business and economic principles as well as communicative multimedia basics or the consideration of the basic tonality of Online Marketing channels. This holistic view is essential for strategic planning: In addition to considering the positioning of companies in the World Wide Web, the course will also work out how Online Marketing appearances can be optimized. The measurement of success and evaluation of relevant key figures complete the comprehensive basis for the whole module.
The Online Marketing course teaches basic technical terms and concepts. These include the online communication process, added value of Online Marketing as well as electronic value creation and business models. Based on this knowledge, the course discusses aspects of product suitability, pricing policy, distribution policy, the various forms of marketing and distribution on the Internet. The course expands the understanding of the strategic and especially operational Online Marketing elements such as the planning and realization of advertising campaigns through various sales channels. In addition, the increasing development of mobile communication is taken into account and Mobile Marketing is considered as part of the Online Marketing Mix.
To understand the behavior of online customers the course deals with the specific effects of advertising in regards to Online Marketing. Based on the principles of customer acquisition, the course discusses customer retention and loyalty in Online Marketing, strategies and tactics for increasing customer numbers, online campaigns and the importance of online relationships.
Students learn the ropes of legal aspects and the principles of the General Data Protection Regulation (GDRP) relevant to Online Marketing to legally substantiate advertising campaigns and customer approaches. This course offers students the opportunity to get to know and implement the various aspects of Online Marketing Management in practice. They learn how to assess Online Media Planning through Web Analytics and targeted monitoring. For this, students learn the relevant Key Performance Indicators (KPIs) of Online Marketing, which are an essential condition for optimizing online strategies.

**Course Outcomes**

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

**Contents**

1. Online Marketing Basics
    - 1.1 Development and Concept of Online Marketing
    - 1.2 The Online Communication Process
    - 1.3 Electronic Added Value
    - 1.4 The Role of Online Marketing in the Marketing Mix
    - 1.5 Electronic Business Concepts and Platforms
    - 1.6 Current Developments and Trends
2. Online Marketing Forms and Channels
    - 2.1 Overview of Online Marketing Forms
    - 2.2 Affiliate and Search Engine Marketing
    - 2.3 Display Advertising and Email Marketing
    - 2.4 Social Media and Influencer Marketing
    - 2.5 Content Marketing and Storytelling
    - 2.6 Viral Marketing and Word-of-Mouth Marketing
    - 2.7 Native Advertising and Mobile Marketing
    - 2.8 Real Time Bidding and Programmatic Advertising
    - 2.9 Online PR
3. Online Marketing Strategy
    - 3.1 Set Goals and Creating a Base
    - 3.2 The Customer Journey
    - 3.3 The Right Channel Mix
    - 3.4 Defining and Analyzing KPIs
4. Online Media Planning

- 4.1 Principles of Successful Media Planning
- 4.2 Create and Structure Media Budgets in a Targeted Manner
- 4.3 Integrated Campaigns and Cross-Media Marketing
- 4.4 Successful Media Mix through Campaign Management

5. The Online Presence
   - 5.1 Website and Web Design
   - 5.2 Corporate Website
   - 5.3 Landing Page
   - 5.4 Blog
   - 5.5 Online Shop
   - 5.6 Online Presentation and Distribution of Products and Services – Advantages and Disadvantages

6. Mobile Marketing and Mobile Commerce
   - 6.1 Basics and Classification of Mobile Marketing
   - 6.2 Mobile Web Versus Apps
   - 6.3 QR Code Marketing and Location-Based Services
   - 6.4 Mobile Commerce and Mobile Payment
   - 6.5 Success Factors of Mobile Campaigns

7. Online Law
   - 7.1 Legal Aspects of Online Marketing
   - 7.2 Copyright and Handling User-Generated Content
   - 7.3 The Right to One's Own Image
   - 7.4 General Data Protection Regulation (GDPR)

8. Online Customer Loyalty and Service
   - 8.1 The AIDA Model - Expansions for Online Marketing
   - 8.2 Customer Acquisition and Loyalty in Online Marketing
   - 8.3 Online Customer Service
   - 8.4 Excursus: Mass Customization

9. Web Analytics
   - 9.1 Key Figures in Online Marketing
   - 9.2 Web Monitoring
   - 9.3 Big Data

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson.<br>▪ Kingsnorth, S. (2022). The Digital Marketing Handbook. KoganPage.<br>▪ Martínez-López, F. J., & López López, D. (Eds.). (2021). Advances in Digital Marketing and eCommerce. Springer Nature. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

**Instructional Methods**

| Tutorial Support | Learning Material | Exam Preparation |
|---|---|---|
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Written Assignment |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Social Media Marketing

**Module Code: DLBMSM2-01_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Josephine Zhou-Brock (Social Media Marketing)

**Contributing Courses to Module**

- Social Media Marketing (DLBMSM02-01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Advanced Workbook<br>Study Format: Distance Learning<br>Advanced Workbook | |

**Weight of Module**

see curriculum

**Module Contents**

- Basics of Social-Media-Marketing
- Social Media Marketing Within the Overall Marketing Mix
- Social Media Landscape
- Developing a Social Media Strategy
- The Role of Social Media in Innovation Management
- Operational Social Media Marketing
- Legal Terms and Conditions of Social Media
- Developments in Social Media Marketing

**Learning Outcomes**

**Social Media Marketing**

On successful completion, students will be able to

- understand social implications and networking communication strategies and to apply them to the field of Social Media Marketing.
- integrate Social Media Marketing into the overall Marketing Mix.
- develop a Social Media strategy and proposals for its operational implementation.
- evaluate the different Social Media channels (Facebook, Instagram...)
- use Social Media for Innovation Management and networks.
- fundamentally assess the marketing opportunities of a company in the Social Media sector and make strategic decisions in this regard.
- evaluate developments in Social Media Marketing from a sociological as well as a business perspective.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Online & Social Media Marketing | All Bachelor Programs in the Marketing & Communication field |

# Social Media Marketing

**Course Code: DLBMSM02-01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

How did Social Media become Social Media Marketing? Social Media has developed from a private communication medium to a commercialized advertising tool. A basic understanding of this development, the social implications of Social Media as well as the networked communication strategies on the Internet is the basis for an active examination of Social Media Marketing. Social Media Marketing is considered both strategically and operationally. The strategic perspective includes the aspect of strategic positioning of Social Media in the company as well as the integration into the overall marketing mix. In addition to fundamental aspects of strategy development, students will deal with the instruments of today's Social Media Marketing and the channels to use them specifically for further marketing measures and strategies in a success-oriented manner. For the active operative examination of Social Media Marketing, Social Media channels such as Facebook, Instagram, Pinterest, etc. are examined in detail in order to use them specifically for further marketing measures and strategies. Digital advertising measures that are used in Social Media are an integral part of this course. Their usage will also be considered from a legal perspective. Thus, the Social Media Marketing course teaches basic concepts such as the development of a Social Media strategy, including aspects such as content management, editorial planning or target group analysis. It deals with the usage and monitoring of different Social Media channels in a practice-oriented way and it considers the area of operative Social Media Marketing. Hence, this course provides students with a well-founded holistic view of the field of Social Media Marketing and develops the ability to use Social Media for innovation management.

**Course Outcomes**

On successful completion, students will be able to

- understand social implications and networking communication strategies and to apply them to the field of Social Media Marketing.
- integrate Social Media Marketing into the overall Marketing Mix.
- develop a Social Media strategy and proposals for its operational implementation.
- evaluate the different Social Media channels (Facebook, Instagram...)
- use Social Media for Innovation Management and networks.
- fundamentally assess the marketing opportunities of a company in the Social Media sector and make strategic decisions in this regard.
- evaluate developments in Social Media Marketing from a sociological as well as a business perspective.

**Contents**

1. Basics of Social Media Marketing
   - 1.1 The Development of Social Media and the Concept of Social Media Marketing
   - 1.2 Social Implications of Social Media
   - 1.3 The Features, Types, and Areas of Application of Social Media Marketing
   - 1.4 Classification and Activities of Social Media Users

2. Social Media Marketing Within the Overall Marketing Mix
   - 2.1 Opportunities and Risks of Social Media
   - 2.2 The Groundswell POST Method
   - 2.3 Integration within the Traditional Marketing Mix
   - 2.4 Social Media as a Customer Service Channel
   - 2.5 Goals of Social Media Marketing
   - 2.6 Relevant Key Figures to Measure Success
   - 2.7 The Strategic Positioning of Social Media at Companies

3. Social Media Landscape
   - 3.1 Overview of the Social Media Landscape
   - 3.2 Profiles of the Most Relevant Social Media Channels
   - 3.3 Target Audience/User Groups

4. Developing a Social Media Strategy
   - 4.1 What is a Strategy? Definitions
   - 4.2 Strategic Goals
   - 4.3 Steps of Developing a Social Media Strategy
   - 4.4 Online Reputation Management and Crisis Management
   - 4.5 Social Media Governance

5. The Role of Social Media in Innovation Management
   - 5.1 The Importance of the Crowd and its Applications
   - 5.2 Innovations are made possible by Interactive Value Creation, Branded Communities, Lead Users and Social Media Intelligence
   - 5.3 Social Media as a Market Research Tool

6. Operational Social Media Marketing
   - 6.1 Content Marketing and Native Advertising
   - 6.2 Viral Marketing and Word of Mouth
   - 6.3 Influencer Marketing
   - 6.4 Social Media in B2B Marketing

6.5 Community Management und Social Media Monitoring
6.6 Social Media Relations
6.7 Social Media Recruiting
6.8 Social Advertising

7. Legal Terms and Conditions of Social Media
7.1 Legal Terms and Conditions of using Social Media
7.2 General Data Protection Regulation (GDPR)
7.3 User-generated Content
7.4 Facebook Pixel

8. Developments in Social Media Marketing
8.1 Social Media in a Time of Digital Transformation: A new kind of Consumption
8.2 Social Products and Brands
8.3 Social Commerce and Social Selling
8.4 Instant Messengers and Bots
8.5 The Terms "Post-Factual" and "Post-Digital"
8.6 Open Leadership and Dealing with Loss of Control

**Literature**

**Compulsory Reading**

**Further Reading**


- Aral, S. (2020). The hype machine. How social media disrupts our elections, our economy, and our health – and how we must adapt. Random House.
- Barker, M. S., Barker, D. I., Borman, N. F., Roberts, M. L. & Zahay, D. (2017). Social media marketing. A strategic approach (2nd ed.). CENGAGE Learning.
- Butow, E., Allton, M., Herman, J., Liu, S., & Robinson, A. (2020). Ultimate guide to social media marketing. Entrepreneur Press, Fitch.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Advanced Workbook |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Advanced Workbook |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | | |

# Business Intelligence

**Module Code: DLBCSEBI1**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Maik Drozdzynski (Business Intelligence )

**Contributing Courses to Module**

- Business Intelligence (DLBCSEBI01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Motivation and Conceptualization
- Data Provision
- Data Warehouse
- Modeling of Multidimensional Data Spaces
- Analysis Systems
- Distribution and Access

**Learning Outcomes**

**Business Intelligence**

On successful completion, students will be able to

- explain the motivation, use cases, and basics of Business Intelligence.
- identify and explain techniques and methods for providing and modeling data, as well as types of data relevant to BI, differentiating between them.
- explain techniques and methods for the generation and storage of information and independently select suitable methods on the basis of concrete requirements.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Business Intelligence

**Course Code: DLBCSEBI01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Business Intelligence (BI) is used to obtain information from company data that is relevant for targeted corporate management and the optimization of business activities. This course introduces and discusses techniques, procedures, and models for data provision, information generation, and analysis, as well the distribution of the information obtained. You will then be able to explain the various subject areas of data warehousing and independently select methods and techniques to meet specific requirements.

**Course Outcomes**

On successful completion, students will be able to

- explain the motivation, use cases, and basics of Business Intelligence.
- identify and explain techniques and methods for providing and modeling data, as well as types of data relevant to BI, differentiating between them.
- explain techniques and methods for the generation and storage of information and independently select suitable methods on the basis of concrete requirements.

**Contents**

1. Motivation and Conceptualization
   - 1.1 Motivation and Historical Development
   - 1.2 BI as a Framework
2. Data Provision
   - 2.1 Operative and Dispositive Systems
   - 2.2 The Data Warehouse Concept
   - 2.3 Architectural Variations
3. Data Warehouse
   - 3.1 ETL Process
   - 3.2 DWH and Data Mart
   - 3.3 ODS and Metadata
4. Modelling of Multidimensional Data Spaces

4.1 Data Modeling
4.2 OLAP Cubes
4.3 Physical Storage
4.4 Star and Snowflake Scheme
4.5 Historicization

5. Analysis Systems
   5.1 Free Data Research and OLAP
   5.2 Reporting Systems
   5.3 Model-Based Analysis Systems
   5.4 Concept-Oriented Systems

6. Distribution and Access
   6.1 Information Distribution
   6.2 Information Access

**Literature**

**Compulsory Reading**

**Further Reading**


- Grossmann, W., & Rinderle-Ma, S. (2015). Fundamentals of business intelligence. Springer.
- Sharda, R., Delen, D., & Turban, E. (2015). Business intelligence and analytics: Systems for decision support (10th ed.). Pearson.
- Sherman, R. (2014). Business intelligence guidebook: From data integration to analytics. Morgan Kaufmann.
- Vaisman, A., & Zimányi, E. (2022). Data warehouse systems: Design and implementation. Springer.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Practice Exam
- ☑ Online Tests

# Project: Business Intelligence

**Module Code: DLBCSEBI2**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Neil Arvin Bretana (Project: Business Intelligence)

**Contributing Courses to Module**

- Project: Business Intelligence (DLBCSEBI02)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

Possible topics for the BI project include “Management of BI projects”, “Design of multidimensional data models” and “Prototypical implementation of small BI applications”.

**Learning Outcomes**

**Project: Business Intelligence**

On successful completion, students will be able to

- independently design a solution to a practical problem in the field of Business Intelligence in order to then implement a prototype and document the results.
- identify and explain typical problems and challenges in the design and practical implementation of small BI solutions.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: Business Intelligence

**Course Code: DLBCSEBI02**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Using well-known methods and techniques from the field of Business Intelligence, students will work independently on a practical question in this course.At the end of the course you will be able to independently design and prototype Business Intelligence applications based on concrete requirements.

**Course Outcomes**

On successful completion, students will be able to

- independently design a solution to a practical problem in the field of Business Intelligence in order to then implement a prototype and document the results.
- identify and explain typical problems and challenges in the design and practical implementation of small BI solutions.

**Contents**

- Implementation and documentation of practical questions regarding the use of Business Intelligence applications. Typical scenarios are, for example, “Management of BI projects”, “Design of multidimensional data models” and “Prototypical implementation of small BI applications”.

**Literature**

**Compulsory Reading**

**Further Reading**


- Liedtka, J. (2018). Why design thinking works. Harvard Business Review, 2018(9), 72–79.
- Meinel, C., & Leifer, L. J. (2021). Design thinking research: Interrogating the doing. Springer International Publishing.
- Meinel, C., Plattner, H., & Leifer, L. (2011). Design thinking: Understand – Improve – Apply. Springer Berlin Heidelberg.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Product Development in Industry 4.0

**Module Code: DLBINGPE_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Dorian Mora (Product Development in Industry 4.0 )

**Contributing Courses to Module**

- Product Development in Industry 4.0 (DLBINGPE01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Introduction to modern product development
- Fundamentals of product development
- Methods in the product development process
- Alternative design approaches
- Digitalization of product design
- Customized mass production
- Outlook: Digital engineering and operation

**Learning Outcomes**

**Product Development in Industry 4.0**

On successful completion, students will be able to

- recall the historical development of industrial production.
- name current trends in the context of the "fourth industrial revolution" and their impact on product development.
- know the basic methods in product development.
- know the traditional product development process from design theory.
- differentiate alternative approaches to product development.
- name selected tools in the context of digital and virtual product design.
- explain the lot size problem and determine lot sizes for traditional production types.
- distinguish traditional production types from modern strategies such as customized mass production and rapid manufacturing.
- name current approaches to the complete digitalization of product creation and production processes in terms of digital engineering.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Engineering | All Bachelor Programs in the IT & Technology fields |

# Product Development in Industry 4.0

**Course Code: DLBINGPE01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The aim of the course is to give students an overview of current approaches to modern product development in the context of Industry 4.0. Based on traditional methods and tools of product development, relevant alternative design approaches are described, which put the consumer in the center of the design. In addition, modern tools to support product design are presented with which an engineer can digitally capture and simulate both the static/geometric and dynamic properties of a product. In addition, aspects of customized mass production will be discussed and compared with traditional production types. As an outlook on future developments, current research approaches for consistently digitalized product development are presented.

**Course Outcomes**

On successful completion, students will be able to

- recall the historical development of industrial production.
- name current trends in the context of the "fourth industrial revolution" and their impact on product development.
- know the basic methods in product development.
- know the traditional product development process from design theory.
- differentiate alternative approaches to product development.
- name selected tools in the context of digital and virtual product design.
- explain the lot size problem and determine lot sizes for traditional production types.
- distinguish traditional production types from modern strategies such as customized mass production and rapid manufacturing.
- name current approaches to the complete digitalization of product creation and production processes in terms of digital engineering.

**Contents**

1. Introduction to Modern Product Development
    - 1.1 Terms of Industrial Production
    - 1.2 The Fourth Industrial Revolution
    - 1.3 Turnaround in the Factors of Production
    - 1.4 Trends in Product Development
2. Fundamentals of Product Development

- 2.1 Methods of Product Planning
- 2.2 Methods of the Solution Search
- 2.3 Selection and Evaluation of Alternatives

3. Methods in the Product Development Process
   - 3.1 Clarify Requirements
   - 3.2 Concept
   - 3.3 Draft
   - 3.4 Development

4. Alternative Design Approaches
   - 4.1 Design Thinking
   - 4.2 Personas
   - 4.3 Human-Centered Design According to ISO 9241-210
   - 4.4 Participatory Design
   - 4.5 Open Innovation
   - 4.6 Empathic Design

5. Digitalization of Product Design
   - 5.1 From Drawing Board to Digital Functional Model
   - 5.2 Computer-Aided Engineering
   - 5.3 Computer-Aided Quality
   - 5.4 Engineering and Product Data Management
   - 5.5 Simulation Data Management

6. Customized Mass Production
   - 6.1 Traditional Types of Production
   - 6.2 Lot Size Problem and Planning
   - 6.3 Mass Customization
   - 6.4 Rapid Manufacturing

7. Outlook: Digital Engineering and Operation
   - 7.1 Definition
   - 7.2 Fields of Application
   - 7.3 Data Mining
   - 7.4 Modeling of Dynamic Product Properties
   - 7.5 Provision of Information

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Kull, H. (2015): Mass Customization. Opportunities, Methods, and Challenges for Manufacturers. Apress, Berkeley/New York.<br>▪ Olsen, D. (2015): The Lean product playbook: How to innovate with minimum viable products and rapid customer feedback. Wiley, Hoboken, NJ.<br>▪ Stark, J. (2022): Product Lifecycle Management (Volume 1): 21st Century Paradigm for Product Realisation (Decision Engineering) (English Edition). Fifth Edition. Springer. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

| Tutorial Support | Learning Material | Exam Preparation |
|---|---|---|
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Project: Smart Product Solutions

**Module Code: DLBIEPSPS**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dr. Sheikh Radiah Rahim Rivu (Project: Smart Product Solutions)

**Contributing Courses to Module**

- Project: Smart Product Solutions (DLBIEPSPS01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Duales myStudium<br>Oral Project Report<br>Study Format: Distance Learning<br>Oral Project Report<br>Study Format: myStudies<br>Oral Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This course focuses on the application of agile engineering methods for smart product solutions within the framework of a practice-oriented project. The architecture and mechanics of smart product solutions will be described by means of their integrated business model components.

**Learning Outcomes**

**Project: Smart Product Solutions**

On successful completion, students will be able to

- answer the question of the relevance of dynamic business models of smart product solutions for business practice.
- describe and analyze smart product solutions by means of the business model architecture and mechanics.
- select and apply the right tools from the engineering methodology toolbox of smart product solutions for the modelling and analysis of digital business models in a practice-oriented way.
- develop management cockpits to support decision-making in the implementation of smart product solutions.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: Smart Product Solutions

**Course Code: DLBIEPSPS01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Smart product solutions have the potential to increase the efficiency of existing business models in the context of digital transformation. In addition to the expansion and optimization of traditional business models, smart product solutions also create completely new business models, in which, for example, revenues are not linked to the transfer of ownership of the product, but to its use. In practice, however, the design and analysis of smart product solutions and their business models is difficult for many companies, as the complexity of these smart solutions results in insufficient methodological know-how. Against this background, the students apply various instruments and modelling tools to describe and analyze smart product solutions within the framework of a practice-oriented project.

**Course Outcomes**

On successful completion, students will be able to

- answer the question of the relevance of dynamic business models of smart product solutions for business practice.
- describe and analyze smart product solutions by means of the business model architecture and mechanics.
- select and apply the right tools from the engineering methodology toolbox of smart product solutions for the modelling and analysis of digital business models in a practice-oriented way.
- develop management cockpits to support decision-making in the implementation of smart product solutions.

**Contents**

- By means of an agile engineering approach, students learn about the complex interrelationships of smart product solutions in a project-oriented setting. In addition to the structural description, students also gain a comprehensive insight into the quantitative modeling of the dynamic interrelationships of smart product solutions and their business models at a specific product solution level. The consistent application of techniques and tools from the engineering construction kit of smart product solutions enables the development of new business models as well as the adaptation of existing business models through the flexible configuration of interdependent components. Radical innovations with a completely new benefits are just as possible as incremental adjustments in a more evolutionary transformation process. Through the abstract description of the architecture

and the dynamic modelling of the mechanics of the smart product solutions and their business models, students learn the basics for effective decision support in practice, which ensures continuous learning in a digital world with growing dynamic complexity.

**Literature**

**Compulsory Reading**

**Further Reading**


- Boßlau, M. (2021). Business Model Engineering for Smart Product-Service Systems. Procedia CIRP, 104, 565–570.
- Boßlau, M. (2021). Digital Engineering of Dynamic Business Models for Smart Product-Service Systems (Proceedings of the International System Dynamics Conference). Chicago. (Available on the Internet)
- Negash, Y. T., & Calahorrano Sarmiento, L. S. (2023). Smart product-service systems in the healthcare industry: Intelligent connected products and stakeholder communication drive digital health service adoption. Heliyon, 9(2), e13137.
- Pöppelbuß, J., & Durst, C. (2019). Smart Service Canvas – A tool for analyzing and designing smart product-service systems. Procedia CIRP, 83, 324–329.
- Zawadzki, P./Żywicki, K. (2016): Smart Product Design and Production Control for Effective Mass Customization in the Industry 4.0 Concept. Management and Production Engineering Review, 7(3), 105–112.

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: Digital Methods in Market Research

**Module Code: DLBWPDMKP2_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Oliver Gussenberg (Project: Digital Methods in Market Research )

**Contributing Courses to Module**

- Project: Digital Methods in Market Research (DLBWPDMKP02_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Project Report<br>Study Format: Distance Learning<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

A given industrial and organizational psychology topic is selected and, on the basis of intensive research, students consider which digital market research method can be used to investigate a related question. This course will be outlined and reflected accordingly.

**Learning Outcomes**

**Project: Digital Methods in Market Research**

On successful completion, students will be able to

- become familiar with digital market research methods.
- be able to choose and justify an appropriate method for a problem related to industrial and organizational psychology.
- be able to reflect on the advantages and disadvantages of different digital methods.
- understand the process of a market research project.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Psychology | All Bachelor Programs in the Social Sciences field |

# Project: Digital Methods in Market Research

**Course Code: DLBWPDMKP02_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In the course of digitalization, market research methods have adapted accordingly, so that the needs of customers are no longer only recorded offline, but via online studies, mobile apps or digital scans. In this course, the latest digital market research methods will be researched. On the basis of a selected question related to industrial and organizational psychology, a decision will be made as to which method would be most suitable for investigating this question and which advantages and disadvantages this method could bring with it in comparison to others.

**Course Outcomes**

On successful completion, students will be able to

- become familiar with digital market research methods.
- be able to choose and justify an appropriate method for a problem related to industrial and organizational psychology.
- be able to reflect on the advantages and disadvantages of different digital methods.
- understand the process of a market research project.

**Contents**

- The more consumers spend time in digital spaces, the more their needs, opinions and the trends derived from them need to be captured digitally. In the meantime, in addition to traditional online surveys, there are various digital market research methods such as digital diary apps, digital footprint analysis, facial coding or the analysis of social media content. Which method is most suitable depends on the specific research question. This course offers the opportunity to select a question relevant to industrial and organizational psychology from a list of topics and to find a suitable digital market research for it, as well as to discuss the advantages and disadvantages of the respective digital method.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Homburg, M., Klarmann, M. & Vomberg, A. (2022). Handbook of Market Research, Springer.<br>▪ Leach, W. (2018). Marketing to Mindstates: The Practical Guide to Applying Behavior Design to Research and Marketing, Lioncrest.<br>▪ Ronan, G. (2017). The future of market research. Kindle Paperwhite. |

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Project |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Artificial Intelligence

**Module Code: DLBDSEAIS1**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Kristina Schaaff (Artificial Intelligence)

**Contributing Courses to Module**

- Artificial Intelligence (DLBDSEAIS01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Exam, 90 Minutes<br>Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: Duales myStudium<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

**Learning Outcomes**

**Artificial Intelligence**

On successful completion, students will be able to

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Data Science & Artificial Intelligence | All Bachelor Programs in the IT & Technology field |

# Artificial Intelligence

**Course Code: DLBDSEAIS01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The quest for artificial intelligence (AI) has captured humanity's interest for many decades and has been an active research area since the 1960s. This course will give a detailed overview of the historical developments, successes, and set-backs in AI, as well as modern approaches in the development of artificial intelligence.This course gives an introduction to reinforcement learning, a process similar to how humans and animals experience the world: exploring the environment and inferring the best course of action.This course also covers the principles of natural language processing and computer vision, both of which are key ingredients for an artificial intelligence to be able to interact with its environment.

**Course Outcomes**

On successful completion, students will be able to

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

**Contents**

1. History of AI
   - 1.1 Historical Developments
   - 1.2 AI Winter
   - 1.3 Expert Systems
   - 1.4 Notable Advances
2. Modern AI Systems
   - 2.1 Narrow versus General AI
   - 2.2 Application Areas
3. Reinforcement Learning
   - 3.1 What is Reinforcement Learning?
   - 3.2 Markov Chains and Value Function

3.3 Time-Difference and Q Learning

4. Natural Language Processing (NLP)
   - 4.1 Introduction to NLP and Application Areas
   - 4.2 Basic NLP Techniques
   - 4.3 Vectorizing Data

5. Computer Vision
   - 5.1 Introduction to Computer Vision
   - 5.2 Image Representation and Geometry
   - 5.3 Feature Detection
   - 5.4 Semantic Segmentation

**Literature**

**Compulsory Reading**

**Further Reading**


- Bear, F., Barry, W., & Paradiso, M. (2020). Neuroscience: Exploring the brain (4th ed.). Lippincott Williams & Wilkins.
- Chollet, F. (2018). Deep learning with Python. Manning.
- Géron, A. (2017). Hands-on machine learning with Scikit-Learn and TensorFlow. O'Reilly.
- Géron, A. (2019). Hands-on machine learning with Scikit-Learn, Keras, and TensorFlow: Concepts, tools, and techniques to build intelligent systems (2nd ed.). O'Reilly.
- Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep learning. MIT Press.
- Grus, J. (2019). Data science from scratch: First principles with Python. O'Reilly.
- Jurafsky, D., & Martin, J. H. (2022). Speech and language processing (3rd ed.). Prentice Hall.
- Russell, S. J., & Norvig, P. (2022). Artificial Intelligence: A modern approach (4th ed., global ed.). Pearson.
- Sutton, R. S., & Barto, A. G. (2018). Reinforcement learning: An introduction (2nd ed.). MIT Press. (Adaptive Computation and Machine Learning series).
- Szeliski, R. (2022). Computer vision: Algorithms and applications (2nd ed.). Springer. (Texts in Computer Science series).

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Project: AI Excellence with Creative Prompting Techniques

**Module Code: DLBPKIEKPT1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Knut Linke (Project: AI Excellence with Creative Prompting Techniques)

**Contributing Courses to Module**

- Project: AI Excellence with Creative Prompting Techniques (DLBPKIEKPT01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Oral Project Report<br>Study Format: Duales myStudium<br>Oral Project Report<br>Study Format: Distance Learning<br>Oral Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

In this module, the students delve into the world of generative AI applications, creating AI-generated content like text, images, and videos, while learning to use, analyze, and evaluate these systems in their respective study fields.

**Learning Outcomes**

**Project: AI Excellence with Creative Prompting Techniques**

On successful completion, students will be able to

- comprehend and apply basic prompting techniques in generative AI applications.
- analyze and evaluate the effectiveness of the basic prompts.
- apply ethical considerations to the design and use of AI for basic prompting techniques.
- design, implement, and refine effective prompts to real-world scenarios through hands-on exercises.
- showcase creative and innovative thinking in the application of prompting techniques to solve complex problems in their field of studies.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Data Science & Artificial Intelligence | All Bachelor Programs in the IT & Technology field |

# Project: AI Excellence with Creative Prompting Techniques

**Course Code: DLBPKIEKPT01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In this course, students explore the fascinating world of prompting in generative AI applications. They engage in hands-on exercises to create new AI-generated content including text, images, and videos. Through these exercises, students learn how to effectively use, analyze, and evaluate these systems within their respective fields of study.

**Course Outcomes**

On successful completion, students will be able to

- comprehend and apply basic prompting techniques in generative AI applications.
- analyze and evaluate the effectiveness of the basic prompts.
- apply ethical considerations to the design and use of AI for basic prompting techniques.
- design, implement, and refine effective prompts to real-world scenarios through hands-on exercises.
- showcase creative and innovative thinking in the application of prompting techniques to solve complex problems in their field of studies.

**Contents**

- In this course, students work on a basic practical implementation of a generative AI use case by choosing from a selection provided in the complementary guideline. The course provides practical examples as learning materials and exercises with basic prompting techniques for open-source text, image, and video generation use cases. The exercises are designed to inspire and guide students in completing their own generative AI use case work, which includes a use case description, chosen prompting techniques, outcomes, and critical evaluations from both technical and ethical perspectives.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Dang, H., Mecke, L., Lehmann, F., Goller, S., & Buschek, D. (2022). How to prompt? Opportunities and challenges of zero- and few-shot learning for human-AI interaction in creative applications of generative models. arXiv. https://arxiv.org/pdf/2209.01390.pdf<br>▪ Eapen, T. T., Finkenstadt, D. J., Folk, J., & Venkataswamy, L. (2023). How generative AI can augment human creativity. Harvard Business Review, July–August, 56–64.<br>▪ Wei, J., Wang, X., Schuurmans, D., Bosma, M. Ichter, B., Xia, F., Chi, E. H., Le., Q. V., & Zhou, D. (2023). Chain-of-though prompting elicit reasoning in large language models. arXiv. https://arxiv.org/pdf/2201.11903.pdf |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Oral Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Fundamentals of Product Management

**Module Code: DLBPROGPM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Adrienne Steffen (Fundamentals of Product Management)

**Contributing Courses to Module**

- Fundamentals of Product Management (DLBPROGPM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Introduction to product management
- Market analysis
- Product strategy
- Idea generation and validation
- Product and market tests
- Market launch
- Product management after launch

**Learning Outcomes**

**Fundamentals of Product Management**

On successful completion, students will be able to

- prepare market analyses and product strategies
- generate and validate new product ideas
- plan and execute product and market tests
- organize the market launch and successfully place the products on the market
- manage products successfully after market launch.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| This module is similar to other modules in the field of Marketing & Sales | All Bachelor Programs in the Marketing & Communication field |

# Fundamentals of Product Management

**Course Code: DLBPROGPM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Product management is a function that deals with the planning, management and control of products and services during the entire product life cycle. The product manager, as the main person responsible for a product, has to master various disciplines in order to successfully manage his product. The course Fundamentals of Product Management provides the appropriate background knowledge to create market analyses and develop product strategies. Special attention is paid to the generation and validation of new product ideas, the testing and introduction of products on the market and the management of products after launch.

**Course Outcomes**

On successful completion, students will be able to

- prepare market analyses and product strategies
- generate and validate new product ideas
- plan and execute product and market tests
- organize the market launch and successfully place the products on the market
- manage products successfully after market launch.

**Contents**

1. Introduction to product management
   - 1.1 Concept, goals and tasks of product management
   - 1.2 Product quality and corporate success
   - 1.3 Product categories
2. Market analysis
   - 2.1 Basics of market analysis
   - 2.2 Market research
   - 2.3 Methods of market analysis
3. Product strategy
   - 3.1 Basics of the product strategy
   - 3.2 Goals and positioning
   - 3.3 Evaluation and selection of product strategies

4. Idea generation and validation
   - 4.1 Basics of innovation management
   - 4.2 Idea generation
   - 4.3 Idea and market validation

5. Product and market tests
   - 5.1 Importance of the test phase
   - 5.2 Product tests
   - 5.3 Market tests

6. Market launch
   - 6.1 Basics for market entry
   - 6.2 Market entry strategies
   - 6.3 Distribution
   - 6.4 Serial production

7. Product management after market launch
   - 7.1 Product life cycle
   - 7.2 Methods and concepts of product management
   - 7.3 Customer satisfaction
   - 7.4 Interface Management

**Literature**

**Compulsory Reading**

**Further Reading**


- Cagan, M. (2017). INSPIRED: How to create tech products customers love (2nd ed.). Wiley.
- LeMay, M. (2022). Product management in practice: A practical, tactical guide for your first day and every day after (2nd ed.). O'Reilly.
- Perri, M. (2018). Escaping the build trap: How effective product management creates real value. O'Reilly.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Personal Career Plan

**Module Code: DLBKAENT1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Annette Strauß (Personal Career Plan)

**Contributing Courses to Module**

- Personal Career Plan (DLBKAENT01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Duales myStudium<br>Advanced Workbook<br>Study Format: myStudies<br>Advanced Workbook<br>Study Format: Distance Learning<br>Advanced Workbook | |

**Weight of Module**

see curriculum

**Module Contents**

- Career Theories and Approaches
- Career Development
- Career Planning
- Personal Assessment
- Career Choice
- Develop a Career Strategy and Manage your Career
- Global Careers
- Search for Employment in Germany and Abroad

**Learning Outcomes**

**Personal Career Plan**

On successful completion, students will be able to

- understand, apply, and reflect presented career theory and models with regard to their personal situation to arrive at a concept or pictore of a desired career.
- understand and critically reflect the concept of career and career planning.
- understand the relevance of a strategically oriented career planning.
- understand the importance of and conduct a personal assessment to identify one's personality, values, motivation, strengths, competencies, skills, and interests.
- understand the necessity of building and maintaining their own personal brand.
- understand differing job search processes across national/international contexts, and to create context-sensitive job applications accordingly.
- understand the principles of global careers and how to effectively act in international environments.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the field of Human Resources | All Bachelor Programs in the Human Resources field |

# Personal Career Plan

**Course Code: DLBKAENT01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In today's complex and ever-changing environment, the forms of careers vary depending on the context, understanding of values, and market dynamics. The 'classic career ladder' that one is climbing being the only predominant form of career is long outdated, and individuals are being confronted with a great number of opportunities regarding industry or job choice and working arrangements.Considering the great variety of options especially for well-educated individuals, has become more important than ever to make informed decisions. This course is designed to support students maneauvering themselves through these complexities of their personal career plan, whereby self-awareness, self-reflection, and goal-setting are important elements of this process. Guided by central elements of career theory, career models, and research outcomes, students will be given tools and reflection exercises to arrive at a solid, directly applicable strategy to further steet their professional progress and career steps.

**Course Outcomes**

On successful completion, students will be able to

- understand, apply, and reflect presented career theory and models with regard to their personal situation to arrive at a concept or pictore of a desired career.
- understand and critically reflect the concept of career and career planning.
- understand the relevance of a strategically oriented career planning.
- understand the importance of and conduct a personal assessment to identify one's personality, values, motivation, strengths, competencies, skills, and interests.
- understand the necessity of building and maintaining their own personal brand.
- understand differing job search processes across national/international contexts, and to create context-sensitive job applications accordingly.
- understand the principles of global careers and how to effectively act in international environments.

**Contents**

1. Career Theories and Approaches
    - 1.1 Traditional Career Theories and Models
    - 1.2 Protean Career Orientation
    - 1.3 Career Learning Cycle
2. Career Development

2.1 Career Motives
2.2 Career Roles
2.3 Career Performance

3. Career Planning
3.1 Essentials of Career Planning
3.2 The Career Planning Process
3.3 Contingencies of Career Planning

4. Personal Assessment
4.1 Personality
4.2 Values and Motivation
4.3 Competencies, Skills, Strengths, and Fields of Interest

5. Career Choice
5.1 Possible Career Paths
5.2 Forms of Careers
5.3 Employability
5.4 Career Identity

6. Develop a Career Strategy and Manage your Career
6.1 Career Capital
6.2 Career Goals
6.3 Career Success
6.4 Personal Reflection
6.5 Personal Branding

7. Global Careers
7.1 Forms of Global Careers
7.2 Individual Characteristics of Global Leaders
7.3 Role of Interculturality
7.4 Diversity and Inclusion

8. Search for Employment in Germany and Abroad
8.1 Job Search Databases
8.2 Networks and Platforms
8.3 Shaping Resume and Cover Letter
8.4 Written and Video Application
8.5 Selection Procedures

**Literature**

**Compulsory Reading**

**Further Reading**


- Baruch, Y. (2022). Managing Careers and Employability. SAGE.
- Greenhaus, J.H., Callanan, G.A., & Godshalk, V.M. (2018). Career Management for Life (5th edition). College of Business & Public Management Faculty Books.
- Hoeckstra, H. (2011). A career roles model of career development. Journal of Vocational Behavior, 78(2), 159-173.
- Ibarra, H. (2004). Working Identity: Unconventional Strategies for Reinventing Your Career. Harvard Business School Press.
- Kingsley, T. (2022). Personal Branding. Independently published.
- Ng, T.W.H., Eby, L.T., Sorensen, K.L., & Feldman, D.C. (2005). Predictors of objective and subjective career success: A meta-analysis. Personnel psychology, 58(2), 367-408.
- Ng, T.W.H., & Feldman, D.C. (2014). Subjective career success: A meta-analytic review. Journal of Vocational Behavior, 85(2), 169-179.

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Advanced Workbook |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

### Study Format myStudies

| **Study Format** | **Course Type** |
|---|---|
| myStudies | Theory Course |

| **Information about the examination** | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Advanced Workbook |

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

| **Instructional Methods** | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Advanced Workbook |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Personal Elevator Pitch

**Module Code: DLBKAENT2_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | DLBKAENT01_E | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Heike Schiebeck (Personal Elevator Pitch)

**Contributing Courses to Module**

- Personal Elevator Pitch (DLBKAENT02_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Duales myStudium<br>Concept Presentation<br>Study Format: Distance Learning<br>Concept Presentation<br>Study Format: myStudies<br>Concept Presentation | |

**Weight of Module**

see curriculum

**Module Contents**

Through the application of self-reflection, self-awareness based on relevant career success parameters students should develop career goals, career stages, and their career strategy. Taking into account their current professional and/or study situation, the central elements of a short-, and medium-term career planning are worked out by the students for their individual case. At the end of the course, students will be able to present their personal elevator pitch and communicate it in a proper way that is appropriate for the target group or audience. In this way, they will reflect on their current professional situation. The personal elevator pitch, being at hear of personal branding, supports the conveyance of this vision during personal networking activities.

**Learning Outcomes**

**Personal Elevator Pitch**

On successful completion, students will be able to

- identify their career goals, career stages, and the personal status quo with regard to their achievement.
- reflect their current situation and define where they want to aim.
- develop a career strategy by creating personal career goals and a coherent action plan.
- understand and apply the process of building a personal brand.
- define their identity, skills, profession, reasons to believe and necessary investments.
- identify their personal strengths and their core driver.
- understand the power of effective communication, networking, and storytelling.
- understand the principles and apply the process of designing a strong personal elevator pitch.
- critically reflect and adapt their personal elevator pitch to the specificities of the context, audience, target group, and way of delivery.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Human Resources | All Bachelor Programs in the Human Resources field |

# Personal Elevator Pitch

**Course Code: DLBKAENT02_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | DLBKAENT01_E |

**Course Description**

The forms of careers vary depending on the context or personal preferences in today's ever-changing, demanding, and complex environment. Changes in the environment, as for example technology, sustainability, and the rise of artificial intelligence, push individuals to take career transitions into their own hands. Personal endeavors to develop one's career through the acquisition of, for instance, new projects, jobs, or employers, require the right strategies to be successful. Contacts through targeted networking and the development of one's own brand play a special role here. Evenly so for individuals starting their careers after having accomplished their education, effective networking is key to career entry and development in these turbulent times. In addition, personal branding is a concept that not only has gained relevance in research but is also widely used in career counseling. Developing and conveying a personal brand is central to this course. Using the personal branding approach during networking activities, individuals can actively contribute to their career success.

**Course Outcomes**

On successful completion, students will be able to

- identify their career goals, career stages, and the personal status quo with regard to their achievement.
- reflect their current situation and define where they want to aim.
- develop a career strategy by creating personal career goals and a coherent action plan.
- understand and apply the process of building a personal brand.
- define their identity, skills, profession, reasons to believe and necessary investments.
- identify their personal strengths and their core driver.
- understand the power of effective communication, networking, and storytelling.
- understand the principles and apply the process of designing a strong personal elevator pitch.
- critically reflect and adapt their personal elevator pitch to the specificities of the context, audience, target group, and way of delivery.

**Contents**

- The core element of this course is a personal elevator pitch with the use of a personal branding canvas. The creation of a personal brand is not only relevant for self-employed freelancers or entrepreneurs but is as well helpful for individuals who strive for their own further development on the career ladder within their organization or for those who

are seeking employment. Having understood the characteristics of and reasoning behind personal branding and the underlying process, students will be able to apply this process to their own person and situation.
- Self-awareness being the main 'ingredient' for an effective personal brand, students will be encouraged to go on an intensive self-reflection journey to deepen their understanding of their identity, skills, profession, and reasons to believe for a personal brand, and subsequently, for a personal elevator pitch.
- Being at the heart of and the essence of personal branding, the elevator pitch enables individuals to impactfully present themselves in a nutshell to important individuals and potential employers. Having understood the principles and key success factors characterizing an elevator pitch, students will be able to develop their own one. They will learn to consider aspects like timing, benefit, clear positioning, target audience through an oral form of delivery. In addition, the role of communication, networking and storytelling principles will be highlighted.
- Knowledge of the core elements and success factors of the personal elevator pitch within the framework of the individual career development.

**Literature**

**Compulsory Reading**

**Further Reading**


- Dowling, D. (2009). How to Perfect an Elevator Pitch About Yourself. Harvard Business Review. https://hbr.org/2009/05/how-to-perfect-an-elevator-pit.
- Gorbatov, S., Khapova, S.N., & Lysova, E.I. (2018). Personal branding: Interdisciplinary systematic review and research agenda. Frontiers in psychology, 2238.
- Gorbatov, S., Khapova, S.N., & Lysova, E.I. (2019). Get noticed to get ahead: The impact of personal branding on career success. Frontiers in psychology, 2662.
- Jourdan Jr., Louis F., Deis, M., & Lysova, E.I. (2010). Getting Your Elevator Pitch To The Plate. Business Journal for Entrepreneurs, 2010(1), 43-47.
- Woodside, A.G. (2010). Brand consumer storytelling theory and research: Introduction to a Psychology & Marketing special issue. Psychology & Marketing, 27(6), 531-540.

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Concept Presentation |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Concept Presentation |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Concept Presentation |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: Dynamics 365 Business Central - Financial Company Setup

**Module Code: DLBMSERP1**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dr. Aditya Mushyam (Project: Dynamics 365 Business Central - Financial Company Setup)

**Contributing Courses to Module**

- Project: Dynamics 365 Business Central - Financial Company Setup (DLBMSERP01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Duales myStudium<br>Written Assessment: Project Report<br>Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This module empowers students to configure and perform core business processes of a small or medium-sized company in an enterprise resource planning (ERP) system using Microsoft Dynamics 365 Business Central. Therefore, the module will address the core financial setup as well as sales and distribution processes for a small or medium-sized company.

**Learning Outcomes**

**Project: Dynamics 365 Business Central - Financial Company Setup**

On successful completion, students will be able to

- describe the core feature of Business Central as an ERP system for small or medium-sized company.
- initially setup Business Central (SaaS).
- configure a new small or medium-sized demo company in Business Central.
- manage core security settings in Business Central.
- configure financials by setting up the finance module in Business Central.
- configure the chart of accounts in Business Central.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: Dynamics 365 Business Central - Financial Company Setup

**Course Code: DLBMSERP01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

This course aims to empower students to perform financial business processes of a small or medium-sized company using the well-established cloud-based ERP system Microsoft Dynamics 365 Business Central (BC). At first, you will gain important insights into the typical structure of BC. Based on that knowledge, you will be guided to setup a SaaS environment for a demo company in BC. To ensure a safe operation of BC in the cloud you will learn how to configure essential security settings. Next, you will familiarize yourself with the most important and common financial business processes for a small or medium-sized business. Finally, you will configure the accounting module for your demo company in BC.

**Course Outcomes**

On successful completion, students will be able to

- describe the core feature of Business Central as an ERP system for small or medium-sized company.
- initially setup Business Central (SaaS).
- configure a new small or medium-sized demo company in Business Central.
- manage core security settings in Business Central.
- configure financials by setting up the finance module in Business Central.
- configure the chart of accounts in Business Central.

**Contents**

- Embarking on the journey of utilizing BC involves a series of pivotal steps. It commences with the fundamental task of setting up the platform itself. This encompasses the creation and meticulous configuration of a company, including the setup of security settings to ensure a secure operational environment. The process further extends to establishing the core functionality, which serves as the backbone of operations. The inclusion of dimensions adds an additional layer of precision to data handling. A critical aspect of the BC framework lies in managing approvals seamlessly through the implementation of workflows, streamlining processes and enhancing efficiency. Within the finance module, a thorough configuration is undertaken. This involves the setup of financial management procedures, which ensures the financial aspect of operations is well-structured and organized. Part of this process includes the establishment of the chart of accounts, providing a foundation for accurate

financial tracking. Moreover, the setup of posting groups refines the financial recording process, facilitating precise categorization. The establishment of journals and bank accounts enhances financial transparency, offering a clear overview of monetary transactions. Notably, payable accounts are configured, ensuring seamless management of outgoing payments. Similarly, the setup of receivable accounts streamlines the handling of incoming payments. Collectively, these steps form a comprehensive roadmap to unleash the full potential of BC, enabling efficient operations and meticulous financial management.

**Literature**

**Compulsory Reading**

**Further Reading**


- Gayer, M., Hauptmann, C., & Ebert, J. (2020). Microsoft Dynamics 365 Business Central: Das Anwenderbuch zur Abwicklung von Geschäftsprozessen (11. Ausgabe). Carl Hanser Verlag.
- Ferner, C. (2020): Microsoft Dynamics 365 Business Central Basiswissen (Auflage 1). BoD – Books on Demand.
- Merk, J. (2020). Microsoft Dynamics 365 BC Finanzbuchhaltung. NEW ERA Publications
- Microsoft Corporation. (2023). Learning path for certification: Dynamics 365 Business Central Functional Consultant.

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: Dynamics 365 Business Central - Business Processes with Focus on Sales and Distribution

**Module Code: DLBMSERP2**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | DLBMSERP01 | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum<br>1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dr. Aditya Mushyam (Project: Dynamics 365 Business Central - Business Processes with Focus on Sales and Distribution)

**Contributing Courses to Module**

- Project: Dynamics 365 Business Central - Business Processes with Focus on Sales and Distribution (DLBMSERP02)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report<br>Study Format: Duales myStudium<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This module empowers students to configure and perform core business processes of a small or medium-sized company in an enterprise resource planning (ERP) system using Microsoft Dynamics 365 Business Central. Therefore, the module will address the core financial setup as well as sales and distribution processes for a small or medium-sized company.

**Learning Outcomes**

**Project: Dynamics 365 Business Central - Business Processes with Focus on Sales and Distribution**

On successful completion, students will be able to

- configure sales module in Business Central.
- configure purchasing module in Business Central.
- set up inventory management in Business Central.
- configure master data for sales and purchasing in Business Central.
- describe how to perform Business Central operations including selling and purchasing.
- process financial documents.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: Dynamics 365 Business Central - Business Processes with Focus on Sales and Distribution

**Course Code: DLBMSERP02**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | DLBMSERP01 |

**Course Description**

This course aims to empower students to perform sales and distribution processes using the well-established cloud-based ERP system Microsoft Dynamics 365 Business Central (BC). At first, you will gain important insights into the configuration of the sales module for a small or medium-sized company. Based on that knowledge, you will be guided to setup the purchasing module and inventory management in BC. Next, you will familiarize yourself with the configuration of the corresponding master data management. Finally, you will perform common business transaction in the sales and distribution module as well as process core financial documents for your demo company in BC.

**Course Outcomes**

On successful completion, students will be able to

- configure sales module in Business Central.
- configure purchasing module in Business Central.
- set up inventory management in Business Central.
- configure master data for sales and purchasing in Business Central.
- describe how to perform Business Central operations including selling and purchasing.
- process financial documents.

**Contents**

- To ensure the smooth flow of business processes in BC, various steps are necessary. First, the configuration of the sales and purchases modules takes place to establish the foundation for efficient work. During this phase, inventory management is set up to ensure an organized inventory flow. An essential step is configuring master data for sales and purchasing, as these form the basis for all subsequent activities. Prices and discounts are also established to create a clear pricing structure. Following this, common operations are performed in Business Central, encompassing both basic tasks and frequent operations. The processing of purchases as well as the handling of sales transactions is a central part of the process and a common operation in BC. Financial documents are processed as well to accurately represent the accounting aspect. Another step involves processing payments and journal entries to meticulously manage the financial aspects. All of these steps contribute to the seamless execution of business activities while maintaining financial integrity.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Gayer, M., Hauptmann, C., & Ebert, J. (2020). Microsoft Dynamics 365 Business Central: Das Anwenderbuch zur Abwicklung von Geschäftsprozessen (11. Ausgabe). Carl Hanser Verlag.<br>▪ Ferner, C. (2020): Microsoft Dynamics 365 Business Central Basiswissen (Auflage 1). BoD – Books on Demand.<br>▪ Microsoft Corporation. (2023). Learning path for certification: Dynamics 365 Business Central Functional Consultant. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: SAP S/4HANA - Financial Company Setup incl. Human Capital Management

**Module Code: DLBSAPBPI1**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Knut Linke (Project: SAP S/4HANA - Financial Company Setup incl. Human Capital Management)

**Contributing Courses to Module**

- Project: SAP S/4HANA - Financial Company Setup incl. Human Capital Management (DLBSAPBPI01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Duales myStudium<br>Written Assessment: Project Report<br>Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This module empowers students to configure and perform core business processes of medium-sized and large companies in an enterprise resource planning (ERP) system using SAP S/4HANA and the user interface SAP Fiori. The module consists of two steps, each catering to specific facets. In the first step, attention is directed towards the core financial setup as well as the preliminary configuration of the Human Capital Management module using a demo company as an illustration. This step lays down a robust foundation in these domains. Moving on to the second step, the focus shifts to expanding the initial setup by integrating business processes related to sales, distribution, and production.

**Learning Outcomes**

**Project: SAP S/4HANA - Financial Company Setup incl. Human Capital Management**

On successful completion, students will be able to

- navigate confidently within the SAP S/4HANA ERP system.
- explain the organizational structures.
- understand the concept of master data.
- explain financial accounting (FI) module.
- explain management accounting (CO) module.
- explain the employee master data record (HCM).

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: SAP S/4HANA - Financial Company Setup incl. Human Capital Management

**Course Code: DLBSAPBPI01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

This course aims to empower students to perform financial business processes of medium-sized and large companies using the well-established ERP system SAP S/4HANA (S4H). At first, you will gain important insights into the typical organizational structure and navigation within S4H. You will understand the new user experience concept of SAP Fiori. Based on that knowledge, you will get in contact with the concept of master data in S4H. Next, you will familiarize yourself with the most important and common financial business processes in the financial accounting (FI) and management accounting (CO) module of S4H. Finally, you will configure the employee master data record in the Human Capital Management (HCM) module of S4H.

**Course Outcomes**

On successful completion, students will be able to

- navigate confidently within the SAP S/4HANA ERP system.
- explain the organizational structures.
- understand the concept of master data.
- explain financial accounting (FI) module.
- explain management accounting (CO) module.
- explain the employee master data record (HCM).

**Contents**

- The course provides a comprehensive introduction into SAP S/4HANA starting with the overall SAP S/4HANA Enterprise Management: Overview. Therefore, the course offers a comprehensive and presentation of various key concepts and functions relevant in the world of SAP S/4HANA. Furthermore, it focuses on the new user experience brought by SAP Fiori UX. The course covers the basics of SAP S/4HANA as well as the various organizational structures that exist within this system. A central concept addressed is that of master data. The subjects of Financial Accounting and Management Accounting (Record-to-Report processing) are thoroughly examined, providing an overview. Within these areas, Financial Accounting (FI) is explained, and Management Accounting (CO) is illuminated further. The integration between FI and CO is also outlined. The fundamentals of Financial Accounting and Management Accounting (Record-to-Report processing) are further delved into. This includes the definitions of General Ledger (G/L) accounts and cost elements, as well as

the definition of cost centers. Step-by-step instructions for posting G/L account documents and handling business partners and invoices are conveyed. The management of Asset Accounting, Activity Types, and Internal Orders is also comprehensively explained. The course also addresses the realm of Human Capital Management (HCM). This covers organizational management in HCM, as well as the significance of HCM master data. Another important aspect is the integration with SAP Success Factors.

**Literature**

**Compulsory Reading**

**Further Reading**


- Fitzner, W., Fitzner, D. (2021). SAP S/4HANA: Der Grundkurs für Einsteiger und Anwender. SAP Press
- Fix, W., Plota, R. (2021). SAP – Der technische Einstieg: Der Standardtitel für Ausbildung, Studium und Quereinstieg. SAP Press
- SAP SE. (2023). SAP Learning journey "Explore Integrated Business Processes in SAP S/4HANA".
- SAP SE. (2023). SAP Learning journey "Discovering End-to-End Business Processes for the Intelligent Enterprise".

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: SAP S/4HANA - Business Processes

**Module Code: DLBSAPBPI2**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | DLBSAPBPI01 | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Knut Linke (Project: SAP S/4HANA - Business Processes)

**Contributing Courses to Module**

- Project: SAP S/4HANA - Business Processes (DLBSAPBPI02)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report<br>Study Format: Duales myStudium<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This module empowers students to configure and perform core business processes of medium-sized and large companies in an enterprise resource planning (ERP) system using SAP S/4HANA and the user interface SAP Fiori. The module consists of two steps, each catering to specific facets. In the first step, attention is directed towards the core financial setup as well as the preliminary configuration of the Human Capital Management module using a demo company as an illustration. This step lays down a robust foundation in these domains. Moving on to the second step, the focus shifts to expanding the initial setup by integrating business processes related to sales, distribution, and production.

**Learning Outcomes**

**Project: SAP S/4HANA - Business Processes**

On successful completion, students will be able to

- describe the source to pay business process (MM).
- describe warehouse management systems (WM).
- explain the design to operate business process (PP).
- describe the order to cash business process (SD).
- create a project structure (PS).
- defining the organizational levels used in enterprise asset management (EAM).

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: SAP S/4HANA - Business Processes

**Course Code: DLBSAPBPI02**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | DLBSAPBPI01 |

**Course Description**

This course aims to empower students to perform sales and distribution processes of medium-sized and large companies using the well-established ERP system SAP S/4HANA (S4H).At first, you will gain important insights into the configuration of the purchasing (MM) and warehouse management (WM) modulewithin S4H. You willalso understand the production process (PP) of S4H. Based on that knowledge, you willget in contact with the lead to cash business process (SD) in S4H. Next, you will familiarize yourself with the project system (PS) in S4H while creating project steps and structures. Finally, you will defining the organizational levels and for the management and maintenance of the company's physical assets in the enterprise asset management (EAM) module of S4H.

**Course Outcomes**

On successful completion, students will be able to

- describe the source to pay business process (MM).
- describe warehouse management systems (WM).
- explain the design to operate business process (PP).
- describe the order to cash business process (SD).
- create a project structure (PS).
- defining the organizational levels used in enterprise asset management (EAM).

**Contents**

- The course covers a wide range of processes and concepts within SAP S/4HANA: Purchase to Pay Processing in SAP S/4HANA: Exploring the Purchase to Pay business process, including the definition of master data involved. This encompasses creating vendor master records, listing vendor-specific master data records, generating purchase requisitions, crafting purchase orders, posting goods receipts for purchase orders, and managing vendor invoices. The automatic payment run process is also elucidated. Warehouse Management - Stock Transfer: This section delves into Warehouse Management (WM) structures and usage, highlighting the distinctions between Extended Warehouse Management (EWM), WM, and Inventory Management (IM). The process of handling stock transfer orders is outlined. Plan to Produce Business Process in SAP S/4HANA: Understanding the Plan to Produce process within SAP S/4HANA, which encompasses defining master data, creating product cost estimates, planning product demand through integrated planning, establishing Material Requirements Planning (MRP) processes, and executing advanced planning. Advanced

Planning - Describing the Manufacturing Business Process: Exploring the manufacturing business process, starting from the creation and release of production orders to material withdrawal, order confirmation, materials goods receipt, and period-end closing activities. Order to Cash Processing in SAP S/4HANA: This section focuses on the Order to Cash business process, describing the master data used in sales and distribution. The process involves creating customer master records, setting up condition records, processing sales orders, managing delivery documents, generating customer invoices, and handling related activities. Project System (PS): Detailing the steps within Project System, including creating project structures, project planning, budgeting, project execution, and concluding with period-end closing activities. SAP Enterprise Asset Management (EAM): Covering the business steps in SAP EAM, describing the master data utilized, creating notifications, processing maintenance orders, executing maintenance tasks, and wrapping up with period-end closing activities.

**Literature**

**Compulsory Reading**

**Further Reading**


- Fitzner, W., Fitzner, D. (2021). SAP S/4HANA: Der Grundkurs für Einsteiger und Anwender. SAP Press
- Fix, W., Plota, R. (2021). SAP – Der technische Einstieg: Der Standardtitel für Ausbildung, Studium und Quereinstieg. SAP Press
- SAP SE. (2023). SAP Learning journey “Explore Integrated Business Processes in SAP S/4HANA”.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Studium Generale I

**Module Code: DLBSG1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

N.N. (Studium Generale I)

**Contributing Courses to Module**

- Studium Generale I (DLBSG01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>See Selected Course<br>Study Format: Distance Learning<br>See Selected Course | |

**Weight of Module**

see curriculum

**Module Contents**

In principle, all IU Bachelor courses can be selected as courses for the "Studium Generale", so that the content can be chosen from the entire breadth of the IU distance learning program.

**Learning Outcomes**

**Studium Generale I**

On successful completion, students will be able to

- apply acquired key competencies to issues in their field of study and/or in their professional environment.
- to deepen one's own skills and abilities in a self-directed manner.
- to look beyond the boundaries of their own area of expertise.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| It is a stand-alone offering with possible references to various required and elective modules | All IU Distance Learning Bachelor Programs |

# Studium Generale I

**Course Code: DLBSG01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In the course "Studium Generale I", students deepen their knowledge in a self-selected subject area by completing an IU course outside their applicable curriculum. This gives them the opportunity to look beyond their own subject area and acquire further competencies. The associated option enables students to self-determine their study content to focus even more on issues relevant to them and/or to strengthen or develop selected competencies.

**Course Outcomes**

On successful completion, students will be able to

- apply acquired key competencies to issues in their field of study and/or in their professional environment.
- to deepen one's own skills and abilities in a self-directed manner.
- to look beyond the boundaries of their own area of expertise.

**Contents**

- The course "Studium Generale I" offers students the opportunity to take courses outside of their curriculum and the result can be credited as an elective subject. In principle, all IU bachelor courses that fulfill the following requirements are creditable for this purpose:
  - They are not part of an integral part of the applicable mandatory curriculum.
  - They do not have admission requirements or students can prove that they have met the admission requirement.
- The examination of the selected courses must be taken in full and finally passed in order to be credited as part of the 'Studium Generale' .

**Literature**

**Compulsory Reading**

**Further Reading**

- See course description of the selected course

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | See Selected Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | See Selected Course |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 0 h | 0 h | 0 h | 0 h | 0 h | 0 h |

| Instructional Methods |
|---|
| see selected course |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | See Selected Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | See Selected Course |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 0 h | 0 h | 0 h | 0 h | 0 h | 0 h |

| Instructional Methods |
|---|
| See Selected Course |

# Studium Generale II

**Module Code: DLBSG2_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

N.N. (Studium Generale II)

**Contributing Courses to Module**

- Studium Generale II (DLBSG02_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>See Selected Course<br>Study Format: myStudies<br>See Selected Course | |

**Weight of Module**

see curriculum

**Module Contents**

In principle, all IU Bachelor courses can be selected as courses for the "Studium Generale", so that the content can be chosen from the entire breadth of the IU distance learning program.

| Learning Outcomes<br><br>**Studium Generale II**<br><br>On successful completion, students will be able to<br>▪ apply acquired key competencies to issues in their field of study and/or in their professional environment.<br>▪ to deepen one's own skills and abilities in a self-directed manner.<br>▪ to look beyond the boundaries of their own area of expertise. | |
|---|---|
| **Links to other Modules within the Study Program**<br><br>It is a stand-alone offering with possible references to various required and elective modules | **Links to other Study Programs of the University**<br><br>All IU Distance Learning Bachelor Programs |

# Studium Generale II

**Course Code: DLBSG02_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In the course "Studium Generale II", students deepen their knowledge in a self-selected subject area by completing an IU course outside their applicable curriculum. This gives them the opportunity to look beyond their own subject area and acquire further competencies. The associated option enables students to self-determine their study content to focus even more on issues relevant to them and/or to strengthen or develop selected competencies.

**Course Outcomes**

On successful completion, students will be able to

- apply acquired key competencies to issues in their field of study and/or in their professional environment.
- to deepen one's own skills and abilities in a self-directed manner.
- to look beyond the boundaries of their own area of expertise.

**Contents**

- The course "Studium Generale II" offers students the opportunity to take courses outside of their curriculum and the result can be credited as an elective subject. In principle, all IU bachelor courses that fulfill the following requirements can be chosen for this purpose:
  - They are not part of an integral part of the applicable mandatory curriculum.
  - They do not have admission requirements or students can prove that they have met the admission requirement.
- The examination of the selected courses must be taken in full and finally passed in order to be credited as part of the 'Studium Generale' .

**Literature**

**Compulsory Reading**

**Further Reading**

- See course description of the selected course

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | See Selected Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | See Selected Course |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 0 h | 0 h | 0 h | 0 h | 0 h | 0 h |

| Instructional Methods |
|---|
| See Selected Course |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | See Selected Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | See Selected Course |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 0 h | 0 h | 0 h | 0 h | 0 h | 0 h |

| Instructional Methods |
|---|
| |

# Project: AWS - Cloud Advanced

**Module Code: DLBPAWSCLAD**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Tianxiang Lu (Project: AWS - Cloud Advanced)

**Contributing Courses to Module**

- Project: AWS - Cloud Advanced (DLBPAWSCLAD01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Written Assessment: Project Report<br>Study Format: Duales myStudium<br>Written Assessment: Project Report<br>Study Format: myStudies<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

This course offers advanced understanding of AWS, with a particular emphasis on specialized areas such as Solutions Architecture, Compliance & Security, and AI & Machine Learning. Students will acquire hands-on expertise in these areas, with the goal of enabling them to deploy laaS, Paas, or SaaS workloads using AWS, effectively tackle real-life interdisciplinary challenges, and confidently handle service configurations within the AWS cloud console.

**Learning Outcomes**

**Project: AWS - Cloud Advanced**

On successful completion, students will be able to

- understand and articulate the core services provided by AWS within chosen specialization tracks, including Solutions Architect, Compliance & Security, and AI & Machine Learning.
- critically examine the pros and cons of developing and deploying real-world scenarios using AWS IaaS, PaaS, vs. SaaS and public, private or hybrid deployment demonstrating a clear grasp of the necessary service and deployment intricacies.
- manage and configure profound service settings within the AWS cloud console, showing depth in technical proficiency and operational capabilities.
- critically assess, test and monitor the effect of different AWS deployment features, addressing interdisciplinary challenges through the appropriate use of AWS cloud services in realistic use cases.
- assess and critically reflect on AWS-based solutions, considering industry compliance and security requirements, ensuring a robust understanding of the legal and regulatory framework.
- apply and implement machine learning and artificial intelligence concepts using AWS to solve real-world problems, demonstrating innovative thinking and practical application of theoretical knowledge.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: AWS - Cloud Advanced

**Course Code: DLBPAWSCLAD01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

AWS (Amazon Web Services) is a comprehensive cloud computing platform provided by Amazon that offers scalable computing power, storage, and various other functionalities to help businesses and individuals deploy applications and manage data efficiently. It reduces the need for physical hardware, thus lowering costs and increasing flexibility by allowing users to access services and resources on-demand from anywhere in the world. This service is highly relevant for daily life and business as it supports a wide range of applications and services, from hosting websites to supporting IoT devices, big data analytics and machine learning, ultimately facilitating innovation, scalability, and global operations. The course prepares students for the AWS Cloud Solution Architect Professional Certificate. It dives deeper into AWS core services, focusing on sophisticated deployment and management techniques. Students will critically examine and apply real-world scenarios using AWS IaaS, PaaS, and SaaS, and navigate complex deployment models. They will gain technical proficiency in managing advanced service settings within the AWS cloud console and address interdisciplinary challenges through hands-on practice. Additionally, the course covers assessing AWS solutions for compliance and security, ensuring robust understanding of legal frameworks. Students will also implement machine learning and AI concepts to solve real-world problems, fostering innovative thinking and practical application, and preparing them for the dynamic demands of the tech industry.

**Course Outcomes**

On successful completion, students will be able to

- understand and articulate the core services provided by AWS within chosen specialization tracks, including Solutions Architect, Compliance & Security, and AI & Machine Learning.
- critically examine the pros and cons of developing and deploying real-world scenarios using AWS IaaS, PaaS, vs. SaaS and public, private or hybrid deployment demonstrating a clear grasp of the necessary service and deployment intricacies.
- manage and configure profound service settings within the AWS cloud console, showing depth in technical proficiency and operational capabilities.
- critically assess, test and monitor the effect of different AWS deployment features, addressing interdisciplinary challenges through the appropriate use of AWS cloud services in realistic use cases.
- assess and critically reflect on AWS-based solutions, considering industry compliance and security requirements, ensuring a robust understanding of the legal and regulatory framework.
- apply and implement machine learning and artificial intelligence concepts using AWS to solve real-world problems, demonstrating innovative thinking and practical application of theoretical knowledge.

**Contents**

- This course ensures students gain a comprehensive understanding of AWS, specializing in Solutions Architect, Compliance & Security, and AI & Machine Learning. They will articulate core AWS services and critically examine the pros and cons of deploying real-world scenarios using AWS IaaS, PaaS, SaaS, and different deployment models (public, private, hybrid).
- Students will manage and configure service settings within the AWS cloud console, demonstrating technical proficiency. They will assess, test, and monitor AWS deployment features, addressing interdisciplinary challenges using realistic use cases. Additionally, students will evaluate AWS-based solutions for industry compliance and security, understanding the legal and regulatory frameworks.
- The course also covers applying machine learning and AI concepts using AWS to solve real-world problems, encouraging innovative thinking and practical application. This approach prepares students to excel in cloud architecture, compliance protocols, security measures, and AI-driven problem-solving, ensuring readiness for the tech industry's dynamic demands.

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ AWS Training and Certification Skill Builder. (2024). AWS Solutions Architect – Knowledge Badge Readiness Path (51 hours).<br>▪ AWS Training and Certification Skill Builder. (2024). Generative AI Learning Plan for Developers (12 hours).<br>▪ AWS Training and Certification Skill Builder. (2024). Online Course Supplement: Practical Data Science with Amazon SageMaker (1 day). |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: AWS - Cloud Essentials

**Module Code: DLBPAWSCLES**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | | English |

**Module Coordinator**

Georgi Dimchev (Project: AWS - Cloud Essentials)

**Contributing Courses to Module**

- Project: AWS - Cloud Essentials (DLBPAWSCLES01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Project Report<br>Study Format: Duales myStudium<br>Written Assessment: Project Report<br>Study Format: Distance Learning<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

Students will learn the foundational concepts and services of Amazon Web Services (AWS), covering its core infrastructure services including computing, storage, and networking through practical experience. Emphasis is placed on practical skills for deploying Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS) solutions.

**Learning Outcomes**

**Project: AWS - Cloud Essentials**

On successful completion, students will be able to

- understand the core services of AWS including compute, network, databases, and storage, deployment models (on-premises, hybrid, and vpc).
- explain the shared responsibility model, describe the basic global infrastructure and core security services.
- describe the AWS Well-Architected Framework and the basics of AWS Cloud Migration.
- get familiar with the terminology and concepts related to AWS Services, the AWS Management Console, AWS security measures, IAM and AWS networking services.
- apply and manage core service settings within the AWS cloud console effectively.
- assess data storage services in AWS to meet various application needs.
- plan and implement a scenario-based serverless service for small or medium-sized companies.
- configure basic network security using Amazon CloudWatch monitoring features for simple use cases in AWS, ensuring secure cloud operations.
- critically examine the core billing, account management, and pricing models and explain how to use pricing tools to make cost-effective choices for AWS services.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Computer Science & Software Development | All Bachelor Programs in the IT & Technology field |

# Project: AWS - Cloud Essentials

**Course Code: DLBPAWSCLES01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Amazon Web Services (AWS) is a comprehensive cloud computing platform provided by Amazon that offers scalable computing power, storage, and various other functionalities to help businesses and individuals deploy applications and manage data efficiently. It reduces the need for physical hardware, thus lowering costs and increasing flexibility by allowing users to access services and resources on-demand from anywhere in the world. This service is highly relevant for daily life and business as it supports a wide range of applications and services, from hosting websites to supporting IoT devices and big data analytics, ultimately facilitating innovation, scalability, and global operations.This course prepares students for the AWS Cloud Practitioner Certificate, providing a foundational understanding of AWS core services. Students will learn to articulate the benefits and use cases of AWS IaaS, PaaS, and SaaS, and grasp the basics of public, private, and hybrid cloud deployments. The course emphasizes practical skills in managing and configuring AWS services, ensuring students can effectively navigate the AWS cloud console. It lays the groundwork for critical assessments of AWS deployment features, addressing compliance and security requirements, and preparing students for more advanced AWS certifications and applications

**Course Outcomes**

On successful completion, students will be able to

- understand the core services of AWS including compute, network, databases, and storage, deployment models (on-premises, hybrid, and vpc).
- explain the shared responsibility model, describe the basic global infrastructure and core security services.
- describe the AWS Well-Architected Framework and the basics of AWS Cloud Migration.
- get familiar with the terminology and concepts related to AWS Services, the AWS Management Console, AWS security measures, IAM and AWS networking services.
- apply and manage core service settings within the AWS cloud console effectively.
- assess data storage services in AWS to meet various application needs.
- plan and implement a scenario-based serverless service for small or medium-sized companies.
- configure basic network security using Amazon CloudWatch monitoring features for simple use cases in AWS, ensuring secure cloud operations.
- critically examine the core billing, account management, and pricing models and explain how to use pricing tools to make cost-effective choices for AWS services.

**Contents**

- This course offers a comprehensive exploration of Amazon Web Services (AWS), focusing on its core services such as computing, networking, databases, and storage solutions. Students will delve into the AWS shared responsibility model, understand the global infrastructure, and learn about the integral security services provided. This also covers the AWS Well-Architected Framework and an introduction of the fundamentals for cloud migration strategies. Through hands-on exercises, students will gain proficiency in managing AWS environments using the AWS Management Console and implement security measures via AWS Identity and Access Management (IAM) and network services. Additionally, the course emphasizes the importance of cost management, enabling students to critically analyze AWS pricing models to make informed financial decisions for cloud-based solutions.

**Literature**

**Compulsory Reading**

**Further Reading**

- AWS Training and Certification Skill Builder. (2024). AWS Cloud Practitioner Essentials (7 hours).
- AWS Training and Certification Skill Builder. (2024). AWS Cloud Quest: Cloud Practitioner.
- AWS Training and Certification Skill Builder. (2024). AWS Technical Essentials (4 hours).
- AWS Training and Certification Skill Builder. (2024). Serverless – Knowledge Badge Readiness Path (13 hours).
- AWS Training and Certification Skill Builder. (2024). Standard Exam Prep Plan: AWS Certified Cloud Practitioner (CLF-C02) (18 hours).

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Project: Agile Transformation in Organizations

**Module Code: DLBWPWGOECM1_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Dilan Özdemir-Kaluk (Project: Agile Transformation in Organizations)

**Contributing Courses to Module**

- Project: Agile Transformation in Organizations (DLBWPWGOECM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Project Report<br>Study Format: Distance Learning<br>Written Assessment: Project Report | |

**Weight of Module**

see curriculum

**Module Contents**

At the beginning, the focus is on independent literature research and practical examples of digital transformation. Using a real or fictitious practical examples, the focus will be on one field of agile transformation and the process with its possible effects will be presented step by step. Finally, the challenges will be discussed.

**Learning Outcomes**

**Project: Agile Transformation in Organizations**

On successful completion, students will be able to

- define agile transformation.
- know fields and examples of agile transformation.
- apply the transformation process to a case study.
- discuss the challenges and limitations of agile transformation.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Psychology | All Bachelor Programs in the field of Social Sciences |

# Project: Agile Transformation in Organizations

**Course Code: DLBWPWGOECM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

As a result of digitalization and the associated new technical possibilities, the work environment is undergoing increasingly rapid change. In corporate practice, the ability to adapt to new circumstances and react quickly to new internal and external changes is referred to as agility, while the transition from conventional structures to agile ones is referred to as agile transformation. In organizations, these affect diverse fields such as communication, leadership style, or even corporate culture. In this course, students deal with one of these fields, concretely describe the process of agile transformation based on a practical example and discuss the associated challenges.

**Course Outcomes**

On successful completion, students will be able to

- define agile transformation.
- know fields and examples of agile transformation.
- apply the transformation process to a case study.
- discuss the challenges and limitations of agile transformation.

**Contents**

- At the beginning, the focus is on independent literature research and practical examples of digital transformation. Using a real or fictitious practical example, the focus will be on one field of agile transformation and the process with its possible effects will be presented step by step. Finally, the challenges will be discussed.

**Literature**

**Compulsory Reading**

**Further Reading**


- Hayward, S. (2021). The agile leader, 2nd ed., London, Kogan Page.
- Malik, M., Sarwar, S. & Orr, S. (2021). Agile practices and performance: Examining the role of
- psychological empowerment, International Journal of Project Management, 39 (1), 10-20.
- Miloš J., Mas, A., Mesquida, A. & Lalić, B. (2017).Transition of organizational roles in agile transformation process: A grounded theory approach, Journal of Systems and Software, 133, 174-194.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Written Assessment: Project Report |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions | ☑ Slides | ☑ Guideline |

# Internship: Business & Management

**Module Code: DLBBWPWM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 30 | 900 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Magda Sylwestrowicz (Internship: Business & Management)

**Contributing Courses to Module**

- Internship: Business & Management (DLBBWPWM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Internship Reflection Paper (passed / not passed)<br>Study Format: myStudies<br>Internship Reflection Paper (passed / not passed) | |

**Weight of Module**

see curriculum

**Module Contents**

Within the framework of this internship, students document and reflect on their everyday practical experiences. This is based on knowledge they have acquired. Students now apply this theoretical knowledge in various fields of practice and reflect upon it.

**Learning Outcomes**

**Internship: Business & Management**

On successful completion, students will be able to

- to transfer theoretical knowledge to practical problems.
- depending on the tasks undertaken, to independently address and manage practical challenges; to reflect on their success.
- to better assess the scope, significance, and limitations of theoretical concepts in light of practical demands.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Internship: Business & Management

**Course Code: DLBBWPWM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 30 | none |

**Course Description**

Within the scope of this course, students document and reflect on their everyday practical experience, relating it to the subject-specific and related scientific knowledge bases they have previously learned and developed, as well as previously acquired skills and competencies for action. The students apply their theoretical knowledge in various practical fields and reflect upon it. The connection between theory and practice, the application of knowledge in the practical field, and the reflection of these experiences in relation to theory and personal development are the primary focus.

**Course Outcomes**

On successful completion, students will be able to

- to transfer theoretical knowledge to practical problems.
- depending on the tasks undertaken, to independently address and manage practical challenges; to reflect on their success.
- to better assess the scope, significance, and limitations of theoretical concepts in light of practical demands.

**Contents**

- As part of the internship, students document and reflect on their everyday professional experiences in the field of economics. The individual problems and questions that arise are reflected upon from the perspective of professional practice. This module provides students with the opportunity to apply the content they have learned in previous modules through practical reflection and to directly implement practical knowledge where it has been acquired. Various concepts and methods are concretely tested in practice and reflected upon in their specific applications. The basis for this is the documentation, evaluation, and presentation of approaches and methods in the chosen context of action.

**Literature**

**Compulsory Reading**

**Further Reading**

- Within the subject relation, the literature of each module in the program is relevant.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Practical Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Internship Reflection Paper (passed / not passed) |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 0 h | 0 h | 0 h | 0 h | 900 h | 900 h |

| Instructional Methods |
|---|
| **Tutorial Support**<br>☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Practical Project |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Internship Reflection Paper (passed / not passed) |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 0 h | 0 h | 0 h | 0 h | 900 h | 900 h |

| Instructional Methods |
|---|
| **Tutorial Support**<br>☑ Course Feed<br>☑ Intensive Live Sessions/Learning Sprint<br>☑ Recorded Live Sessions |

# Collaborative Work

**Module Code: DLBCSCW**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Karin Halbritter (Collaborative Work)

**Contributing Courses to Module**

- Collaborative Work (DLBCSCW01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Oral Assignment<br>Study Format: Duales myStudium<br>Oral Assignment<br>Study Format: Distance Learning<br>Oral Assignment | |

**Weight of Module**

see curriculum

**Module Contents**

- Self-Directed and Collaborative Learning
- Networking and Cooperation
- Performance in (Virtual) Teams
- Communication, Arguments, and Being Convincing
- Potentials for Conflict and Managing Conflicts
- Self-Management and Personal Skills

**Learning Outcomes**

**Collaborative Work**

On successful completion, students will be able to

- design their own learning processes both self-directed and collaborative with analog and digital media.
- initiate face-to-face and virtual cooperation and select suitable methods for shaping collaboration even in an intercultural context and across disciplinary boundaries.
- assess different forms of communication in relation to the goals and requirements of different situations and to reflect on their own communication and argumentation behavior in order to be able to shape conducive collaboration also in an interdisciplinary context.
- recognize social diversity including cultural and professional differences as a value, and to name and apply tools to deal with them constructively.
- explain conflict potentials and the role of emotions in conflicts and to describe the use of systemic methods in the target- and solution-oriented handling of conflicts.
- analyze one's own resources, present methods of self-leadership and self-motivation, and derive appropriate strategies.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Collaborative Work

**Course Code: DLBCSCW01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The course supports the students in building up and expanding important interdisciplinary competences for our networked world, and in doing so, students can take advantage of the opportunities for constructive cooperation with others. It presents essential forms and design possibilities of collaborative learning and working, imparts basic knowledge and tools for self-managed, flexible, and creative thinking, learning and acting and familiarizes students with the topics of empathy and emotional intelligence. Students are also encouraged to use the course contents. In this way, they promote their autonomous competence to act and their competence in the interactive application of tools and in interacting in heterogeneous groups.

**Course Outcomes**

On successful completion, students will be able to

- design their own learning processes both self-directed and collaborative with analog and digital media.
- initiate face-to-face and virtual cooperation and select suitable methods for shaping collaboration even in an intercultural context and across disciplinary boundaries.
- assess different forms of communication in relation to the goals and requirements of different situations and to reflect on their own communication and argumentation behavior in order to be able to shape conducive collaboration also in an interdisciplinary context.
- recognize social diversity including cultural and professional differences as a value, and to name and apply tools to deal with them constructively.
- explain conflict potentials and the role of emotions in conflicts and to describe the use of systemic methods in the target- and solution-oriented handling of conflicts.
- analyze one's own resources, present methods of self-leadership and self-motivation, and derive appropriate strategies.

**Contents**

1. Learning for a Networked World, in a Networked World
    - 1.1 Requirements and Opportunities in the “VUCA” World
    - 1.2 Learning, Knowing and Not-Knowing
    - 1.3 The 4C Model: Collective, Collaborative, Continuous, and Connected
    - 1.4 Monitoring Learning Behaviour

2. Networking & Cooperation
   - 2.1 Cooperation Partners
   - 2.2 Sustainable Relationships: Digital Interaction and Trust Building
   - 2.3 Organizing Collaboration
   - 2.4 Social Learning

3. Performance in (Online) Teams
   - 3.1 Goals, Roles, Organization and Performance Measurement
   - 3.2 Team Building and Team Flow
   - 3.3 Agile Project Management with Scrum
   - 3.4 Other Agile Methods

4. Communicating and Convincing
   - 4.1 Communication as Social Interaction
   - 4.2 Language, Images, Metaphors, and Stories
   - 4.3 Attitude: Open, Empathetic, and Appreciative Communication
   - 4.4 Active Listening
   - 4.5 Analyze Your Conversational and Argumentative Skills

5. Recognizing Conflict Potential — Managing Conflicts — Negotiating Effectively
   - 5.1 Respecting Diversity and Seizing Opportunities
   - 5.2 Empathy
   - 5.3 Systemic Solution Process Work
   - 5.4 Constructive Negotiation

6. Achieving Your Goals
   - 6.1 Effective Goal Setting
   - 6.2 The Agile Use of Time
   - 6.3 (Self-)Coaching Methods
   - 6.4 Self-Management and Motivation Strategies

7. Mobilizing Resources
   - 7.1 Recognizing Resources
   - 7.2 Reflection and Innovation
   - 7.3 Transfer Strength and Willpower

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Baber, A., Waymon, L., Alphonso, A., & Wylde, J. (2015). Strategic connections: The new face of networking in a collaborative world. AMACOM.<br>▪ Kaats, E., & Opheij, W. (2014). Creating conditions for promising collaboration: Alliances, networks, chains, strategic partnerships. Springer.<br>▪ Martin, S. J., Goldstein, N. J., & Cialdini, R. B. (2014). The small BIG: Small changes that spark BIG influence. Profile Books.<br>▪ Oettingen, G. (2014). Rethinking positive thinking: Inside the new science of motivation. Current. |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Oral Assignment |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Oral Assignment |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Oral Assignment |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Online Tests
- ☑ Guideline

# Global Corporations and Globalization

**Module Code: DLBINTGUG_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Sebastian Stütz (Global Corporations and Globalization)

**Contributing Courses to Module**

- Global Corporations and Globalization (DLBLOGC101_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- History and Development of Globalisation
- International Marketing
- International Operation
- International Personnel Management
- International Financing
- International Procurement and Distribution

**Learning Outcomes**

**Global Corporations and Globalization**

On successful completion, students will be able to

- present the history of globalisation and identify and explain significant stages of development.
- identify and classify current trends in globalization and localization.
- recall basic knowledge in the fields of business administration, marketing and human resources management and extend it to meet the special requirements in internationally operating companies .
- explain offshoring and outsourcing and outline the opportunities and risks of these placements .
- explain the particularities of international procurement and distribution and develop resulting possibilities and limits.
- identify cultural differences and assess their significance for operating in international business.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programmes in the Business field |

# Global Corporations and Globalization

**Course Code: DLBLOGC101_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

Students grasp the mechanisms that led to globalization and can classify current trends both towards globalization and, conversely, towards localization. Building on the basic knowledge that students have acquired in general business studies about the basic functions in a company, this course analyses and discusses the special requirements that a global engagement places on a company and its functions.

**Course Outcomes**

On successful completion, students will be able to

- present the history of globalisation and identify and explain significant stages of development.
- identify and classify current trends in globalization and localization.
- recall basic knowledge in the fields of business administration, marketing and human resources management and extend it to meet the special requirements in internationally operating companies .
- explain offshoring and outsourcing and outline the opportunities and risks of these placements .
- explain the particularities of international procurement and distribution and develop resulting possibilities and limits.
- identify cultural differences and assess their significance for operating in international business.

**Contents**

1. History and Development of Globalisation
   - 1.1 Globalization v1.0 according to Niall Ferguson
   - 1.2 History of Globalisation
   - 1.3 Influencing Factors of Economic and Cultural Globalization
   - 1.4 The Tension between Globalization and Localization
   - 1.5 Social Aspects of Globalisation and Corporate Responsibility

2. International Marketing
   - 2.1 International Consumer Behaviour
   - 2.2 Market Research

2.3 Standardization and Adaptation
2.4 International Branding
2.5 Pricing Strategies
2.6 International Marketing Communications

3. International Operation
3.1 Offshoring and Outsourcing
3.2 Global Production Networks
3.3 Global Logistics

4. International Personnel Management
4.1 Local and International Personnel Management
4.2 Expatriate Management
4.3 Localization of Personnel
4.4 International Human Resources Development

5. International Financing
5.1 Institutions in the International World of Finance
5.2 International Financing and its Procedures

6. International Procurement
6.1 Reasons and Strategies of Global Sourcing
6.2 Risks of International Procurement
6.3 International Distribution Policy

**Literature**

**Compulsory Reading**

**Further Reading**


- Barmeyer, C., Bausch, M., Mayrhofer, U. (2021). Constructive Intercultural Management, Edward Elgar Publishing.
- Cateora, P.R., Money, R.B., Gilly, M. C., Graham, J.L. (2020). International Marketing (18th ed.). McGrawHill.
- Lasserre, P., Monteiro, F. (2018). Global strategic management (5th ed.). Bloomsbury Academic.
- Madura, J., Fox, R. (2020). International Financial Management (5th ed.). Cengage.
- Torrington, D., Hall, L., Taylor, S., Atkinson, C. (2020). Human resource management. Pearson.
- 2018 Lasserre, P., Monteiro, F. Global strategic management. Bloomsbury Academic.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Practice Exam
- ☑ Online Tests

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Intercultural and Ethical Decision-Making

**Module Code: DLBCSIDM**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Zeljko Sevic (Intercultural and Ethical Decision-Making)

**Contributing Courses to Module**

- Intercultural and Ethical Decision-Making (DLBCSIDM01)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: myStudies<br>Written Assessment: Case Study<br>Study Format: Distance Learning<br>Written Assessment: Case Study<br>Study Format: Duales myStudium<br>Written Assessment: Case Study | |

**Weight of Module**

see curriculum

**Module Contents**

- Basics of Intercultural Competence
- Cultural Concepts
- Culture and Ethics
- Implications of Current Ethical Problems in the Area of Interculturality, Ethics, and Diversity
- Intercultural Learning and Working
- Case Studies for Cultural and Ethical Conflicts

**Learning Outcomes**

**Intercultural and Ethical Decision-Making**

On successful completion, students will be able to

- explain the most important terms in the areas of interculturality, diversity, and ethics.
- distinguish different explanatory patterns of culture.
- understand culture at different levels.
- plan processes of intercultural learning and working.
- understand the interdependencies of culture and ethics.
- independently work on a case study on intercultural competence.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Intercultural and Ethical Decision-Making

**Course Code: DLBCSIDM01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In this course, students acquire the necessary knowledge to understand intercultural competencies and current developments in the fields of diversity and ethics. Students will understand how to systematically plan and implement learning processes for the development of competences important in these areas. First, important terms are clarified and differentiated from each other, and cultural aspects are explained from different perspectives. In addition, students learn that cultural issues are relevant at different levels, for example, within a state, company, or other group. In this context, students also recognize the connection between ethics and culture with different interdependencies. On the basis of this knowledge, students are then familiarized with the different possibilities and potentials of intercultural and ethical learning and working. Practical cases are used to illustrate the importance of the relationships learned for today's work context in many companies. The students then work on a case study in which the acquired knowledge is systematically applied.

**Course Outcomes**

On successful completion, students will be able to

- explain the most important terms in the areas of interculturality, diversity, and ethics.
- distinguish different explanatory patterns of culture.
- understand culture at different levels.
- plan processes of intercultural learning and working.
- understand the interdependencies of culture and ethics.
- independently work on a case study on intercultural competence.

**Contents**

1. Basics of Intercultural and Ethical Competence to Act
    - 1.1 Subject Areas, Terms, and Definitions
    - 1.2 Relevance of Intercultural and Ethical Action
    - 1.3 Intercultural Action - Diversity, Globalization, Ethics
2. Cultural Concepts
    - 2.1 Hofstedes Cultural Dimensions
    - 2.2 Culture Differentiation According to Hall
    - 2.3 Locus of Control Concept to Rotter

3. Culture and Ethics
   - 3.1 Ethics - Basic Terms and Concepts
   - 3.2 Interdependence of Culture and Ethics
   - 3.3 Ethical Concepts in Different Regions of the World

4. Current Topics in the Area of Interculturality, Ethics, and Diversity
   - 4.1 Digital Ethics
   - 4.2 Equality and Equal Opportunities
   - 4.3 Social Diversity

5. Intercultural Learning and Working
   - 5.1 Acculturation
   - 5.2 Learning and Working in Intercultural Groups
   - 5.3 Strategies for Dealing with Cultural Conflicts

6. Case Studies for Cultural and Ethical Conflicts
   - 6.1 Case Study: Interculturality
   - 6.2 Case Study: Diversity
   - 6.3 Case Study: Interculturality and Ethics

**Literature**

**Compulsory Reading**

**Further Reading**


- Al-Ali, E., & Masmoudi, M. (2023). Leadership and Workplace Culture in the Digital Era. Business Science Reference.
- Barmeyer, C., Bausch, M., & Mayrhofer, U. (2021). Constructive Intercultural Management.
- Berrones-Flemmig, N., Contreras, F., & Dornberger, U. (2022). Business in the 21st century: A sustainable approach (1st ed.). Emerald Publishing Limited.
- Rossouw, J., & Van Vuuren, L. (2017). Business ethics (6th ed.). Oxford University Press Southern Africa.

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format Duales myStudium

| Study Format | Course Type |
|---|---|
| Duales myStudium | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Written Assessment: Case Study |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Online Tests |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Guideline |
| ☑ Recorded Live Sessions | ☑ Slides | |

# International Contract Management

**Module Code: DLBINTIWR_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Georg Berkel (International Contract Management)

**Contributing Courses to Module**

- International Contract Management (DLBINTIWR01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- The Four Phases of Contract Management
- Phase I: Offer Preparation
- Phase II: Negotiation
- Phase III: Implementation
- Phase IV: Analysis

**Learning Outcomes**

**International Contract Management**

On successful completion, students will be able to

- identify and explain the four phases of contract management.
- describe essential elements of an international treaty.
- explain which contractual clauses are fundamental to the business model.
- understand which and how contractual risks can be quantified.
- distinguish how to negotiate different contractual clauses.
- show how revenue can be increased in the offer phase and processing phase.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
| --- | --- |
| This module is similar to other modules in the field of Law | All Bachelor Programs in the Management field |

# International Contract Management

**Course Code: DLBINTIWR01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The internationalization of economic life has progressed steadily in recent decades. While business considerations often change little when borders are crossed, legal issues show quite a different pattern. After all, every country has its own legal system. By law, the rights and duties of those involved in economic life in different countries can vary or even contradict each other. However, the laws of the individual legal systems are primarily created for domestic situations. Also, questions arising in international economic transactions are largely answered by the individual states themselves, again quite independently and in their individual way. Often, only specialists in private international law are able to evaluate which rights and obligations apply by law. However, the acquisition of such special knowledge is neither practicable nor necessary for daily business practice. This course focuses on the subject area of contract management. Instead of submitting to an unclear legal situation, companies - even across national borders - can often determine their own binding rights and obligations. The means to achieve this is the contract. A contract is nothing more than the mutual promise of the parties to do something for each other. The questions to be answered follow the business logic of the transaction. If, for example, goods or services are purchased by payment, the parties must agree, for example, on when and where the goods are to be delivered, in which currency payment is to be made, and what is to be done in the event of a defect. Efficient contract management is therefore crucial for the success of the company, especially in an international context. In this course, its objectives, contents and methods will be presented. This course follows the chronological sequence of a project and identifies the four phases of contract management: proposal preparation, negotiation, execution and analysis. In each phase, contract management must face specific challenges. When preparing an offer, it is particularly important to transfer the business model into a contractually meaningful form. During negotiations, the practicability and profitability of the business model must be maintained. In the execution phase, the main focus is on securing and increasing results. Finally, the analysis enables "lessons learned" to be drawn for future business activities.

**Course Outcomes**

On successful completion, students will be able to

- identify and explain the four phases of contract management.
- describe essential elements of an international treaty.
- explain which contractual clauses are fundamental to the business model.
- understand which and how contractual risks can be quantified.
- distinguish how to negotiate different contractual clauses.
- show how revenue can be increased in the offer phase and processing phase.

**Contents**

1. The Four Phases of Contract Management
   - 1.1 Definition of the Term “Contract Management”
   - 1.2 Goals of Contract Management
   - 1.3 The Phases of Contract Management
   - 1.4 Contract Management: Why?

2. Phase I: Offer Preparation
   - 2.1 The Bid Decision
   - 2.2 The Structure of the Contract at a Glance
   - 2.3 The Contract Components in Detail: Title, Preamble, Planned and Unplanned, and Final Provisions
   - 2.4 The Offer Preparation Process

3. Phase II: Negotiation
   - 3.1 The Submission of an Offer
   - 3.2 External Negotiation: Planned and "Win-Win", Unplanned and "Win-Lose"
   - 3.3 The Internal Process: Risk Quantification and Approval

4. Phase III: Implementation
   - 4.1 The Coming into Effect of the Contract: Offer Acceptance and Conditions Precedent
   - 4.2 Execution of the Contract and Warranty Period
   - 4.3 Objectives of Claim Management
   - 4.4 Claim Management as Conflict Management
   - 4.5 Conflict Resolution

5. Phase IV: Analysis
   - 5.1 Determining Success
   - 5.2 Deriving of “Lessons Learned"

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Berkel, G. (2016). Contractmanagement.In M. Kleinaltenkamp, W. Plinke, & I. Geiger (Eds.), Business project management and marketing: Mastering business markets (pp. 159—206). Springer.<br>▪ Brett, J. M. (2014). Negotiating globally: How to negotiate deals, resolve disputes, and make decisions across cultural boundaries(3rd ed.). Jossey-Bass.<br>▪ Brunet, A., & Cesar, F. (2021). Contract management: Contractual performance, renegotiation, and claims: How to safeguard and increaseprofit margins. Springer. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Conflict Management and Mediation

**Module Code: DLBWPKUM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. Hendrik Fenz (Conflict Management and Mediation)

**Contributing Courses to Module**

- Conflict Management and Mediation (DLBWPKUM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Forms of cooperation
- Basic concepts of conflict research
- Conflict Management
- Basics of communication psychology
- Conducting discussions and moderation
- Mediation

**Learning Outcomes**

**Conflict Management and Mediation**

On successful completion, students will be able to

- explain the central characteristics of conflicts and reflect, analyze and assess their progression.
- analyze conflicts according to the degree of their escalation.
- explain how conflicts arise and how to avoid them.
- understand conflicts and negotiations as a process and plan and implement the necessary measures to solve them.
- use special conversation and question techniques.
- identify hidden messages in communication and develop suggestions for optimization.
- develop goals and strategies for conflict and negotiation management in order to contribute to successful conflict management and negotiation with a clear procedure.
- assess and apply mediation as a method of conflict resolution.

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
|---|---|
| This module is similar to other modules in the field of Psychology | All Bachelor Programs in the Social Sciences field |

# Conflict Management and Mediation

**Course Code: DLBWPKUM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

In the business world, different perspectives of negotiating partners or parties often clash. This often leads to conflicts because the parties involved pursue different goals and evaluate situations differently. Especially against the background of transformation and restructuring processes in companies, conflicts are often pre-programmed due to different interests. To ensure that the different perspectives of the parties involved do not conclude in escalation, knowledge of the nature and structure of conflicts, techniques for dealing with them and basic knowledge of the possibilities of successful communication at a verbal and non-verbal level are essential. This course will equip students with the necessary understanding and present necessary tools to recognize conflicts, to solve them and to lead negotiations. In this context, mediation is highlighted as an increasingly popular method of conflict resolution.

**Course Outcomes**

On successful completion, students will be able to

- explain the central characteristics of conflicts and reflect, analyze and assess their progression.
- analyze conflicts according to the degree of their escalation.
- explain how conflicts arise and how to avoid them.
- understand conflicts and negotiations as a process and plan and implement the necessary measures to solve them.
- use special conversation and question techniques.
- identify hidden messages in communication and develop suggestions for optimization.
- develop goals and strategies for conflict and negotiation management in order to contribute to successful conflict management and negotiation with a clear procedure.
- assess and apply mediation as a method of conflict resolution.

**Contents**

1. From Cooperation to Confrontation
    - 1.1 Cooperation and Competition
    - 1.2 Forms of Cooperation
    - 1.3 Game Theoretical Approaches
    - 1.4 The Way into the Conflict

2. Basic Concepts of Conflict Research
- 2.1 What is a Conflict?
- 2.2 Types of Conflict
- 2.3 Mobbing - a Special Type of Conflict
- 2.4 The Stages of Conflict Escalation
- 2.5 Conflict Resistance of Organizations

3. Conflict Management in the World of Work
- 3.1 Conflict Costs
- 3.2 Conflict Management in Business
- 3.3 Elements of Conflict Management

4. Basics of Communication Psychology
- 4.1 What is “Communication”?
- 4.2 Axioms of Communication
- 4.3 The Importance of Non-Verbal Communication
- 4.4 The Message Square Model: The Four Sides of a Message
- 4.5 Transactional Analysis as Analysis of Interpersonal Communication
- 4.6 Non-Violent Communication

5. Conducting Discussions and Moderation
- 5.1 Conversation and Question Techniques in Conflict Situations
- 5.2 The Discussion Moderation

6. Mediation as an Instrument of Conflict Resolution
- 6.1 Principles of Mediation
- 6.2 Areas of Application of Mediation
- 6.3 Principles and Rules of Mediation
- 6.4 The Mediation Process - Phases and Procedures

| Literature |
| --- |
| **Compulsory Reading** |
| **Further Reading**<br>▪ Coltri, L. (2020). Alternative dispute resolution (2nd ed.). McGraw Hill.<br>▪ Fisher, R., Ury, W., & Patton, B. (2011). Getting to yes: Negotiating agreement without giving in (3rd ed.). Penguin Books.<br>▪ Rosenberg, M. B. (2015). Nonviolent communication - A language of life: Life-changing tools for healthy relationships (3rd ed.). PuddleDancer Press. |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

**Instructional Methods**

**Tutorial Support**
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

**Learning Material**
- ☑ Course Book
- ☑ Video
- ☑ Slides

**Exam Preparation**
- ☑ Practice Exam
- ☑ Online Tests

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Slides | |

# Change Management

**Module Code: DLBDBCM_E**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 5 | 150 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Prof. Dr. John Stanley (Change Management)

**Contributing Courses to Module**

- Change Management (DLBDBCM01_E)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| Study Format: Distance Learning<br>Exam, 90 Minutes<br>Study Format: myStudies<br>Exam, 90 Minutes | |

**Weight of Module**

see curriculum

**Module Contents**

- Introduction to Change Management
- Understanding and shaping change
- Phase models of change management
- Phases of the change process
- Change communication
- Influencing factors and typical errors in change management
- Operational instruments in the context of change management

**Learning Outcomes**

**Change Management**

On successful completion, students will be able to

- explain the management of change in its broadest sense.
- identify the characteristics and procedures by which necessary changes in companies can beidentified and designed.
- grasp the basics of processes in change management and communicate them to otherparticipants.
- identify and analyze the need for change.
- outline typical tasks of managers in initiating and accompanying change processes.
- explain essential and effective techniques and tools of change processes and apply them.
- evaluate the success of change processes and measures.
- develop meaningful ways of dealing with resistance that arises in the change process.

| Links to other Modules within the Study Program | Links to other Study Programs of the University |
|---|---|
| This module is similar to other modules in the field of Business Administration & Management | All Bachelor Programs in the Business field |

# Change Management

**Course Code: DLBDBCM01_E**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 5 | none |

**Course Description**

The pace of change in markets, technologies and customer behavior has increased significantly.These developments offer growth opportunities for companies - new business models, mergingmarkets, changed customer behavior. To utilize future potentials, companies need to implementchanges effectively and quickly. To do this, it is essential to know the meaning, structure, roles ofthe people involved, possible bottle neck situations and communication within the framework ofchange management. A great number of change programs regularly fail in the operationalimplementation. Therefore, knowledge of the systematic approach to the change process isnecessary to successfully manage change in and of the company. People and processes play acentral role in this procedure.

**Course Outcomes**

On successful completion, students will be able to

- explain the management of change in its broadest sense.
- identify the characteristics and procedures by which necessary changes in companies can beidentified and designed.
- grasp the basics of processes in change management and communicate them to otherparticipants.
- identify and analyze the need for change.
- outline typical tasks of managers in initiating and accompanying change processes.
- explain essential and effective techniques and tools of change processes and apply them.
- evaluate the success of change processes and measures.
- develop meaningful ways of dealing with resistance that arises in the change process.

**Contents**

1. Introduction to Change Management
   - 1.1 Terms and Definitions
   - 1.2 Limitations of Change Management
   - 1.3 Models of Change
2. Causes and Triggers of Change
   - 2.1 Change and Transformation
   - 2.2 External Triggers of Change

2.3 Internal Triggers for Change

3. The company as an Obstacle to Change
   - 3.1 Obstacles at Organizational Level
   - 3.2 Collective Obstacles
   - 3.3 Economic Obstacles

4. Resistance at Individual Level
   - 4.1 Manifestations of Individual Resistance
   - 4.2 Causes and Triggers of Individual Resistance
   - 4.3 Actions towards Resistance

5. Change as a Management Task
   - 5.1 Success Factors of Change Management
   - 5.2 Management Tasks in Change
   - 5.3 Change Management Activity Plans

6. Leading Change
   - 6.1 Success Factor: Leadership and Manager
   - 6.2 Leadership Roles and Functions
   - 6.3 Change Communication

7. Management of Change Projects
   - 7.1 Change Management Models
   - 7.2 Organization of Change Management
   - 7.3 Controlling and Evaluation of Change Projects

**Literature**

**Compulsory Reading**

**Further Reading**


- Lauer, T. (2021). Change management: Fundamentals and success factors. Springer Verlag.
- Hayes, J. (2018). The theory and practice of change management [electronic resource] (Fifth edition). Palgrave Macmillan.

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Theory Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** yes |
| **Type of Exam** | Exam, 90 Minutes |

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

| Instructional Methods | | |
|---|---|---|
| **Tutorial Support** | **Learning Material** | **Exam Preparation** |
| ☑ Course Feed | ☑ Course Book | ☑ Practice Exam |
| ☑ Intensive Live Sessions/Learning Sprint | ☑ Video | ☑ Online Tests |
| ☑ Recorded Live Sessions | ☑ Audio | |
| | ☑ Slides | |

# Bachelor Thesis

**Module Code: DLBBT**

| Module Type | Admission Requirements | Study Level | CP | Student Workload |
|---|---|---|---|---|
| see curriculum | none | BA | 10 | 300 h |

| Semester / Term | Duration | Regularly offered in | Language of Instruction and Examination |
|---|---|---|---|
| see curriculum | Minimum 1 semester | WiSe/SoSe | English |

**Module Coordinator**

Degree Program Advisor (SGL) (Bachelor Thesis) / Degree Program Advisor (SGL) (Colloquium)

**Contributing Courses to Module**

- Bachelor Thesis (DLBBT01)
- Colloquium (DLBBT02)

**Module Exam Type**

| Module Exam | Split Exam |
|---|---|
| | Bachelor Thesis<br>• Study Format "myStudies": Bachelor Thesis<br>• Study Format "Distance Learning": Bachelor Thesis<br>Colloquium<br>• Study Format "myStudies": Colloquium<br>• Study Format "Distance Learning": Colloquium |

**Weight of Module**

see curriculum

**Module Contents**

**Bachelor Thesis**

- Bachelor's thesis
- Colloquium on the bachelor's thesis

**Colloquium**

**Learning Outcomes**

**Bachelor Thesis**

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.
- independently analyze selected tasks with scientific methods, critically evaluate them, and develop appropriate solutions under the guidance of an academic supervisor.
- record and analyze existing (research) literature appropriate to the topic of their bachelor's thesis.
- prepare a detailed written elaboration in compliance with scientific methods.

**Colloquium**

On successful completion, students will be able to

- present a problem from their field of study using academic presentation and communication techniques.
- reflect on the scientific and methodological approach chosen in their bachelor's thesis.
- demonstrate that they can actively answer subject-related questions from the subject experts (reviewers of the bachelor’s thesis).

| **Links to other Modules within the Study Program** | **Links to other Study Programs of the University** |
| --- | --- |
| All modules in the Bachelor program | All Bachelor Programs in distance learning |

# Bachelor Thesis

**Course Code: DLBBT01**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 9 | none |

**Course Description**

The aim and purpose of the bachelor'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 bachelor's thesis can be a practical-empirical or theoretical-scientific problem. Students should prove that they can independently analyze 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 chosen by the student from their respective field of study should meet the acquired scientific competences, deepening their academic knowledge and skills in order to meet the future needs of the field.

**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.
- independently analyze selected tasks with scientific methods, critically evaluate them, and develop appropriate solutions under the guidance of an academic supervisor.
- record and analyze existing (research) literature appropriate to the topic of their bachelor's thesis.
- prepare a detailed written elaboration in compliance with scientific methods.

**Contents**

- The bachelor's thesis must be written on a topic that relates to the content of the respective major field of study. In the context of the bachelor'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 their 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**<br>▪ Lipson, C. (2018). How to write a BA thesis. A practical guide from your first ideas to your finished paper (2nd ed.). University of Chicago Press.<br>▪ Turabian, K. L. (2013). A Manual for Writers of Research Papers, theses, and dissertations (8th ed.). University of Chicago Press.<br>▪ Selection of literature according to topic |

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Thesis Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Bachelor Thesis |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 270 h | 0 h | 0 h | 0 h | 0 h | 270 h |

| Instructional Methods |
|---|
| |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Thesis Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Bachelor Thesis |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 270 h | 0 h | 0 h | 0 h | 0 h | 270 h |

| Instructional Methods |
|---|
| |

# Colloquium

**Course Code: DLBBT02**

| Study Level | Language of Instruction and Examination | Contact Hours | CP | Admission Requirements |
|---|---|---|---|---|
| BA | English | | 1 | none |

**Course Description**

The colloquium will take place after the submission of the bachelor's thesis. This is done at the invitation of the experts. During the colloquium, students must prove that they have 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 as well as the answering of questions by experts.

**Course Outcomes**

On successful completion, students will be able to

- present a problem from their field of study using academic presentation and communication techniques.
- reflect on the scientific and methodological approach chosen in their bachelor's thesis.
- demonstrate that they can actively answer subject-related questions from the subject experts (reviewers of the bachelor's thesis).

**Contents**

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

**Literature**

**Compulsory Reading**

**Further Reading**

- Subject specific literature chosen by the student

### Study Format myStudies

| Study Format | Course Type |
|---|---|
| myStudies | Thesis Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Colloquium |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 30 h | 0 h | 0 h | 0 h | 0 h | 30 h |

| Instructional Methods |
|---|
| |

### Study Format Distance Learning

| Study Format | Course Type |
|---|---|
| Distance Learning | Thesis Course |

| Information about the examination | |
|---|---|
| **Examination Admission Requirements** | **Online Tests:** no |
| **Type of Exam** | Colloquium |

| Student Workload | | | | | |
|---|---|---|---|---|---|
| **Self Study** | **Contact Hours** | **Tutorial/Tutorial Support** | **Self Test** | **Independent Study** | **Hours Total** |
| 30 h | 0 h | 0 h | 0 h | 0 h | 30 h |

| Instructional Methods |
|---|
| |