MODULE HANDBOOK

Bachelor of Science

Bachelor Industrial and Organizational Psychology (FS-OI-EU-BAIOP-01)

180 CP

Fernstudium

As of June 24th, 2025

INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

Classification: Grundständig

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1. Semester

Psychology

Module Code: DLBSAPSY-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
Alexandra Zapf (Psychology)

Contributing Courses to Module
▪ Psychology (DLBSAPSY01-01_E)

Module Exam Type	
Module Exam Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**
Weight of Module see curriculum	

Module Contents

- The Science of Psychology
- Psychobiological Basics
- Sensation and Perception
- Cognitive Processes
- Learning and Memory
- Motivation and Emotion
- Theories of Personality
- Social Psychology
- Psychotherapeutic Methods and Approaches

Learning Outcomes

Psychology

On successful completion, students will be able to

- understand psychology as a science and delineate its content.
- reproduce approaches, methods and tools of psychology as a research discipline.
- penetrate approaches, methods and instruments of psychology as a therapeutic discipline.
- understand the most significant psychological schools of thought, orientations and disciplines
- explain the opportunities and limitations of psychological observations and predictions with regard to human behavior, thinking and feeling.

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

Psychology

Course Code: DLBSAPSY01-01_E

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

Course Description

Students will learn the basics and core contents of psychology as a scientific discipline and its discourses. The most important approaches and terminologies will be introduced, as well as the variety of research-based approaches and therapeutic schools. In this way, students will build up a basic knowledge that enables them to make reliable appraisals from a psychological perspective in later stages of their studies and in their careers.

Course Outcomes

On successful completion, students will be able to

- understand psychology as a science and delineate its content.
- reproduce approaches, methods and tools of psychology as a research discipline.
- penetrate approaches, methods and instruments of psychology as a therapeutic discipline.
- understand the most significant psychological schools of thought, orientations and disciplines
- explain the opportunities and limitations of psychological observations and predictions with regard to human behavior, thinking and feeling.

Contents

1. The Science of Psychology
   - 1.1 History of Psychology and Psychological Perspectives
   - 1.2 Psychology as an Empirical Science
2. Psychobiological fundamentals
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   - 2.2 Nervous System and Structure of the Brain
3. Sensation and Perception
   - 3.1 Basic Principles of Sensation and Perception
   - 3.2 Social Perception
4. Cognitive Processes
   - 4.1 Thinking, Problem Solving, Decision Making

- 4.2 Judgment and Decision Making
- 4.3 Intelligence

5. Learning and Memory
   - 5.1 Classical and Operant Conditioning (Associative Learning)
   - 5.2 Non-Associative Learning: Habituation and Sensitization
   - 5.3 Cognition, Interaction and Learning
   - 5.4 Retaining What is Learned: Memory Systems and Knowledge Organization
6. Motivation and Emotion
   - 6.1 Motivation Theories
   - 6.2 Emotion Theories
7. Theories of Personality
   - 7.1 Theories of Personality
   - 7.2 Developmental Theories
8. Social Psychology
   - 8.1 Groups processes
   - 8.2 Attitudes
   - 8.3 Stereotypes and Prejudices
   - 8.4 Aggressive Behavior
   - 8.5 Prosocial Behavior
9. Psychotherapeutic Methods and approaches
   - 9.1 Psychodynamic Psychotherapies
   - 9.2 Cognitive-Behavioral Psychotherapies
   - 9.3 Humanistic Conversational Psychotherapy
   - 9.4 Systemic Psychotherapy
   - 9.5 Comparison of Psychotherapies and General Principles of Action

Literature

Compulsory Reading

Further Reading

- Alderfer, C. P. (1969). An empirical test of a new theory of human needs. Organizational Behavior and Human Performance, 4, 142–175.
- Cattell, R. B., & Krug, S. E. (1986). The number of factors in the 16PF: A review of the evidence with special emphasis on methodological problems. Educational and Psychological Measurement, 46(3), 509–522.
- Cherry, E. C. (1953). Some experiments on the recognition of speech, with one and with two ears. Journal of the Acoustical Society of America, 25, 975–979.
- Craik, F. I. M., & Lockhart, R. S. (1972). Levels of processing: A framework for memory research. Journal of Verbal Learning and Verbal behavior, 11, 671–684.
- Eichenbaum, H. (2000). A cortical hippocampal system for declarative memory. Nature Reviews Neuroscience, 1, 41–50.
- Malone, J. C. (2014). Did John B. Watson really "found" behaviorism? Behavior Analyst, 37, 1–12.
- Moors, A., Ellsworth, P. C., Scherer, K. R., & Frijda, N. H. (2013). Appraisal theories of emotion: State of the art and future development. Emotion Review, 5(2), 119–124.
- Moscovici, S., & Lage, E. (1976). Studies in social influence III: Majority versus minority influence in a group. European Journal of Social Psychology, 6(2), 149–174.
- Sternberg, R. J. (1997). The concept of intelligence and its role in lifelong learning and success. American Psychologist, 52(10), 1030.
- Wampold, B. E., Mondin, G. W., Moody, M., Stich, F., Benson, K., & Ahn, H. N. (1997). A meta-analysis of outcome studies comparing bona fide psychotherapies: Empirically, "all must have prizes." Psychological Bulletin, 122(3), 203.

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	

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 Basic Workbook (passed / not passed) Study Format: Distance Learning 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 ▪ Bell, J., & Waters, S. (2018). Doing your research project: A guide for first-time researchers (7th ed.). Open University Press McGraw-Hill Education. ▪ Deb, D., Dey, R., & Balas, V. E. (2019). Engineering research methodology: A practical insight for researchers. Springer. ▪ Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th ed.). Pearson. ▪ 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
- ☑ 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	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	

Social Psychology

Module Code: DLBWPSPS_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. Jessie de Witt Huberts (Social Psychology)

Contributing Courses to Module

- Social Psychology (DLBWPSPS01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- The Power of the Social
- Social Psychological Concepts
- Interpersonal Attraction
- Conflict, Aggression and Cooperation
- Social Psychological Theory
- The Self
- Prosocial Behavior, Helping Behavior and Altruism
- Attitudes

Learning Outcomes

Social Psychology

On successful completion, students will be able to

- explain the basic theories, methods, topics and findings of social psychology.
- outline how human behavior interacts with others, and
- assess its consequences, transfer the acquired knowledge to applied problems.
- transfer and apply social psychological findings to everyday social phenomena.
- discuss scientific facts based on the theoretical background of social psychology.
- develop and enhance their skills in analyzing social situations and social behavior.

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 Psychology	All Bachelor Programs in the Social Sciences fields

Social Psychology

Course Code: DLBWPSPS01_E

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

Course Description

Social exchange is the basis of our everyday life. Based on this assumption, the basic mechanisms, principles, models and theories that explain these social psychological processes are explored. Especially with the currently increasing importance of conflicts in the social and political environment, these aspects are becoming increasingly relevant. This also affects the context of the constantly advancing digitalization in the work environment, or the change in human forms of living. Students will learn the relevant theories, concepts and principles in the context of social interaction. Methodical approaches to social psychology are taught as well as the knowledge of classical research methods in this context. Students should be able to recognize and make practical use of the diverse effects of human experience and behaviour in the context of others.

Course Outcomes

On successful completion, students will be able to

- explain the basic theories, methods, topics and findings of social psychology.
- outline how human behavior interacts with others, and
- assess its consequences, transfer the acquired knowledge to applied problems.
- transfer and apply social psychological findings to everyday social phenomena.
- discuss scientific facts based on the theoretical background of social psychology.
- develop and enhance their skills in analyzing social situations and social behavior.

Contents

1. The Power of the Social
   - 1.1 Subject and Research Methods of Social Psychology
   - 1.2 Central Social Psychological Experiments
2. Selected Social Psychological Concepts
   - 2.1 Social Influence and Affiliation
   - 2.2 Incidental Social Influence
   - 2.3 Group, Role and Status
   - 2.4 Findings of Central Social Psychological Studies
   - 2.5 Minority Influence
3. Interpersonal Attraction

3.1 Attraction
3.2 Close Relationships
3.3 Ending Intimate Relationships

4. Conflict, Aggression and Cooperation
4.1 Social Dilemmas
4.2 Aggressive Behavior and Aggression as a Social Problem
4.3 The Psychology of Evil
4.4 Conflict Resolution through Negotiation as a Tool of Cooperation

5. Selected Social Psychological Theories
5.1 Attribution Theory
5.2 Consistency Theory
5.3 Reactance Theory of Brehm
5.4 Social Identity Approach

6. The Self
6.1 Self-Knowledge
6.2 Self-Motives
6.3 Self-Esteem
6.4 Self- Presentation

7. Helping Behavior and Altruism
7.1 Why do we Help?
7.2 Circumstances of Helping
7.3 Who are Helpful People?

8. Attitudes
8.1 Content, Structure and Purpose of Attitudes
8.2 Attitudes and the Prediction of Behavior
8.3 Attitude Changes

Literature
Compulsory Reading
Further Reading ▪ Aronson, T., Wilson, R. & Akert, S. (2020). Social Psychology, 10th ed., Pearson, New York. ▪ Milgram, S. [Blass, T. (Ed.)] (2010). The Individual in a Social World: Essays and Experiments (3rd expanded ed.). London: Pinter & Martin. ▪ Zimbardo, P. (2008). The Lucifer effect. Understanding how good people turn evil. Rider, London.

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
	☑ Video	☑ Online Tests
	☑ Audio	
	☑ 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 Study Format: Distance Learning Exam or Written Assessment: Written Assignment, 90 Minutes Study Format: myStudies Exam or Written Assessment: Written Assignment, 90 Minutes	**Split Exam**
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

Project: Psychology and AI in Interaction

Module Code: DLBWPPPKIZ_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. Michael Hast (Project: Psychology and AI in Interaction)

Contributing Courses to Module

- Project: Psychology and AI in Interaction (DLBWPPPKIZ01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Project Report	

Weight of Module

see curriculum

Module Contents

The focus is on the influence of artificial intelligence (AI) on psychology as well as the diverse fields of application of AI in a psychological context. The students will critically examine the acceleration, optimization and replacement of human decisions by AI and their dependence on human judgment and the ethical implications of AI research.

Learning Outcomes

Project: Psychology and AI in Interaction

On successful completion, students will be able to

- define AI from a psychological perspective and to understand its significance in the context of business psychology.
- discuss the connection between AI and psychology and analyze the interdependencies.
- deal with ethical and moral aspects of the use of AI in companies and to formulate well-founded argument.
- define fields of application for AI and assess their potential and limits evaluate their potential and limitations.
- critically reflect on the opportunities and dangers of using AI .
- develop a solution approach to build AI competence in the company and to lead interdisciplinary teams.
- to apply the knowledge acquired during your studies to practical issues and expand it through practical experience in the company.
- to make instructive observations and gain experience in action.

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: Psychology and AI in Interaction

Course Code: DLBWPPPKIZ01_E

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

Course Description

In the age of digitalization, artificial intelligence is becoming increasingly important and is influencing numerous areas of life and work. Within this course, students will explore how AI is changing psychology both as a science and in practice. Students will examine the role of AI in decision-making and analyze how these technologies influence human judgments and in which areas they can accelerate, optimize or even replace human decisions. Case studies and use cases will be used to illustrate the practical application of AI in a psychological context. A special focus is placed on ethical reflection, which enables students to recognize and evaluate the moral challenges of AI use. This course provides an interdisciplinary platform to explore the interfaces between psychology and technology and to develop innovative approaches to integrating AI into psychological processes. Special feature of the dual distance learning program: In the dual distance learning program, the theory-practice transfer is to be carried out on the basis of a real project to be implemented in practice. As part of the practical project, students work on a practice-relevant question from their business under the supervision of a teacher. Supervision from the business partner can be provided on request.

Course Outcomes

On successful completion, students will be able to

- define AI from a psychological perspective and to understand its significance in the context of business psychology.
- discuss the connection between AI and psychology and analyze the interdependencies.
- deal with ethical and moral aspects of the use of AI in companies and to formulate well-founded argument.
- define fields of application for AI and assess their potential and limits evaluate their potential and limitations.
- critically reflect on the opportunities and dangers of using AI .
- develop a solution approach to build AI competence in the company and to lead interdisciplinary teams.
- to apply the knowledge acquired during your studies to practical issues and expand it through practical experience in the company.
- to make instructive observations and gain experience in action.

Contents

- As part of this course, students will independently work out the diverse possible applications of artificial intelligence in the field of psychology. They analyze how AI systems influence human decisions and in which psychological fields these technologies are already being used. Students develop a deep understanding of the dependence of AI on human judgment and ethical issues. Through the critical examination of case studies and use cases, they gain insights into the practical challenges and opportunities that arise from the integration of AI into psychological processes. The course promotes the ability to transfer theoretical concepts to real-life scenarios and develop innovative solutions for developing AI competence in the corporate context. The focus is on interdisciplinary collaboration to fully understand the complex interactions between psychology and technology and to shape them.

Literature

Compulsory Reading

Further Reading

- Chen, D., Liu, Y., Guo, Y., & Zhang, Y. (2024). The revolution of generative artificial intelligence in psychology: The interweaving of behavior, consciousness, and ethics. Acta Psychologica, 251, Article 104593. https://doi.org/10.1016/j.actpsy.2024.104593
- Diederich, J. (2021). The psychology of artificial super intelligence. Springer.
- Henz, P. (2022). The psychological impact of the Metaverse. Discover Psychology, 2, Article 47. https://doi.org/10.1007/s44202-022-00061-3
- Salah, M., Abdelfattah, F., & Al Halbusi, H. (2024). The good, the bad, and the GPT: Reviewing the impact of generative artificial intelligence on psychology. Current Opinion in Psychology, 59, Article 101010.

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 ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

2. Semester

Business Psychology

Module Code: DLBWPWPS_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 (Business Psychology)

Contributing Courses to Module

- Business Psychology (DLBMPS01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- General Theories of Business Psychology
- Psychology of Microeconomic Processes
- Psychology of Macroeconomic Processes
- Psychology of Change
- The Learning Organization

Learning Outcomes

Business Psychology

On successful completion, students will be able to

- describe central economic assumptions and their influencing factors and critically question them in relation to concrete action and decision making.
- discuss important theories in the field of motivation, cognition and interaction and explain their significance for economic tasks and contexts.
- explain fundamental psychological conditioning factors and explanatory models of macroeconomic processes and phenomena and apply them to central economic issues.
- present the importance of work and essential influencing factors from a psychological perspective and derive operational possibilities for shaping work.
- differentiate essential psychological models and concepts for describing and influencing human behavior in organizations and groups.
- assess the possibilities and limits of the targeted development of organizations on the basis of central psychological theories and models and to develop behavioral recommendations.
- discuss basic psychological concepts of the learning organization and design measures for everyday working life.

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 Psychology	All Bachelor Programs in the Social Sciences fields

Business Psychology

Course Code: DLBMPS01_E

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

Course Description

Decisions in complex situations do not follow the rules of logic, but are determined by the features of market participants' behavior. In order to better understand this behavior and to make reliable forecasts based on it, economics is recommended to include discoveries in the field of psychology.After an introduction to business psychology and its influencing factors, students are familiarized with the various theories on motivation, cognition and interaction. This course then looks into business psychology at the macro- and microeconomic level. Students learn about the psychological view on the development of countries and societies as well as the psychology of organizations and groups. In addition, the psychology of work in relation to human resources in general and job satisfaction in particular is examined.Students learn about and understand the importance of change in organizations and the principle of the learning organization. The ability to learn faster than the competition is one of the most important competitive factors. Learning organizations promote joint and individual learning and increase employee motivation towards work.

Course Outcomes

On successful completion, students will be able to

- describe central economic assumptions and their influencing factors and critically question them in relation to concrete action and decision making.
- discuss important theories in the field of motivation, cognition and interaction and explain their significance for economic tasks and contexts.
- explain fundamental psychological conditioning factors and explanatory models of macroeconomic processes and phenomena and apply them to central economic issues.
- present the importance of work and essential influencing factors from a psychological perspective and derive operational possibilities for shaping work.
- differentiate essential psychological models and concepts for describing and influencing human behavior in organizations and groups.
- assess the possibilities and limits of the targeted development of organizations on the basis of central psychological theories and models and to develop behavioral recommendations.
- discuss basic psychological concepts of the learning organization and design measures for everyday working life.

Contents

1. Business Psychology

- 1.1 Business Psychology
- 1.2 Human Behavior in the Economy

2. Fundamental Processes of Economic Behavior
   - 2.1 Perception and Processing of Information
   - 2.2 The Senses
   - 2.3 Emotions
   - 2.4 Decision-Making Theories and Decision Anomalies

3. Theories of Business Psychology
   - 3.1 Motivational Theories
   - 3.2 Theories in the Field of Cognition
   - 3.3 Theories in the Field of Interaction

4. Psychology of Microeconomic Processes I
   - 4.1 Psychology of Work Design
   - 4.2 Psychology of Job Satisfaction
   - 4.3 Psychology of Workload

5. Psychology of Microeconomic Processes II
   - 5.1 Communication Psychology
   - 5.2 Groups
   - 5.3 Conflicts
   - 5.4 Leadership

6. Psychology of Macroeconomic Processes
   - 6.1 Classical Economics
   - 6.2 Keynesian Economics
   - 6.3 Behavioral Economics
   - 6.4 Propsect Theory
   - 6.5 Nudge Theory

7. Psychology of Change
   - 7.1 Organizational Change
   - 7.2 Lewin's Change Model
   - 7.3 Transtheoretical Model of Change (TTM)
   - 7.4 Social Cognitive Theory
   - 7.5 Self-Determination Theory

8. The Future of Work
   - 8.1 A Changing Workplace
   - 8.2 Artificial Intelligence (AI)
   - 8.3 Virtual Reality (VR)

Literature

Compulsory Reading

Further Reading

- Cascio, W. F. & Aguinis, H. (2019): Applied Psychology in Talent Management 8th Edition. SAGE Publication, London PQ.
- Church, A. H., Bracken, D. W., Fleenor, J. W. & Rose, D. S. (2019): Handbook of Strategic 360. Feedback. Oxford University Press, New York.
- Highhouse, S., Doverspike, D. & Guion, R. M. (2016): Essentials of Personnel Assessment and Selection (Essentials of Industrial and Organizational Psychology) (2nd Edition). Routledge, New York.
- Paschen, M & Dihsmaier, E. (2014): The Psychology of Human Leadership: How To Develop Charisma and Authority. Springer, Heidelberg.

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	
	☑ 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	
	☑ Slides	

Research Methodology and Data Analysis

Module Code: DLBWPFUD_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

Stefanie Koloska (Research Methodology and Data Analysis)

Contributing Courses to Module

- Research Methodology and Data Analysis (DLBWPFUD01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Written Assessment: Case Study Study Format: Distance Learning Written Assessment: Case Study	

Weight of Module

see curriculum

Module Contents

- Psychology as an Empirical Science
- Data Collection:
- Data Preparation: Quality Control and Optimization of Collected Data for Evaluation
- Data Analysis: Selected Evaluation Methods

Learning Outcomes

Research Methodology and Data Analysis

On successful completion, students will be able to

- apply empirical methods as a prerequisite for scientifically based psychological research.
- explain current approaches within the area of industrial and organizational-related psychological research and critically evaluate the background of the applied methods.
- write a report according to the standards of the subject, that is, present their findings accurately and in accordance with formal and methodological guidelines.
- apply fundamental methods for psychological data collection and processing.
- analyze data from psychological surveys using presented evaluation methods and correctly interpret the results of these procedures.
- assess and evaluate the advantages and disadvantages or possibilities of empirical methods on the basis of their methodological 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 Methods	All Bachelor Programs in the Business field

Research Methodology and Data Analysis

Course Code: DLBWPFUD01_E

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

Course Description

The content of the course relates to the theory and application of various research methods presented in the context of planning, conducting, evaluating and interpreting psychological questions. First, an overview of fundamental methodological terms and concepts of psychology as an empirical science is provided. In addition, the basics of writing a scientific report, ethical aspects of psychological research and the design of empirical studies will be covered. Subsequently, the most important procedures for data collection, for example observation or psychological tests, will be presented. Furthermore, methods for preparing qualitative and quantitative data in preparation for sound data analysis are explained. Subsequently, the basic statistical skills related to data analysis and evaluation will be deepened. Selected methods from the areas of dimensionality reduction, inferential statistics, mathematical models and evaluation of verbal data (e.g. expert interviews) are covered.

Course Outcomes

On successful completion, students will be able to

- apply empirical methods as a prerequisite for scientifically based psychological research.
- explain current approaches within the area of industrial and organizational-related psychological research and critically evaluate the background of the applied methods.
- write a report according to the standards of the subject, that is, present their findings accurately and in accordance with formal and methodological guidelines.
- apply fundamental methods for psychological data collection and processing.
- analyze data from psychological surveys using presented evaluation methods and correctly interpret the results of these procedures.
- assess and evaluate the advantages and disadvantages or possibilities of empirical methods on the basis of their methodological knowledge.

Contents

1. Psychology as an Empirical Science
    - 1.1 What Are Empirical Methods?
    - 1.2 Empirics in Psychological Research
    - 1.3 Theories and Models in Empirical Psychology
    - 1.4 Research: The Link Between Empirical Data and Theory
    - 1.5 Differences Between Qualitative and Quantitative Methods

- 1.6 Empirical Research Processes and Their Presentation in Reports
- 1.7 Quality Criteria in Empirical Research
- 1.8 Moral and Ethical Aspects of Empirical Research
- 1.9 General Epistemic Goals of Empirical Psychology

2. Data Collection
   - 2.1 Overview of Empirical Data Collection Methods
   - 2.2 Qualitative Interviews
   - 2.3 Questionnaire-Based Quantitative Surveys
   - 2.4 Observation as a Data Collection Method
   - 2.5 Experiments and Experimental Designs
   - 2.6 Data Collection Methods in Cognitive Psychology
   - 2.7 Psychophysiological and Neuroscientific Methods
   - 2.8 The Use of Standardized Psychological Testing

3. Data Preparation: Quality Control and Optimization of Collected Data for Evaluation
   - 3.1 Importance and Purpose of Data Preparation
   - 3.2 Step-by-Step Guide to the Preparation of Qualitative Data
   - 3.3 Step-by-Step Guide to the Preparation of Qualitative Data

4. Data Analysis: Selected Evaluation Methods
   - 4.1 Overview of Quantitative Data Analysis Techniques
   - 4.2 Descriptive Statistics and Exploratory Data Analysis
   - 4.3 Inferential Statistics
   - 4.4 Multivariate Statistical Analysis Methods
   - 4.5 Overview of Qualitative Data Analysis Forms
   - 4.6 Qualitative Text and Content Analysis of Verbal Data

Literature
Compulsory Reading
Further Reading ▪ Donald P. Schwab. (2005). Research Methods for Organizational Studies: Vol. 2nd ed. Psychology Press. ▪ Price, P., Paul C. (2015). Research methods in psychology. BCcampus, BC Open Textbook Project. ▪ Pracana, C., & Wang, M. (2020). Psychological Applications and Trends 2020. Online Submission. ▪ Leeuw, E. D. de, Hox, J. J., & Dillman, D. A. (2008). International Handbook of Survey Methodology. Lawrence Erlbaum Associates. ▪ Jaber F. Gubrium, James A. Holstein, Amir B. Marvasti, & Karyn D. McKinney. (2012). The SAGE Handbook of Interview Research : The Complexity of the Craft: Vol. 2nd ed. SAGE Publications, Inc. ▪ Eichler, A. & Zapata-Cardona, L. (2016): Empirical Research in Statistics Education. ICME-13 Topical Surveys. Springer, Cham.

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	30 h	0 h	160 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 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	☑ Audio	
	☑ 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 Advanced Workbook Study Format: Distance Learning 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	

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 Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**
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

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 Written Assessment: Project Report Study Format: Distance Learning 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

3. Semester

Introduction to Industrial and Organizational Psychology

Module Code: DLBWPAOPS_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. Timo Kortsch (Introduction to Industrial and Organizational Psychology)

Contributing Courses to Module

- Introduction to Industrial and Organizational Psychology (DLPOPS02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Basics of Occupational Psychology
- Job Analysis and Competency Modeling
- Job Satisfaction and Work Motivation
- Work Design
- Mental Health and Work Stress
- Training and Development
- Teams
- Leadership
- Organizational Culture and Organizational Change
- Learning Organization

Learning Outcomes

Introduction to Industrial and Organizational Psychology

On successful completion, students will be able to

- outline the most important theories, findings and methods of occupational and organizational psychology and place them in the overall context of industrial and organizational psychology.
- explain the most important psychological aspects of an optimal design of work systems
- use their acquired knowledge for the analysis and evaluation of companies as well as to derive concrete recommendations for action to change them.
- explain the main methods of work analysis, evaluation and design.
- describe the models of work motivation and satisfaction and use them to proactively create a motivating work environment.
- mention the basic organizational psychological processes and their effects on the work in groups/teams.
- describe, explain and predict the behaviour of people in organizations and be able to derive initial insights for the assumption of management tasks and personnel 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 Psychology	All Bachelor Programmes in the Social Sciences field

Introduction to Industrial and Organizational Psychology

Course Code: DLPOPS02_E

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

Course Description

The cooperation of people in organizations is decisively determined by the formal and informal processes of interaction and communication. The course "Occupational and Organizational Psychology" deals with the theoretical foundations, concepts and methods of work and organizational design, focusing on the effects on the experience and actions of the various organizational members.

Course Outcomes

On successful completion, students will be able to

- outline the most important theories, findings and methods of occupational and organizational psychology and place them in the overall context of industrial and organizational psychology.
- explain the most important psychological aspects of an optimal design of work systems
- use their acquired knowledge for the analysis and evaluation of companies as well as to derive concrete recommendations for action to change them.
- explain the main methods of work analysis, evaluation and design.
- describe the models of work motivation and satisfaction and use them to proactively create a motivating work environment.
- mention the basic organizational psychological processes and their effects on the work in groups/teams.
- describe, explain and predict the behaviour of people in organizations and be able to derive initial insights for the assumption of management tasks and personnel management.

Contents

1. Industrial and Organizational Psychology
   - 1.1 The Field of Industrial and Organizational Psychology
   - 1.2 Milestones in the Development of Industrial and Organizational Psychology
   - 1.3 Research Methods in Industrial and Organizational Psychology1.4 Tasks and Competencies of Industrial and Organizational Psychologists
2. Job Analysis and Competency Modeling

2.1 Definition and Purpose of the Job Analysis
2.2 Methodical Approaches of the Job Analysis 2.3 Procedure for Job Analyses
2.3 Methods of Job Analysis

3. Job Satisfaction and Work Motivation
3.1 Job Satisfaction
3.2 Work Motivation

4. Work Design
4.1 History of Work Design
4.2 Major Work Design Perspectives
4.3 Models of Work Design
4.4 Job Crafting

5. Mental Health and Work Stress
5.1 Mental Health and Work Stress 5.2 Stress Reactions
5.2 Theories of Stress
5.3 Stress Intervention

6. Training and Development
6.1 Development is More Than Just Training
6.2 Instructional Principles
6.3 Training and Development Process

7. Teams
7.1 Definition: Groups vs. Teams
7.2 Teambuilding
7.3 Diversity in Teams7.4 Leadership in Teams

8. Leadership
8.1 What is Leadership?
8.2 Leadership vs. Management
8.3 Traits, Personal Characteristics, and Skills
8.4 Behavioral Styles
8.5 Contingency Theories
8.6 Charisma, Transformational, and Transactional Leadership
8.7 Servant, Authentic, and Ethical Leadership

9. Organizational Culture and Organizational Change

9.1 Organization Change and Development
9.2 Organizational Culture

10. Learning Organization
10.1 What is a Learning Organization
10.2 Learning Climate and Learning Culture

Literature
Compulsory Reading
Further Reading ▪ Greenberg, J. (2022). Behavior in Organizations, 11th ed., Pearson, New York. ▪ Hayes, J. (2018). Theory and practice og change management, 5th ed., Palgrawe, London. ▪ Robbins, S., Judge, T., & Campbell, T. (2017). Organizational Behavior, Pearson, New York.

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	

Consumer Behavior

Module Code: DLBMKV_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

Diana Murtagh-Böhm (Consumer Behavior)

Contributing Courses to Module

- Consumer Behavior (DLBMPS02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Behavioral-Scientific Basics of Consumer Behavior Factors
- Influencing Consumer Behavior
- Consumer Behavior in Service Markets
- Organizational Buying Behavior

Learning Outcomes

Consumer Behavior

On successful completion, students will be able to

- explain central terms of consumer psychology as well as being able to distinguish the basic psychological models for explaining consumer behavior and to assess them regarding their significance and applicability.
- present psychological theories and models of factors that trigger behavior and to derive recommendations for target-oriented marketing and advertising measures.
- discuss behavioral models of purchase decisions and purchase processes to develop recommendations for action for companies on this basis.
- explain the essential behavioral-scientific aspects and instruments of customer loyalty and work out approaches to solutions for concrete operational tasks in this field.
- describe the special requirements for the sale of services and plan measures to counter them in a promising way.
- explain organizational buying behavior and its determinants in a model-like way and to make suggestions in order to shape the actions in the individual process phases in a target-oriented way.
- transfer models and theories to the digital multi-channel client.

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

Consumer Behavior

Course Code: DLBMPS02_E

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

Course Description

Companies need to know their customers and their consumption behavior in order to recognize trends early on and take advantage of opportunities to meet demand. Therefore, it is essential to analyze how customers allocate their resources (time, money, effort) and which factors contribute to the purchasing decision. For this purpose, questions such as What, why, when, how, how often and where does the customer buy? need to be answered. How do the characteristics of products and services influence the purchasing decision process? And what other aspects and factors are important? This course introduces students to essential psychological explanations and models of consumer behavior. It examines the purchasing decision processes of households and procuring organizations, explores the individual, social and digital factors that influence each of these processes, and highlights key concepts in customer loyalty. In addition, this course conveys the special features of marketing services and presents approaches on how companies can effectively meet these specific requirements.

Course Outcomes

On successful completion, students will be able to

- explain central terms of consumer psychology as well as being able to distinguish the basic psychological models for explaining consumer behavior and to assess them regarding their significance and applicability.
- present psychological theories and models of factors that trigger behavior and to derive recommendations for target-oriented marketing and advertising measures.
- discuss behavioral models of purchase decisions and purchase processes to develop recommendations for action for companies on this basis.
- explain the essential behavioral-scientific aspects and instruments of customer loyalty and work out approaches to solutions for concrete operational tasks in this field.
- describe the special requirements for the sale of services and plan measures to counter them in a promising way.
- explain organizational buying behavior and its determinants in a model-like way and to make suggestions in order to shape the actions in the individual process phases in a target-oriented way.
- transfer models and theories to the digital multi-channel client.

Contents

1. Introduction to Consumer Behavior

1.1 Concepts and Development of Consumer Behavior
1.2 Goals of Consumer Research
1.3 Consumption and Consumers

2. Understanding Consumer Behavior
2.1 Defining Consumer Behavior
2.2 Model Approaches of Models of Consumer Behavior
2.3 Characteristics of Affecting of Consumer Behavior

3. Psychological Factor: Perception
3.1 Perception
3.2 Perceptual Process
3.3 Importance of Perception in Marketing

4. Psychological Factors: Affect, Motivation and Attitude
4.1 Affect
4.2 Motivation
4.3 Beliefs and Attitudes

5. Psychological Factors: Cognitive Processes
5.1 Cognition and Memory
5.2 Learning through Conditioning and Cognitive Learning Theories

6. Other Factors Influencing Consumer Behavior
6.1 Personal Influencing Factors
6.2 Social Factors
6.3 Cultural Factors
6.4 Digital Impact Factors

7. Buying, Using, Disposing
7.1 Types of Buying Behavior and the Buying Process
7.2 Pre-Purchase Phase
7.3 Purchase Phase
7.4 Post-Purchase and Use Phase

8. The Customer is King: From Customer Orientation to Customer Value
8.1 Customer Orientation and Customer Satisfaction
8.2 Customer Loyalty and Customer Value
8.3 Price Sensitivity

8.4 The Multi-Channel Client

9. The Digital Consumer
   - 9.1 The Digital Decision-Making Process
   - 9.2 Influencers and Consumer Behavior
   - 9.3 Opportunities and Challenges for Digital Consumers

10. Organizational Buying Behavior
   - 10.1 Basics of Organizational Buying Behavior
   - 10.2 A Model of Organizational Purchase Decision

Literature

Compulsory Reading

Further Reading

- Solomon, M. R. (2017). Consumer behavior: Buying, having and being. Pearson.
- Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2006). Consumer Behavior: A European perspective (3rd ed.). Prentice Hall.
- Wu, T. (2017). The attention merchants: The epic struggle to get inside our heads. Vintage Books.

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		

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 Written Assessment: Case Study Study Format: myStudies Written Assessment: Case Study Study Format: Distance Learning 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	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Slides	

Personality and Differential Psychology

Module Code: DLBWPPDPS_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. Olga Wudarczyk-Markett (Personality and Differential Psychology)

Contributing Courses to Module

- Personality and Differential Psychology (DLBWPPDPS01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Personality - Construct and Theories
- Methods for Personality Research
- Trait Approaches and Models
- Specific Personality Constructs
- Personality Development
- Personality Disorders and Characteristics

Learning Outcomes

Personality and Differential Psychology

On successful completion, students will be able to

- describe and consider the construct of personality in a differentiated way.
- deal specifically with the characteristics and focal points of various personality theories.
- reflect on different theoretical approaches to the description, explanation and change of human personality.
- transfer theoretical models to concrete problems.
- name and understand the methods of personality research.
- explain the factors influencing the development of personality.
- clarify the meaning of intelligence, creativity and competences/competencies from a personal-psychology perspective.
- recognize central disturbance patterns and behavioral abnormalities of the personality.
- explain the central therapeutic approaches to the treatment of disorders.

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

Personality and Differential Psychology

Course Code: DLBWPPDPS01_E

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

Course Description

People perceive the behavior of other people as well as their own experience and behavior through the subjective lens of everyday life. They have ideas about what makes up a person's personality, how personality develops, and look for explanations for conspicuous behavior and personalities. In doing so, people want to understand what causes others to behave in extreme ways. The course provides access to the construct of personality as well as methodological-theoretical knowledge for its assessment. It sheds light on the factors for the development of personality and addresses the causes of behavioral problems and possibilities for their treatment.

Course Outcomes

On successful completion, students will be able to

- describe and consider the construct of personality in a differentiated way.
- deal specifically with the characteristics and focal points of various personality theories.
- reflect on different theoretical approaches to the description, explanation and change of human personality.
- transfer theoretical models to concrete problems.
- name and understand the methods of personality research.
- explain the factors influencing the development of personality.
- clarify the meaning of intelligence, creativity and competences/competencies from a personal-psychology perspective.
- recognize central disturbance patterns and behavioral abnormalities of the personality.
- explain the central therapeutic approaches to the treatment of disorders.

Contents

1. Personality - Construct and Theories
    - 1.1 Definition
    - 1.2 Psychoanalytic Approach
    - 1.3 Humanistic Approach
    - 1.4 Learning Theory Approach
    - 1.5 Cognitive Approach
2. Methods for Personality Research
    - 2.1 Self-Assessment

2.2 Questionnaire
2.3 Behavioral Observation and Behavioral Assessment
2.4 Test Procedure

3. Trait Approaches and Models
   3.1 Temperament
   3.2 Trait Model
   3.3 Five-factor Model of Personality
   3.4 Practical Application: NEO-FFI and NEO-PI-R

4. Specific personality constructs
   4.1 The Self
   4.2 Intelligence
   4.3 Creativity
   4.4 Competences and Competencies

5. Personality Development
   5.1 Genetic and Environmental Influences
   5.2 Stability and Changeability

6. Personality Disorders and Characteristics
   6.1 Mental Disorders
   6.2 Personality Disorders

Literature

Compulsory Reading

Further Reading

- Emre, M. (2019): The Personality Brokers: The Strange History of Myers-Briggs and the Birth of Personality Testing. Anchor, Palatine.
- Fox, D. (2013): The Clinician's Guide to Diagnosis and Treatment of Personality Disorders. PESI, Eau Claire.
- Gaines, S. O. Jr. (2019): Personality Psychology. The Basics. Routledge, London.
- John, O. P./Robins, R. W. (Eds.) (2021): Handbook of Personality. Theory and Research. 4th Edition, The Guilford Press, New York City.
- MacMartin, J. A. (2016): Personality Psychology: A Student-Centered Approach. 2nd Edition, Sage Publications, Thousand Oaks.

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	
	☑ 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 Written Assessment: Project Report Study Format: myStudies 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 ▪ Kotter, J. (2007). Leading Change. Why Transformation Efforts fail. Harvard Business Review 85, 1-10. ▪ Laloux, F. (2014). Reinventing Organizations: Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage in Human Consciousness. Vahlen, München. ▪ Lauer, T. (2021). Change Management – Fundamentals and Success Factors. Springer Verlag. ▪ Lewin, K. (1947). Frontiers in group dynamics. In Cartwright, D. (Ed.), Field Theory in Social Science. Social Science Paperbacks. ▪ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

4. Semester

Introduction to Psychological Assessment

Module Code: DLBPSEPD_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. Benny Briesemeister (Introduction to Psychological Assessment)

Contributing Courses to Module

- Introduction to Psychological Assessment (DLBPSEPD01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Introduction to Psychological Assessment
- Test Theories
- Methods of Obtaining Diagnostic Information
- Stages of Test Construction
- Test Quality Evaluation
- The Diagnostic Process
- Quality of Diagnostic Research
- Quality Assurance & Evaluation

Learning Outcomes

Introduction to Psychological Assessment

On successful completion, students will be able to

- analyze theoretical and methodological foundations of psychological assessment.
- develop a test procedure according to scientific criteria.
- evaluate the result of their diagnostic process, assess it and report back on an order-related basis.
- use a correspondingly good, detailed knowledge in the field of psychological diagnostics.
- to clearly define and evaluate the quality of their own diagnostic process and that of other psychological colleagues.
- apply this skill in the development of test procedures and compare their approach with the appropriate evidence of scientific work.

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

Introduction to Psychological Assessment

Course Code: DLBPSEPD01_E

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

Course Description

Psychological assessment is part of the methodological subfields of psychology. Together with statistics, it forms the basis for scientifically sound and high-quality work results of the psychological profession. The course therefore focuses on test theory and test construction as well as the concepts of psychological assessments and the objectives of the diagnostic process. The course is rounded off by work-related quality standards of diagnostics, standards for testing as well as general legal and professional ethical guidelines for psychologists that have diagnostic relevance.

Course Outcomes

On successful completion, students will be able to

- analyze theoretical and methodological foundations of psychological assessment.
- develop a test procedure according to scientific criteria.
- evaluate the result of their diagnostic process, assess it and report back on an order-related basis.
- use a correspondingly good, detailed knowledge in the field of psychological diagnostics.
- to clearly define and evaluate the quality of their own diagnostic process and that of other psychological colleagues.
- apply this skill in the development of test procedures and compare their approach with the appropriate evidence of scientific work.

Contents

1. Introduction to Psychological Assessment
    - 1.1 Definition
    - 1.2 History of Psychological Assessment
    - 1.3 Categorical Classification
    - 1.4 Types of Psychological Assessment
    - 1.5 Areas of Application of Psychological Assessment
    - 1.6 The Diagnostic Process
    - 1.7 Test Categories
    - 1.8 Application Examples
2. Test Theories

2.1 Classical Test Theory
2.2 Item Response Theory
2.3 Combination of Classical Test Theory and Item Response Theory
2.4 Application Examples

3. Methods of Obtaining Diagnostic Information
3.1 Selected Methods of Obtaining Diagnostic Information
3.2 Criteria for the Choice of Method
3.3 Application Examples

4. Stages of Test Construction
4.1 First to Fourth Stages
4.2 Fifth to Ninth Stages
4.3 Stage 10: Normative Data/Cut-Off Values
4.4 Application Examples

5. Test Quality Evaluation
5.1 Primary Quality Criteria
5.2 Secondary Quality Criteria
5.3 International Guidelines for Test Use and Evaluation
5.4 Application Example

6. The Diagnostic Process
6.1 The Diagnostic Process: A Model
6.2 Application Example

7. Quality of Diagnostic Processes
7.1 Empirical Determination of the Quality of Diagnostic Instruments
7.2 Identification of Diagnostic Errors
7.3 Applied Diagnostic Research
7.4 Bias in Psychological Assessment
7.5 Application Example

8. Quality Assurance and Evaluation
8.1 Introduction and Definition
8.2 Professional Law and Ethics in Psychology
8.3 Legal Basis and Ethical Guidelines of Psychological Assessment
8.4 Application Examples

Literature
Compulsory Reading
Further Reading ▪ Cohen, R. J., Schneider, W. J., & Tobin, R. M. (2022). Psychological testing and assessment: An introduction to tests and measurement (10th ed.). McGraw Hill. ▪ Reynolds, C. R., Altmann, R. A., & Allen, D. N. (2021). Mastering Modern Psychological Testing: Theory and Methods (2nd ed.). Springer, Cham. https://doi.org/10.1007/978-3-030-59455-8 ▪ In Leong, F. T. L., In Bartram, D., In Cheung, F. M., In Geisinger, K. F., & In Iliescu, D. (Eds.). (2016). The ITC international handbook of testing and assessment. 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	**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	

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 Exam, 90 Minutes Study Format: myStudies 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 ▪ Coltri, L. (2020). Alternative dispute resolution (2nd ed.). McGraw Hill. ▪ Fisher, R., Ury, W., & Patton, B. (2011). Getting to yes: Negotiating agreement without giving in (3rd ed.). Penguin Books. ▪ 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	**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
☑ Course Feed
☑ Intensive Live Sessions/Learning Sprint
☑ Recorded Live Sessions

Learning Material
☑ Course Book
☑ Video
☑ Slides

Exam Preparation
☑ Practice Exam
☑ Online Tests

International Labor Law

Module Code: DLBIOPILL

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. Maria Liana Vodiță (International Labor Law)

Contributing Courses to Module

- International Labor Law (DLBIOPILL01)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Introduction: Definition and Objectives of International Labor Law
- The International Labour Organization (ILO)
- Introduction to the Fundamental International Labor Standards established by ILO Conventions and Recommendations
- Introduction to Other Sources of International Labor Law
- The Relationship between ILO and UN Treaty Bodies
- Introduction to the Concept of “Decent Work”

Learning Outcomes

International Labor Law

On successful completion, students will be able to

- define the term “International Labor Law” and understand its objectives.
- understand and reflect on the role of the International Labour Organization (ILO).
- discuss the fundamental International Labor Standards established by ILO Conventions and Recommendations.
- identify other sources of International Labor Law.
- evaluate the four pillars of the Decent Work Agenda.

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 Business & Management field

International Labor Law

Course Code: DLBIOPILL01

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

Course Description

The world of work has changed from its origins in the 21st century and it continues to evolve with the challenges of globalization becoming more apparent every day. In a globalized world, international labor law (the body of rules spanning public and private international law which regulate issues concerning the workplace) is crucial for securing human rights at work and dealing with the negative effects of globalization. As recognized by the international community, labor is not a commodity; it is not an inanimate product. As work is part of everyone's daily life and is vital for an individual's dignity, well-being and development as a human being, international labor standards are there to ensure conditions that allow for work in freedom, safety and dignity. The objective of this course is to provide students with a basic theoretical understanding of the substantive and procedural (legal) rules governing labor and work. Furthermore, the course will cover the work of international labor law institutions and the scope and content of the most important labor law standards and their practical applicability.

Course Outcomes

On successful completion, students will be able to

- define the term "International Labor Law" and understand its objectives.
- understand and reflect on the role of the International Labour Organization (ILO).
- discuss the fundamental International Labor Standards established by ILO Conventions and Recommendations.
- identify other sources of International Labor Law.
- evaluate the four pillars of the Decent Work Agenda.

Contents

1. Introduction: Definition and Objectives of International Labor Law
   - 1.1 The Definition of International Labor Law
   - 1.2 The Objectives of International Labor Law
2. The International Labour Organization (ILO)
   - 2.1 The Founding Principles of the ILO
   - 2.2 The Institutional Framework of the ILO
   - 2.3 The Relevance of ILO's Founding Principles Today
   - 2.4 Supervision and Promotion of ILO Standards

3. Introduction to the Fundamental International Labor Standards established by ILO Conventions and Recommendations
   - 3.1 Introduction to International Labor Instruments: Conventions and Recommendations
   - 3.2 Freedom of Association and the Right to Collective Bargaining
   - 3.3 Equal Treatment and Non-Discrimination
   - 3.4 Prohibition on Forced Labor
   - 3.5 Prohibition on Child Labor

4. Introduction to Other Sources of International Labor Law
   - 4.1 Treaties Adopted Outside the ILO Framework
   - 4.2 International Human Rights Instruments as Sources of International Labor Law
   - 4.3 Other Standard-Setting Instruments

5. The Relationship between ILO and UN Treaty Bodies
   - 5.1 The Committee on Economic, Social and Cultural Rights (CESCR)
   - 5.2 The Convention on the Rights of the Child (CRC)
   - 5.3 The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)
   - 5.4 The Economic and Social Council's (ECOSOC) Functional Commissions
   - 5.5 Brief Introduction to Other Multilateral Institutions Relevant to International Labor Law

6. Introduction to the Concept of "Decent Work"
   - 6.1 The Concept of "Decent Work"
   - 6.2 The "Four Pillars of the Decent Work Agenda": Employment Creation, Social Protection, Rights at Work and Social Dialogue

Literature

Compulsory Reading

Further Reading

- Blackett, A. (2019). Everyday Transgressions: Domestic Workers' Transnational Challenge to International Labor Law. ILR Press.
- Feldacker , B.S. & Hayes, M. J. (2014), Labor Guide to Labor Law (5th edition). ILR Press.
- Halonen, T. & Liukkunen, U. (2021). International Labour Organization and Global Social Governance. Springer International Publishing.
- Servais, J.-M. (2020). International Labour Law (6th edition). Kluwer Law International.

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	
Learning Material	**Exam Preparation**
☑ Course Book	☑ Practice Exam
☑ Video	☑ Online Tests

Seminar: Current Topics in Industrial and Organizational Psychology

Module Code: DLBWPATWP_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
Asya Matushanskaya (Seminar: Current Topics in Industrial and Organizational Psychology)

Contributing Courses to Module
▪ Seminar: Current Topics in Industrial and Organizational Psychology (DLBWPATWP01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Research Essay	**Split Exam**
Weight of Module see curriculum	

Module Contents

The module offers students and lecturers the opportunity to decide together which topics are particularly important at this point in the course. In particular, the ongoing Bachelor's theses are also taken into account. The focal points in terms of content thus depend both on current developments in industrial and organizational psychology and on the course of study and the joint decisions of students and lecturers. Examples of content could be the competence development of employees in the context of mobile working. Megatrends and topics also belong on the agenda (currently, for example, the importance and role of social media for recruiting and employer branding, concepts of cooperation between "silver agers" and "digital natives" in the wake of the shortage of skilled workers, new forms of organizational structure and the effects of the digitalization of business models on employees, etc.). Likewise, global developments such as working environments in transition and the new generation of global candidates can be considered in depth.

Learning Outcomes

Seminar: Current Topics in Industrial and Organizational Psychology

On successful completion, students will be able to

- identify current national and international trends and developments in industrial and organizational psychology
- stay up-to-date with developments in all the modules previously covered by other modules
- gain research skills and can link new developments with existing knowledge.
- explain the changed working environments, forms of work and organizational structures that have taken place in the context of industrial and organizational pychology.
- identify the interdisciplinary interfaces in industrial and organizational psychology and to work and deal with them.
- understand their importance, role and the extent of their influence.

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 Psychology	All Bachelor Programmes in the Social Sciences fields

Seminar: Current Topics in Industrial and Organizational Psychology

Course Code: DLBWPATWP01_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 convey the latest trends and developments as well as to provide insights into special areas and topics of industrial and organizational psychology. However, not only will topics and approaches be addressed that are entirely new from the perspective of previous teaching, but the module will also offer students the chance to bring themselves up to date about all previously taught topics. It opens the possibility of reflecting once again on what has been learned during the course of study regarding a specific topic against the background of current developments in industrial and organizational psychology and of developing one's own ideas. The focus of the content thus depends on current developments in industrial and organizational psychology as well as on the course of study and the joint decisions of students and lecturers. Examples of content could be the competence development of employees in the context of mobile working. Megatrends and topics also belong on the agenda (currently, for example, the importance and role of social media for recruiting and employer branding and concepts of cooperation between "silver agers" and "digital natives" outcoming of the shortage of skilled workers, etc.). Global developments such as the changing work environment and the new generation of global candidates can also be examined and discussed in depth.

Course Outcomes

On successful completion, students will be able to

- identify current national and international trends and developments in industrial and organizational psychology
- stay up-to-date with developments in all the modules previously covered by other modules
- gain research skills and can link new developments with existing knowledge.
- explain the changed working environments, forms of work and organizational structures that have taken place in the context of industrial and organizational pychology.
- identify the interdisciplinary interfaces in industrial and organizational psychology and to work and deal with them.
- understand their importance, role and the extent of their influence.

Contents

- Topic 1: New Work - Working environments in Transition
- Topic 2: Organizational Development - New Levels and Forms of Organizational Structure

- Topic 3: Mobile Working - Developing Competences and Work Systems
- Topic 4: Cultural Fit - Corporate Cultural Applicant Fit
- Topic 5: Recruiting - New Forms of Approaching Applicants
- Topic 6: Intergenerational Cooperation

Literature

Compulsory Reading

Further Reading

- Bakke, D. W. (2005): Joy At Work: A Revolutionary Approach to Fun on the Job. PVG, Seattle.
- Collier, K. (2019). The robot-proof recruiter. CPI-Group, London.
- Pandik, V. (2015). We are generation Z. How identity, attitudes and perspectives are shaping our future, Brown books, Dallas.
- Picardi, C. (2022). Recruitment and selection. Strategies for workforce planning and assessment. Sage, London.

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 ☑ Intensive Live Sessions/Learning Sprint	☑ 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 Oral Project Report Study Format: Distance Learning 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 This module is similar to other modules in the field of Psychology	**Links to other Study Programs of the University** 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 ▪ Davidson, J. E. & Sternberg, R.J. (Eds.) (2003): The Psychology of Problem Solving. Cambridge University Press, Cambridge. ▪ Frensch, P.A. & Funke, J. (1995). Complex Problem Solving – The European Perspective. Psychology Press, New York. ▪ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

5. Semester

Personnel Psychology

Module Code: DLBWPPUB1_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 (Personnel Psychology)

Contributing Courses to Module

- Personnel Psychology (DLBWPPUB01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Tasks and Challenges of Personnel Psychology
- Requirement Analysis
- Recruitment
- Personnel Marketing and Employer Branding
- Personnel Selection
- Onboarding - Integration of New Employees
- Competency Management and Personnel Development
- Performance Review
- Legal Aspects

Learning Outcomes

Personnel Psychology

On successful completion, students will be able to

- know and explain the tasks and processes of modern personnel psychology.
- explain the most important theories and methods in the area of the requirement analysis, employee recruiting, selection, development and evaluation.
- explain, reflect, select and apply appropriate instruments of personnel psychology depending on the requirements and setting.
- independently develop suitable formats to answer personnel-psychologically relevant business questions.

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 Science field.

Personnel Psychology

Course Code: DLBWPPUB01_E

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

Course Description

As a result of technological change, organizations and companies need more and more employees with specialized skills and competencies, which are increasingly less available in the required number and quality. In addition, they no longer apply to companies on their own initiative. The recruitment market has now developed from an employer market to an applicant market. In order to nevertheless cover the demand for employees, companies must increasingly take unusual paths. They are also required to ensure a match between position, company and employee.
For this purpose, knowledge of personnel psychology is just as indispensable as measures to develop skills and competencies required for corporate success. Students learn the common terms, theoretical approaches and methods for checking the fit between applicant/interested party and workplace as well as various methods for recruiting new employees. Furthermore, the importance and the way of integrating new personnel in the organization will be discussed. Students will be familiarized with the role and function of competency management as a basis for selection and planning of development measures. Instruments for the evaluation of action results as well as legal framework conditions round off the course. After completing the course, students are able to initiate, carry out and supervise the entire cycle of an employee in the company in a qualified and competent manner.

Course Outcomes

On successful completion, students will be able to

- know and explain the tasks and processes of modern personnel psychology.
- explain the most important theories and methods in the area of the requirement analysis, employee recruiting, selection, development and evaluation.
- explain, reflect, select and apply appropriate instruments of personnel psychology depending on the requirements and setting.
- independently develop suitable formats to answer personnel-psychologically relevant business questions.

Contents

1. Tasks and Challenges of Personnel Psychology
    - 1.1 Market and technology dynamics
    - 1.2 Organizational dynamics and value dynamics
2. Requirement Analysis

2.1 Definition and goals
2.2 Methods and procedures
2.3 Job profiles

3. Employee Recruitment
3.1 Definition and methods of address
3.2 Sources and ways of addressing

4. Personnel Marketing and Employer Branding
4.1 Definition, goals and personnel marketing mix
4.2 Differentiation between personnel marketing and employer branding
4.3 Building an employer brand
4.4 Importance of employer branding and employer branding strategy

5. Personnel Selection
5.1 Personnel selection process
5.2 Quality criteria
5.3 Types of personnel selection procedures

6. Onboarding - Integration of New Employees
6.1 Goals and benefits
6.2 Theoretical bases and measures

7. Competency Management and Personnel Development
7.1 Subject areas and tools of competency management
7.2 Diagnosis of the development needs
7.3 Development measures
7.4 Transfer security

8. Performance Review
8.1 Behavioral assessment and feedback culture
8.2 Performance Review

9. Legal Aspects
9.1 Termination and dissolution
9.2 Work references

Literature

Compulsory Reading

Further Reading

- Borman, W. C., Ilgen, D. R., Klimoski, R. J., & Weiner, I. B. (Eds.) (2012). Handbook of psychology: Vol. 12. Industrial and organizational psychology. John Wiley & Sons.
- Goldstein, H. W., Pulakos, E. D., Semedo, C., & Passmore, J. (Eds.) (2017). The Wiley Black-well handbook of the psychology of recruitment, selection and employee retention. John Wiley & Sons.
- Prien, E. P., Goodstein, L. D., Goodstein, J., & Gamble, L. G. (2009). A practical guide to job analysis. John Wiley & Sons.
- Rothmann, S., & Cooper, C. L. (2022). Work and organizational psychology (3rd ed.). Routledge.
- Whetzel, D. L., & Wheaton, G. R. (Eds.) (2015). Applied measurement: Industrial psychology in human resources management. Lawrence Erlbaum Associates.

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	

Personnel Selection and Assessment

Module Code: DLBWPWPP1_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

N.N. (Personnel Selection and Assessment)

Contributing Courses to Module

- Personnel Selection and Assessment (DLBWPWPP01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Personnel Selection
- Trimodal Approach
- Hiring Interview
- Test Procedure
- Evaluation and Assessment of the Procedures
- Personnel Appraisals and Judgment

Learning Outcomes

Personnel Selection and Assessment

On successful completion, students will be able to

- justify the need for structured personnel selection.
- designate the procedure of a structured personnel selection.
- design a requirements-based personnel selection process.
- perform elements of personnel selection in a self-directed, criteria-driven manner.
- judge the quality and content of personnel selection tools.
- draw up personnel appraisals based on existing individual results.
- make substantiated recommendations based on judgment for personnel decisions to clients.
- critically discuss the components of personnel selection in professional discussions and develop company-specific 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 fields of Human Resources and Psychology	All Bachelor Programs in the Human Resources and Social Sciences fields

Personnel Selection and Assessment

Course Code: DLBWPWPP01_E

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

Course Description

The search for qualified employees is becoming increasingly difficult for companies and the demands on these employees are becoming more and more specific due to the diversity and complexity of unresolved issues in the companies for which they work. Against this background, it is essential to select the most suitable candidate for the vacant position from the often few available candidates and to win them for the company. This can be ensured by a structured, diagnosis-supported personnel selection process. The results of this process must be summarized in a structured manner and presented to internal and external clients in candidate-related personnel appraisals in order to make well-founded judgments and secure personnel decisions.

Course Outcomes

On successful completion, students will be able to

- justify the need for structured personnel selection.
- designate the procedure of a structured personnel selection.
- design a requirements-based personnel selection process.
- perform elements of personnel selection in a self-directed, criteria-driven manner.
- judge the quality and content of personnel selection tools.
- draw up personnel appraisals based on existing individual results.
- make substantiated recommendations based on judgment for personnel decisions to clients.
- critically discuss the components of personnel selection in professional discussions and develop company-specific solutions.

Contents

1. Personnel Selection
   - 1.1 Subject Matter and Benefits
   - 1.2 Methods and Instruments
   - 1.3 Personnel Selection Process: from Request to Review of Application Documents
   - 1.4 ABC Screening
2. Trimodal Approach
   - 2.1 Biography-Oriented Approach
   - 2.2 Construct-, Attribute-oriented Approach
   - 2.3 Simulation Approach

2.4 Quality Standards of Personnel Selection

3. Hiring Interview
   - 3.1 Preparation and Implementation
   - 3.2 Multimodal Interview - Structure and Procedure
   - 3.3 Multimodal interview - Evaluation
   - 3.4 Multimodal interview - Procedural Quality

4. Test Procedure
   - 4.1 Job-Related Procedures
   - 4.2 Personality Tests
   - 4.3 Performance Tests
   - 4.4 Assessment Center
   - 4.5 Quality and Quality Criteria

5. Evaluation and Assessment of the Procedures
   - 5.1 Role of the Requirement Profile
   - 5.2 Characteristic Consideration and Characteristic Weighting
   - 5.3 Consideration and Analysis of the Process-Related Results
   - 5.4 Evaluation of the Process-Related Results
   - 5.5 Overall Assessment

6. Personnel Appraisals and Judgment
   - 6.1 Structure and Outline of the report
   - 6.2 Depiction of the Process-Related Results
   - 6.3 Summary of the Process-Related Results
   - 6.4 Errors and Biases in the Process of Forming Judgments
   - 6.5 Formation of Judgment and Communication of Judgment to Clients and Applicants

Literature

Compulsory Reading

Further Reading

- Balynskaya, N.R., Koptyakova, S.V. & Mayorova, T.V (2019). Personnel appraisal as a tool for improving the efficiency of labor potential use at a manufacturing entreprises, Management Issues, Vol.1 (6), p.209-222
- De Raad, B. & Perugini, M. (2002). Big Five Assessment, Hogrefe, Boston.
- Hasler, B. (2009). Virtual Assessment Center. University of Zurich
- Murphy, M. (2016). Hiring for Attitude. Mc Graw Hill, New York
- Ortner, T. & van de Vijver, F. J. R. (2015). Behavior-Based Assessment in Psychology. Hogrefe, Boston.
- Petterson, N. & Durivage, A. (2008). Structured Interview: Enhancing Staff Selection, Presses de l´Université du Québec, Québec
- Thornton, G. C. & Rupp, D. E. (2006). Assessment Centers in Human Resource Management, Applied Psychology.
- Schmitt, N. (2012). The Oxford Handbook of Personnel Assessment and Selection, Oxford University Press, Oxford

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	
Learning Material	**Exam Preparation**
☑ Course Book	☑ Practice Exam
☑ Video	☑ Online Tests
☑ Audio	
☑ 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 Exam, 90 Minutes Study Format: myStudies 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	

Organizational Development

Module Code: DLBWPOCM1_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. John Stanley (Organizational Development)

Contributing Courses to Module

- Organizational Development (DLBWPOCM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- The “Organization” in Organization Development
- The Basics of Organization Development
- Pragmatic Premises of Organization Development
- Organizations and Corporate Culture
- Organizational Learning
- The Practice of Organization Development

Learning Outcomes

Organizational Development

On successful completion, students will be able to

- explain the basic principles of organizational development.
- name the human relation theories in organizational development.
- explain points of criticism of organizational development.
- name the implications of Systemic Organizational Development.
- outline the importance and design of corporate culture within organizational development.
- name the characteristics of a learning organization.
- show possible development paths towards the learning organization.

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

Organizational Development

Course Code: DLBWPOCM01_E

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

Course Description

To remain competitive, all organizations are subject to constant change. To shape this change positively is a key function of the responsible managers and a sign of successful management. Frequently, reasons such as the discontinuation or the development of new business fields, mergers and relocations are decisive, but also continuous company growth; technological improvements and social changes are reasons for partly far-reaching measures for the further development of organizations. This knowledge is of central importance for implementing changes. This course shows the most important human relation theories that serve as a basis for organizational development. Since the corporate culture is a central component of organizational development, both the analysis and the development of the corporate culture are presented. It also discusses the most important aspects of learning organization.

Course Outcomes

On successful completion, students will be able to

- explain the basic principles of organizational development.
- name the human relation theories in organizational development.
- explain points of criticism of organizational development.
- name the implications of Systemic Organizational Development.
- outline the importance and design of corporate culture within organizational development.
- name the characteristics of a learning organization.
- show possible development paths towards the learning organization.

Contents

1. The “Organization” in Organization Development
   - 1.1 Definition and Concept of Organization
   - 1.2 The Historical Evolution of Approaches to Organizational Design
   - 1.3 Principles of Organization Design und Forms of Organizations
2. The Basics of Organization Development
   - 2.1 Definition, Distinguishing Characteristics, and a Differentiation from Related Disciplines
   - 2.2 The Historical Evolution of Organization Development
   - 2.3 Criticisms of Organization Development

3. Pragmatic Premises of Organization Development
   - 3.1 Human Relation Theories
   - 3.2 Phase Models
   - 3.3 Systems Theory

4. Organizations and Corporate Culture
   - 4.1 Theoretical Basics
   - 4.2 Analysis of Culture
   - 4.3 Models of Cultural and Organization Change

5. Organizational Learning
   - 5.1 Basic Ideas and Definitions
   - 5.2 How do Organizations Learn?
   - 5.3 Fostering Organizational Learning

6. The Practice of Organization Development
   - 6.1 The Issue of Understanding and Communication for the OD Practitioner
   - 6.2 A Traditional Approach – Lewin and Schein
   - 6.3 A Contemporary Approach: Systems Thinking and Dialogic OD

Literature

Compulsory Reading

Further Reading

- Cummings, T. G. (2009): Handbook of Organization Development. Sage Pub, Thousand Oaks.
- Kozlowski, S. W. J./Salas, E. (2010): Learning, training, and development in organizations. Routledge, New York.
- Laloux, F. (2015): Reinventing Organizations. An Illustrated Innovation to Join the Conversation on Next-Stage Organizations. Nelson Parker.
- Simons, R. (2005): Levers of Organization: How Managers uns Accountability Systems for Greater Performance and Commitment. Boston Harvard Business School Publishing, Boston.
- Tolbert, P. S./Hall, R. H. (2016): Organizations – Structures, Processes, and Outcomes. 10th Edt. Routledge, New York.

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	

Leadership 4.0

Module Code: DLBWPLS_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

Simon Fischer (Leadership 4.0)

Contributing Courses to Module

- Leadership 4.0 (DLBWPLS01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Duales myStudium Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Conventional understanding of leadership
- Management tools
- Leadership versus management
- Integral concept of humankind as future-oriented model
- Characteristics and competencies of leaders
- Leadership models
- Agile Leadership instruments

Learning Outcomes

Leadership 4.0

On successful completion, students will be able to

- understand the classical theories of leadership and new leadership models.
- distinguish between the terms leadership and management.
- reflect on the understanding of successful leadership models against the background of economic changes.
- develop an understanding of the need for alternative forms of organizational directing.
- implement appropriate leadership methods according to a company's level of complexity.
- draw upon a sound theoretical understanding that they can practice in applied research.

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

Leadership 4.0

Course Code: DLBWPLS01_E

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

Course Description

Today, competitiveness depends more than ever on continuous innovation. This puts new demands on the management of companies. The task of successful leaders in innovation and business is no longer to offer direction and solutions, but to create a framework in which others develop innovations. This change, which is currently taking place with full force in companies, requires further developments on classic leadership concepts and its principles.Against the background of digital change and the advance of artificial intelligence, established business models are constantly being put to the test. On the one hand, it is important to work on several projects simultaneously and to adapt flexibly to changing conditions at any time; on the other hand, employees want to be integrated into the work process in a different way. Consideration and flexibility for their personal and family situation play an increasing role. Innovation and business leaders can only meet all these diverse challenges with Leadership by inspiring others to think ahead and act inter-divisionally, in other words, to be visionary. This course tries to convey knowledge, understanding and tools for this challenging field of work.

Course Outcomes

On successful completion, students will be able to

- understand the classical theories of leadership and new leadership models.
- distinguish between the terms leadership and management.
- reflect on the understanding of successful leadership models against the background of economic changes.
- develop an understanding of the need for alternative forms of organizational directing.
- implement appropriate leadership methods according to a company's level of complexity.
- draw upon a sound theoretical understanding that they can practice in applied research.

Contents

1. Basics of the Leadership Concept
    - 1.1 Definition of the Leadership Concept and Leadership Actions
    - 1.2 Development of the Understanding of Leadership
    - 1.3 The Role of Communication in Leadership
    - 1.4 New Challenges for Leadership
2. Leadership Versus Management

2.1 Distinctions between these Concepts
2.2 Relevance of Leadership in the Context of Technological Change
2.3 New Forms of Work as a Challenge for Leadership 4.0

3. Organizational Prerequisites for Successful Leadership
3.1 Launching Corporate Governance Initiatives
3.2 From Process to Project Management
3.3 Managing Limited Resources

4. Personal Factors for Successful Leadership
4.1 Personal Characteristics
4.2 Technological Know-how
4.3 Policy and Compliance

5. Management Tools
5.1 Definition, Differentiation and Challenges
5.2 Use of Direct Management Tools
5.3 Use of Indirect Management Tools

6. Leadership 4.0 Models
6.1 Transformational Leadership
6.2 Leadership as an Agile Role
6.3 Authentic Leadership

7. Leadership 4.0 Case Studies
7.1 Allsafe Jungfalk
7.2 Automattic

Literature

Compulsory Reading

Further Reading

- Seliger, R (2022): Positive Leadership. The Management revolution, Schäffer-Poeschel, Freiburg
- Luthans, F. (2021): Organizational Behavior: An Evidence-Based Approach, 14th Edition. Charlotte, NC : Information Age Publishing.
- Helmod, M. (2021): New Work, Transformational and Virtual Leadership: Lessons from Covid-19 and other crisis, Springer, Wiesbaden.

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	

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 Management

Module Code: BWINT1-02

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 (International Management)

Contributing Courses to Module

- International Management (BWINT01)

Module Exam Type

Module Exam	Split Exam
Study Format: Duales myStudium Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes Study Format: On Campus Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Globalization and the Internationalization of Business
- Assessment of Political, Legal, Economic, and Cultural Contexts
- Strategy in International Business
- Organization in International Business
- Marketing in International Business
- Human Resource Management in International Business

Learning Outcomes

International Management

On successful completion, students will be able to

- recognize and explain the cultural, social, economic, historical, and political differences that affect strategic decision making on an international/global scale.
- gather specific information and conduct reliable assessments of the opportunities and risks related to business activities in different geographical market regions and specific national markets.
- describe the impact of culture on international business activities.
- identify different options for market entry and market development and participate in strategic planning activities that address these issues.
- design and evaluate different organizational structures for international businesses and design measures to optimize organizational structures for international operations.
- design, evaluate, and optimize human resource management practices for global and multinational companies.
- explain options for international marketing and select an appropriate marketing mix relative to specific products/services and the target market.
- identify and manage challenges associated with operating in an international/global business environment, such as the procurement and coordination of resources and human resource management.
- develop business plans that implement specific organizational, marketing, and distribution strategies in selected regions/countries.

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 & Management field

International Management

Course Code: BWINT01

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

Course Description

Globalization presents multiple opportunities and challenges to product and service industries. Many companies previously engaged in local markets must consider global trends and international markets, both on the demand and on the supply side. With this, comes new opportunities to market products and services. At the same time, complexity in daily business increases and managers have to face ambiguities and frequently changing contexts. With more competition, more diverse markets, and cultural, political, and legal challenges abroad, it has become more difficult to manage a company efficiently. All these factors call for managers to adopt a global mindset and sufficient cultural sensitivity.The course is designed to cover the economic, organizational, and cultural underpinnings that students need to grasp in order to better understand the managerial challenges that global organizations of all types and sizes have to cope with. Participants of this course will be provided with empirical knowledge and first-hand experiences of international management. Through multiple case studies within the course book, online lectures, and tutorials, students will develop a detailed understanding of the strategies and operational patterns necessary to successfully operate in international markets.

Course Outcomes

On successful completion, students will be able to

- recognize and explain the cultural, social, economic, historical, and political differences that affect strategic decision making on an international/global scale.
- gather specific information and conduct reliable assessments of the opportunities and risks related to business activities in different geographical market regions and specific national markets.
- describe the impact of culture on international business activities.
- identify different options for market entry and market development and participate in strategic planning activities that address these issues.
- design and evaluate different organizational structures for international businesses and design measures to optimize organizational structures for international operations.
- design, evaluate, and optimize human resource management practices for global and multinational companies.
- explain options for international marketing and select an appropriate marketing mix relative to specific products/services and the target market.
- identify and manage challenges associated with operating in an international/global business environment, such as the procurement and coordination of resources and human resource management.
- develop business plans that implement specific organizational, marketing, and distribution strategies in selected regions/countries.

Contents

1. Introduction to International Management
   - 1.1 What is Globalization?
   - 1.2 Facts about Globalization and the Global Economy
   - 1.3 Theoretical Explanations for Globalization
2. The International Company and its Environment
   - 2.1 International Companies and their Operations
   - 2.2 Operational Patterns in International Markets
   - 2.3 Assessment of the Environment for Internalization
3. Culture and International Business
   - 3.1 A Generic Perspective on Culture
   - 3.2 Organizational Culture
   - 3.3 Cultural Diversity and the Contemporary Manager
4. Strategy Development in International Business
   - 4.1 Strategy in Globalized Business Operations
   - 4.2 Strategy Concepts and Strategic Options

4.3 Managing Strategy

5. International Human Resource Management
   - 5.1 Characteristics of International Human Resource Management
   - 5.2 The Global Manager
   - 5.3 Instruments in International Human Resource Management

6. Organization in International Business
   - 6.1 Traditional Perspectives on Business Organization
   - 6.2 Modern Views on Business Organization
   - 6.3 Coordination of Intra-Organization Collaboration

7. International Marketing
   - 7.1 Marketing in International Business
   - 7.2 Strategic Choices in International Marketing
   - 7.3 Marketing Mix Choices in International Marketing

Literature

Compulsory Reading

Further Reading

- Deresky, H. (2016). International management (9th ed.). Harlow: Prentice Hall International
- Collinson, C., Narula, R., and Rugma, Alan.M. (2020). International Business, 8th edition Pearson.
- Peng, M. W., & Meyer, K. (2023). International business. (4th ed.) London: Cengage Learning Emea.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2019). International business: Environments and Operations (16th ed.). Harlow: Pearson.

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	

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 On Campus

Study Format	Course Type
On Campus	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	

Psychology of Persuasion

Module Code: DLBKPSPUE_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

Selene Robena Illner (Psychology of Persuasion)

Contributing Courses to Module

- Psychology of Persuasion (DLBKPSPUE01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Rationality versus Intuition: System 1 and System 2
- Social Psychological Studies on Persuasion Techniques
- The 6 Principles of Persuasion according to Cialdini
- What is Nudging: Definition and Ethical Debate
- Psychology of Persuasion in Practice

Learning Outcomes **Psychology of Persuasion** On successful completion, students will be able to ▪ understand the theories of persuasion. ▪ distinguish between direct and subtle persuasion techniques. ▪ evaluate the effectiveness of various persuasion techniques. ▪ apply persuasion techniques in practice.	
Links to other Modules within the Study Program This module is similar to other modules in the field of Psychology	**Links to other Study Programs of the University** All Bachelor Programs in the Social Sciences field

Psychology of Persuasion

Course Code: DLBKPSPUE01_E

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

Course Description

Human decision-making behavior is influenced by a variety of conscious and unconscious stimuli: In some situations we rely on our gut feeling, while in others we weigh up arguments against each other. Often we do not decide rationally, as we are under time pressure, react intuitively to stimuli or are unable to process information optimally. Sales psychology makes use of human fallibility by systematically examining decision-making situations and developing theories about the conditions under which people can best be convinced of a product or activity. Here, in particular, the research of Robert Cialdini offers an operational psychological toolkit that will be appropriately illuminated in this course. Conversely, persuasion strategies can also contribute to the common good."Nudging" research intensively deals with unconscious "nudges" to achieve better behavior for society. This course will cover the basics and mechanisms of human decision motivation, as well as practical examples of how to optimally persuade customers, employees, or voters.

Course Outcomes

On successful completion, students will be able to

- understand the theories of persuasion.
- distinguish between direct and subtle persuasion techniques.
- evaluate the effectiveness of various persuasion techniques.
- apply persuasion techniques in practice.

Contents

1. Decision-making Behavior
   - 1.1 Kahneman: System 1 and System 2
   - 1.2 Psychological Biases
   - 1.3 Heuristics: Anchors, Availability and Representativeness
2. Persuasion Strategies
   - 2.1 The Elaboration Likelihood Model
   - 2.2 Foot-in-the-Door and Door-in-the-Face Technique
   - 2.3 Priming versus Framing
3. The Weapons of Influence According to Cialdini

- 3.1 Reciprocity
- 3.2 Commitment and Consistency
- 3.3 Social Proof
- 3.4 Liking
- 3.5 Authority
- 3.6 Scarcity
- 3.7 Unity

4. Nudging
   - 4.1 Definition
   - 4.2 Studies on Nudging
   - 4.3 Ethical Discussion on Nudging

5. Practical Applications
   - 5.1 The Sales Negotiation
   - 5.2 Digital Sales Psychology
   - 5.3 The Job Interview

Literature

Compulsory Reading

Further Reading

- Cialdini, R. B. (2001). Influence: Science and practice (4th ed.). Allyn & Bacon.
- Cialdini, R. B. (2016). Pre-Suasion: A Revolutionary Way to Influence and Persuade. Simon & Schuster.
- Kahneman, D. (2011). Thinking, fast and slow. Penguin Books.
- Petty, R., & Cacioppo, J. (1986). Communication and persuasion: Central and peripheral routes to attitude change. Springer-Verlag.
- Pink, D. (2013). To sell is human: The surprising truth about moving others. Riverhead Books.
- Thaler, R., & Sunstein, C. (2009). Nudge: Improving Decisions About Health, Wealth, and Happiness. Penguin Books.
- Tversky, A., & Kahneman, D. (1974). Judgment under Uncertainty: Heuristics and Biases. Science, 185(4157), 1124–1131.

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	

Digital Consumer Psychology

Module Code: DLBWPDMKP1_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

N.N. (Digital Consumer Psychology)

Contributing Courses to Module

- Digital Consumer Psychology (DLBWPDMKP01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Digital customer approach
- Digital stimulus perception and processing
- Customer Journey
- Persuasion strategies

Learning Outcomes

Digital Consumer Psychology

On successful completion, students will be able to

- track the customer journey of the omni-channel customer.
- understand aspects of stimulus perception and processing.
- compare persuasion strategies online and offline.
- classify different types of customers.

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

Digital Consumer Psychology

Course Code: DLBWPDMKP01_E

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

Course Description

In a digitalized world, the customer approach is also shifting more and more to various digital channels. The customer journey of the omni-channel customer already begins with the perception of stimuli. Interesting questions in this context are: which advertising messages are best perceived via which channels, where are customers most effectively picked up, what are the dangers of digital consumption options, what are the generational differences in perception, and which persuasion strategies have a greater effect online compared to offline? Accordingly, the focus of this course is on the psychology of the digital customer approach and retention, the differences between stationary and digital purchasing and payment behavior, and the segmentation of different consumer types.

Course Outcomes

On successful completion, students will be able to

- track the customer journey of the omni-channel customer.
- understand aspects of stimulus perception and processing.
- compare persuasion strategies online and offline.
- classify different types of customers.

Contents

1. Perception of Purchase Stimuli
   - 1.1 Bottom-up and Top-down Processes
   - 1.2 Attention and Information Availability
   - 1.3 Examples based on Digital Stimuli
2. The Digital Customer Journey
   - 2.1 Comparing Customer Journeys Offline and Online
   - 2.2 The Zero Moment of Truth Model
3. Persuasion Strategies
   - 3.1 Product Presentation Online versus Offline
   - 3.2 Persuasion Strategies according to Cialdini
   - 3.3 Application to Digital Examples

4. Price Perception
   - 4.1 Digital Payment Behavior
   - 4.2 Price Perception Online
   - 4.3 Trust in Digital Providers

5. Shopping Addiction
   - 5.1 Principles of Shopping Addiction
   - 5.2 Potential Sources of Shopping Addiction Online

6. Segmentation of Customers
   - 6.1 Definition Purchase Types
   - 6.2 Differences between Generations X, Y and Z
   - 6.3 Future of Digital Customer Orientation

Literature

Compulsory Reading

Further Reading

- Cialdini, R. (2016). Pre-Suasion: A Revolutionary Way to Influence and Persuade, Simon & Schuster.
- Gunter, B. (2016). The Psychology of Consumer Profiling in a Digital Age, New York, Routledge.
- Lecinski, J. (2011). Winning the Zero Moment of Truth. Google book.

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	
	☑ Slides	

Entrepreneurship and Innovation

Module Code: DLBBAEI-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

Diana Murtgah-Böhm (Entrepreneurship and Innovation)

Contributing Courses to Module

- Entrepreneurship and Innovation (DLBBAEI01-01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Entrepreneurship
- The Entrepreneur
- The Entrepreneurial Process
- Innovation
- Planning, Business Models and Strategy

Learning Outcomes

Entrepreneurship and Innovation

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

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

Entrepreneurship and Innovation

Course Code: DLBBAEI01-01_E

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

Course Description

Entrepreneurship and innovation are the basis and one of the driving forces of every economy. Entrepreneurship and innovation are of great importance in every phase of the economic development cycle. They are important drivers for competition, competitiveness and survival in globalized markets. In this module, students are familiarized with the ideas, motives and concepts of entrepreneurship. They also get an overview of the identification, evaluation and further development of innovations.

Course Outcomes

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

Contents

1. Entrepreneurship
   - 1.1 Defining Entrepreneurship
   - 1.2 Benefits of Entrepreneurial Activity
   - 1.3 Types of Entrepreneurs
   - 1.4 Global Trends in Entrepreneurship
2. The Entrepreneur
   - 2.1 Defining Entrepreneur
   - 2.2 Characteristics of Entrepreneurs
   - 2.3 Entrepreneurial Motivation and Behavior
3. The Entrepreneurial Process
   - 3.1 Stages of the Entrepreneurial Process

3.2 Venture Creation
3.3 Creativity Management and Time Pressure

4. Innovation
4.1 Defining Innovation
4.2 Innovation Lifecycle
4.3 Sources of Innovation
4.4 Encouraging Entrepreneurship and Innovation

5. Planning, Business Models and Strategy
5.1 Business Plan
5.2 Designing a Business Model
5.3 Developing a Business Strategy

Literature

Compulsory Reading

Further Reading

- Bessant, J., & Tidd, J. (2015). Innovation and entrepreneurship. Wiley.
- Parker, S. C. (2018). The economics of entrepreneurship (2nd ed.). Cambridge University Press.
- Scarborough, N., & Cornwall, J. (2018). Essentials of entrepreneurship and small business management (Global ed.). Pearson Education.

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	

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 Written Assessment: Case Study Study Format: Distance Learning 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
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

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

Exam Preparation
- ☑ Online Tests
- ☑ Guideline

Project: Digital Business Models

Module Code: DLBWPPDBM_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. Tamara Wehrstein (Project: Digital Business Models)

Contributing Courses to Module

- Project: Digital Business Models (DLBWPPDBM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Written Assessment: Project Report Study Format: Distance Learning Written Assessment: Project Report	

Weight of Module

see curriculum

Module Contents

Digital business models are part of the value creation of today's digital transformation. In this module, the fundamentals of digital business models are researched and defined. On the basis of this foundation, a digital business model is independently developed and documented.

Learning Outcomes

Project: Digital Business Models

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

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 Business Models

Course Code: DLBWPPDBM01_E

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

Course Description

Digital technologies have radically changed markets, the business world and society. The development of digital business models is an important task to be able to secure the future of a company. In this course, the essential basics of digital business models are researched and defined. Based on a (digital) market research method, a digital business model will be developed and challenges in practice will be discussed. The results are then documented by the students.

Course Outcomes

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

Contents

- In order to develop a digital business model, the project report includes a literature review to define the essential principles and characteristics of a digital business model. Case studies are used to describe forms of digital business models. By means of (digital) market research methods, a practical question/problem is derived, which forms the starting point for the creation of a digital business model. Using suitable methods and tools for the creation of a digital business model, students independently create a business model. Subsequently, the challenges of the business model will be discussed. The application reference (e.g. web store) and/or industry (e.g. retail or health sector) isestablished in coordination with the course instructor.

Literature
Compulsory Reading
Further Reading ▪ Osterwalder, A., Pigneur, Y., & Clark, T. (2013). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley. ▪ Rogers, D. L. (2016). The digital transformation playbook: Rethink your business for the digital age. New York, NY: Columbia Business School Publishing. ▪ Wirtz, B. W. (2019). Digital business models: Concepts, models, and the Alphabet case study. Springer International Publishing. ▪ Weill, P., & Woerner, S. (2018). What's your digital business model?: Six questions to help you build the next-generation enterprise. Harvard Business Review.

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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Written Assessment: Case Study Study Format: myStudies 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

Marketing I

Module Code: BMAR1-02_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	BA	3	90 h

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

Module Coordinator

Dr. Konstantinos Kalligiannis (Marketing I)

Contributing Courses to Module

- Marketing I (BMAR01-02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Fundamentals of Marketing
- Product Policy Decisions
- Communication Policy Decisions
- Pricing Policy Decisions
- Distribution Policy Decisions

Learning Outcomes

Marketing I

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

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

Marketing I

Course Code: BMAR01-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		3	none

Course Description

The aim of the course is to provide students with the central marketing concepts and terms of operative marketing. They will gain an insight into the different approaches of marketing in the company and become familiar with the management of products and brands as well as with the concept of positioning in the market. The course teaches students the basic tools of marketing using the marketing mix instruments. The four elements of the marketing mix will be discussed in detail, i.e., product, communication, pricing and distribution policy decisions. The relationship and interaction of the individual elements will be illustrated by company cases. The students learn that the success of a product depends on a consistent and consequent implementation of the single elements in operative marketing.

Course Outcomes

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

Contents

1. Basic Concepts of Marketing
   - 1.1 Central Terminology
   - 1.2 Brand Management, Positioning and Competitive Strategies
   - 1.3 Marketing Management
2. Product Policy Decisions
   - 2.1 Terms of Product Policy Decisions
   - 2.2 Product Policy Decisions
   - 2.3 Innovation Management
3. Communication Policy Decisions
   - 3.1 Integrated Marketing Communications
   - 3.2 Mass Media Communication Tools

3.3 Interpersonal Communication Tools

4. Pricing Policy Decisions
   - 4.1 The Role of Pricing Policy Decisions in Marketing
   - 4.2 Pricing Strategies
   - 4.3 Determining Prices and Conditions

5. Distribution Policy Decisions
   - 5.1 Basic Concepts of Distribution Policy Decisions
   - 5.2 Vertical Design of the Distribution System
   - 5.3 Horizontal Design of the Distribution System

Literature

Compulsory Reading

Further Reading

- Blythe, J. (2006): Essentials of Marketing Communications. 3rd edition, Prentice Hall, Upper
- Blythe, J. (2012): Essentials of Marketing. 5th edition, Pearson, London.
- Egan, J. (2015): Marketing Communications. 2nd edition, SAGE, Thousand Oaks (CA).
- Kotler, P./Keller, K.L./Chernev, A.(2021): Marketing Management. 16th edition, Pearson, London.
- Simon, H./Fassnacht, M. (2019): Price Management. Strategy, Analysis, Decision, Implementation. 4th edition, Springer Gabler, Heidelberg.

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**
54 h	0 h	18 h	18 h	0 h	90 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		

Marketing II

Module Code: BMAR2-02_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	BMAR01-02_E	BA	2	60 h

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

Module Coordinator

Stefan Wiesmann (Marketing II)

Contributing Courses to Module

- Marketing II (BMAR02-02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Basics of Consumer Behavior Research
- Marketing Message
- Purchase Decision Models
- Market Research and Segmentation
- Customer Satisfaction

Learning Outcomes

Marketing II

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

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

Marketing II

Course Code: BMAR02-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		2	BMAR01-02_E

Course Description

The aim of the course is to gain a deeper understanding of consumer behavior. Students will learn the basic concepts of consumer behavior research. The course explores different purchase decision models and examines the factors of conditioning, information processing and effects of emotions that significantly influence purchase decisions. Again, real-world examples are used to link theory and practice. The topic of market segmentation will be explored in detail in the context of market research. Here, students become familiar with the most important instruments and methods. Other important topics of marketing are customer satisfaction and customer loyalty, which are closely related.Customer expectations and various measures for customer loyalty will be presented and further analyzed.

Course Outcomes

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

Contents

1. Basic Approaches of Consumer Behavior Research
   - 1.1 Introduction to Consumer Behavior Research
   - 1.2 B2C versus B2B Purchasing
   - 1.3 Theoretical Framework
2. Consumers and the Marketing Message
   - 2.1 Activating Processes
   - 2.2 Cognitive Processes
   - 2.3 Environmental Moderators
3. Purchase Decision Models
   - 3.1 The Purchase Decision Process
   - 3.2 Types of Purchase Decisions

3.3 Purchase Decision Making

4. Market Research and Segmentation
   - 4.1 Introduction to Market Research
   - 4.2 Market Research Design and Instruments
   - 4.3 Segmentation Methods

5. Customer Satisfaction
   - 5.1 The Concept of Customer Satisfaction
   - 5.2 Customer Loyalty
   - 5.3 Relationship Marketing

Literature

Compulsory Reading

Further Reading

- Babin, B. J., & Harris, E. G. (2015). Consumer Behavior (7th ed.). South-Western/Cengage.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). Consumer Behavior (7th ed.). Cengage Learning.
- Sethna, Z., & Blythe, J. (2016). Consumer Behavior (3rd ed.). SAGE.
- Solomon, M. R. (2014). Consumer Behavior: Buying, Having, and Being (11th ed.). Prentice Hall.

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**
36 h	0 h	12 h	12 h	0 h	60 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		

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 See Selected Course Study Format: Distance Learning 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 It is a stand-alone offering with possible references to various required and elective modules	**Links to other Study Programs of the University** 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 See Selected Course Study Format: myStudies 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 II

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 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

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 Exam, 90 Minutes Study Format: myStudies 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	

Project: Personnel Selection and Assessment

Module Code: DLBWPWDHRPG1_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

Carolin Graßmann (Project: Personnel Selection and Assessment)

Contributing Courses to Module

- Project: Personnel Selection and Assessment (DLBWPWDHRPG01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Project Report	

Weight of Module

see curriculum

Module Contents

The students develop a guideline for a multimodal interview on the basis of a self-defined requirement profile, conduct it, evaluate it and prepare a report on it.

Learning Outcomes

Project: Personnel Selection and Assessment

On successful completion, students will be able to

- create a requirements profile.
- develop an MMI-based interview guide for a recruitment interview.
- conduct and evaluate such an interview.
- outline the central results of the interview in an expert report.

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 Human Resources and Psychology	All Bachelor Programs in the Human Resources and Social Sciences fields

Project: Personnel Selection and Assessment

Course Code: DLBWPWDHRPG01_E

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

Course Description

To ensure that the staffing of vacant positions in companies does not become a subjective decision depending on the gut feeling of the interview partner(s), a standardized, structured procedure based on previously defined criteria of assessment in recruitment interviews is necessary. The students first define a requirement profile in order to evaluate it with the help of the Multimodal Interview (MMI) in regard to a potentially vacant position. They develop an interview guideline following the structure of the MMI and conduct an interview with an interview partner from their own network who potentially matches the requirement profile. Subsequently, the interview is evaluated on the basis of the previously defined requirement profile and an expert report is prepared.

Course Outcomes

On successful completion, students will be able to

- create a requirements profile.
- develop an MMI-based interview guide for a recruitment interview.
- conduct and evaluate such an interview.
- outline the central results of the interview in an expert report.

Contents

- Students define a requirements profile in an industry and for a position of their choice based on qualifications, competencies, soft skills and values, and establish target and can-do criteria. Within this framework, the formal requirements (education/s, work experience), professional requirements (special skills or knowledge), methodological competencies (negotiation skills, strategic thinking, tools, etc.), social competencies (assertiveness, ability to work in a team, etc.) and the required value orientation must be defined. In addition, the students develop an MMI-based interview guideline for a recruitment interview that is to be conducted in approx. 60 minutes with an interview partner from their own network who matches potentially the defined position. This is followed by the "matching" of the answers in regard to the defined requirement profile. The results of this review are presented in the form of a report. The acquired knowledge and competencies of the course can be applied in any industry and to any vacant position in the field of personnel selection

Literature
Compulsory Reading
Further Reading ▪ Hostman, M. (2019). The Effective Hiring Manager. Wiley & Sons, Hoboken/New Yersey. ▪ Hoevemeyer, V. A. (2017). High-Impact Interview Questions. Amarican Management Association, New York ▪ Petterson, N. & Durivage, A. (2008). Structured Interview: Enhancing Staff Selection, Presses de l´Université du Québec, Québec ▪ Smart, G. & and Randy Street, R. (2008). Who - The A Method for Hiring, Ballantine Books, New York. ▪ Schmitt, N. (2012). The Oxford Handbook of Personnel Assessment and Selection, Oxford University Press, Oxford ▪ Terk, N. (2012). Writing Performance Reviews. Write It Well, Oakland

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	
Learning Material	**Exam Preparation**
☑ 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 Exam, 90 Minutes Study Format: myStudies 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	

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 Written Assessment: Project Report Study Format: Distance Learning 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Study Format: Duales myStudium Advanced Workbook Study Format: myStudies Advanced Workbook Study Format: Distance Learning Advanced Workbook	**Split Exam**
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	**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	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 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 Concept Presentation Study Format: Distance Learning Concept Presentation Study Format: myStudies 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Advanced Workbook Study Format: Distance Learning 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
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

Learning Material
- ☑ Course Book
- ☑ Video

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	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		

Project: Sustainability from the Consumer Perspective

Module Code: DLBCCPNKP_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

(Project: Sustainability from the Consumer Perspective)

Contributing Courses to Module

- Project: Sustainability from the Consumer Perspective (DLBCCPNKP01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Oral Project Report	

Weight of Module

see curriculum

Module Contents

In this module, students independently develop theoretical knowledge on the topic of sustainability from a consumer perspective and apply it practically. Sustainability has arrived in the mass market and has a significant influence on purchasing processes. Sustainability is increasingly important to consumers worldwide, starting from production to the marketing of products. At the same time, consumers vary significantly in their needs and motives to act sustainably. For organizations and brands to position themselves successfully in this environment, detailed knowledge of consumer expectations and demands regarding sustainability is crucial. The main theories and concepts for a better understanding of sustainability from a consumer perspective are therefore the focus of this course.

Learning Outcomes

Project: Sustainability from the Consumer Perspective

On successful completion, students will be able to

- contextualize the connections between sustainability and consumption.
- make the consumer need for sustainability tangible and apply it to develop strategic activities.
- integrate sustainability along the specific customer journey of a company.
- assess the impact of media and communication in sustainability management and select channels accordingly.
- apply sustainability as a segmentation criterion for differentiating target groups.
- check the impact of sustainability activities along the customer journey.

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

Project: Sustainability from the Consumer Perspective

Course Code: DLBCCPNKP01_E

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

Course Description

Sustainability is one of the most fundamental societal trends of our time and significantly shapes consumer behavior. From an economic perspective, sustainable actions pay off for companies. However, before companies redesign or adapt their strategies and activities, a closer look at the topic of sustainability is vital, as sustainable consumption needs vary enormously. They differ by country, age, gender, level of education, and other target group-specific factors, as well as the product category and industry in which a company operates. For companies, fundamental questions arise about how products and brands should be designed and positioned as agents of sustainability. In this course, students learn not only the basics of sustainable consumption but also various influencing factors to differentiate consumers based on their sustainability needs. For example, they will work independently on how to segment target groups based on sustainability aspects. The students will understand that sustainability has become a key success factor in consumer policy because sustainable consumption can evoke particularly positive emotions, experiences, and memories.

Course Outcomes

On successful completion, students will be able to

- contextualize the connections between sustainability and consumption.
- make the consumer need for sustainability tangible and apply it to develop strategic activities.
- integrate sustainability along the specific customer journey of a company.
- assess the impact of media and communication in sustainability management and select channels accordingly.
- apply sustainability as a segmentation criterion for differentiating target groups.
- check the impact of sustainability activities along the customer journey.

Contents

- The societal awareness of sustainable business practices and everyday life is rising, and sustainably produced products and brands are becoming increasingly important in the purchasing decisions for many consumers. Sustainability management has therefore become particularly relevant for companies and brands, going far beyond the topics of climate and environmental protection. Consumers are increasingly interested in the social and economic aspects of companies and their brands and products, such as working conditions or human rights. As part of the project, students gain a comprehensive overview of the

topic of sustainability and consumption: starting with defining sustainability motives and needs, through a sustainable consumer journey, to the analysis of sustainability activities in purchasing decision processes. A central component of the course is the practical implementation of a sustainability project related to a purchasing decision process. This could be, for example, the definition of a sustainable consumer journey, an evaluation of various sustainability strategies for the company, the differentiation of consumers based on sustainability, or the use of media and communication in the management of sustainability and consumption. Regardless of the content itself, the work must be considered and carried out in the context of consumer policy and sustainable strategies. In addition to the practical implementation of a sustainable consumer project, students should reflect on their work, critically examine the potential and limitations of existing approaches, and describe the success of their work through clearly defined objectives.

Literature

Compulsory Reading

Further Reading

- Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K. P., & Weber, A. (2018). The many faces of sustainability-conscious consumers: A category-independent typology. Journal of Business Research, 91, 83–93. https://doi.org/10.1016/j.jbusres.2018.05.022
- Bettencourt, L. A., Harmeling, C., Bhagwat-Rana, Y., & Houston, M. B. (2022). Consumer Job Journeys. Journal of Service Research, 25(3), 347–370. https://doi.org/10.1177/1094670521103250
- Jasrotia, S. S., Darda, P., & Pandey, S. (2022). Changing values of millennials and centennials towards responsible consumption and sustainable society. Society and Business Review, 18(2), 244–263. https://doi.org/10.1108/SBR-01-2022-0013
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. Journal of Marketing, 83(3), 22–49. https://doi.org/10.1177/0022242919825649

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 ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Entrepreneurship and Innovation

Module Code: DLBBAEI-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

Diana Murtgah-Böhm (Entrepreneurship and Innovation)

Contributing Courses to Module

- Entrepreneurship and Innovation (DLBBAEI01-01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Entrepreneurship
- The Entrepreneur
- The Entrepreneurial Process
- Innovation
- Planning, Business Models and Strategy

Learning Outcomes

Entrepreneurship and Innovation

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

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

Entrepreneurship and Innovation

Course Code: DLBBAEI01-01_E

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

Course Description

Entrepreneurship and innovation are the basis and one of the driving forces of every economy. Entrepreneurship and innovation are of great importance in every phase of the economic development cycle. They are important drivers for competition, competitiveness and survival in globalized markets. In this module, students are familiarized with the ideas, motives and concepts of entrepreneurship. They also get an overview of the identification, evaluation and further development of innovations.

Course Outcomes

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

Contents

1. Entrepreneurship
   - 1.1 Defining Entrepreneurship
   - 1.2 Benefits of Entrepreneurial Activity
   - 1.3 Types of Entrepreneurs
   - 1.4 Global Trends in Entrepreneurship
2. The Entrepreneur
   - 2.1 Defining Entrepreneur
   - 2.2 Characteristics of Entrepreneurs
   - 2.3 Entrepreneurial Motivation and Behavior
3. The Entrepreneurial Process
   - 3.1 Stages of the Entrepreneurial Process

3.2 Venture Creation
3.3 Creativity Management and Time Pressure

4. Innovation
4.1 Defining Innovation
4.2 Innovation Lifecycle
4.3 Sources of Innovation
4.4 Encouraging Entrepreneurship and Innovation

5. Planning, Business Models and Strategy
5.1 Business Plan
5.2 Designing a Business Model
5.3 Developing a Business Strategy

Literature

Compulsory Reading

Further Reading

- Bessant, J., & Tidd, J. (2015). Innovation and entrepreneurship. Wiley.
- Parker, S. C. (2018). The economics of entrepreneurship (2nd ed.). Cambridge University Press.
- Scarborough, N., & Cornwall, J. (2018). Essentials of entrepreneurship and small business management (Global ed.). Pearson Education.

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	

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 Written Assessment: Case Study Study Format: Distance Learning 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	

Project: Digital Business Models

Module Code: DLBWPPDBM_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. Tamara Wehrstein (Project: Digital Business Models)

Contributing Courses to Module

- Project: Digital Business Models (DLBWPPDBM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Written Assessment: Project Report Study Format: Distance Learning Written Assessment: Project Report	

Weight of Module

see curriculum

Module Contents

Digital business models are part of the value creation of today's digital transformation. In this module, the fundamentals of digital business models are researched and defined. On the basis of this foundation, a digital business model is independently developed and documented.

Learning Outcomes

Project: Digital Business Models

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

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 Business Models

Course Code: DLBWPPDBM01_E

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

Course Description

Digital technologies have radically changed markets, the business world and society. The development of digital business models is an important task to be able to secure the future of a company. In this course, the essential basics of digital business models are researched and defined. Based on a (digital) market research method, a digital business model will be developed and challenges in practice will be discussed. The results are then documented by the students.

Course Outcomes

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

Contents

- In order to develop a digital business model, the project report includes a literature review to define the essential principles and characteristics of a digital business model. Case studies are used to describe forms of digital business models. By means of (digital) market research methods, a practical question/problem is derived, which forms the starting point for the creation of a digital business model. Using suitable methods and tools for the creation of a digital business model, students independently create a business model. Subsequently, the challenges of the business model will be discussed. The application reference (e.g. web store) and/or industry (e.g. retail or health sector) isestablished in coordination with the course instructor.

Literature
Compulsory Reading
Further Reading ▪ Osterwalder, A., Pigneur, Y., & Clark, T. (2013). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley. ▪ Rogers, D. L. (2016). The digital transformation playbook: Rethink your business for the digital age. New York, NY: Columbia Business School Publishing. ▪ Wirtz, B. W. (2019). Digital business models: Concepts, models, and the Alphabet case study. Springer International Publishing. ▪ Weill, P., & Woerner, S. (2018). What's your digital business model?: Six questions to help you build the next-generation enterprise. Harvard Business Review.

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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Written Assessment: Case Study Study Format: myStudies 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	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Slides	

Marketing I

Module Code: BMAR1-02_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	BA	3	90 h

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

Module Coordinator

Dr. Konstantinos Kalligiannis (Marketing I)

Contributing Courses to Module

- Marketing I (BMAR01-02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Fundamentals of Marketing
- Product Policy Decisions
- Communication Policy Decisions
- Pricing Policy Decisions
- Distribution Policy Decisions

Learning Outcomes

Marketing I

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

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

Marketing I

Course Code: BMAR01-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		3	none

Course Description

The aim of the course is to provide students with the central marketing concepts and terms of operative marketing. They will gain an insight into the different approaches of marketing in the company and become familiar with the management of products and brands as well as with the concept of positioning in the market. The course teaches students the basic tools of marketing using the marketing mix instruments. The four elements of the marketing mix will be discussed in detail, i.e., product, communication, pricing and distribution policy decisions. The relationship and interaction of the individual elements will be illustrated by company cases. The students learn that the success of a product depends on a consistent and consequent implementation of the single elements in operative marketing.

Course Outcomes

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

Contents

1. Basic Concepts of Marketing
   - 1.1 Central Terminology
   - 1.2 Brand Management, Positioning and Competitive Strategies
   - 1.3 Marketing Management
2. Product Policy Decisions
   - 2.1 Terms of Product Policy Decisions
   - 2.2 Product Policy Decisions
   - 2.3 Innovation Management
3. Communication Policy Decisions
   - 3.1 Integrated Marketing Communications
   - 3.2 Mass Media Communication Tools

3.3 Interpersonal Communication Tools

4. Pricing Policy Decisions
   - 4.1 The Role of Pricing Policy Decisions in Marketing
   - 4.2 Pricing Strategies
   - 4.3 Determining Prices and Conditions

5. Distribution Policy Decisions
   - 5.1 Basic Concepts of Distribution Policy Decisions
   - 5.2 Vertical Design of the Distribution System
   - 5.3 Horizontal Design of the Distribution System

Literature

Compulsory Reading

Further Reading

- Blythe, J. (2006): Essentials of Marketing Communications. 3rd edition, Prentice Hall, Upper
- Blythe, J. (2012): Essentials of Marketing. 5th edition, Pearson, London.
- Egan, J. (2015): Marketing Communications. 2nd edition, SAGE, Thousand Oaks (CA).
- Kotler, P./Keller, K.L./Chernev, A.(2021): Marketing Management. 16th edition, Pearson, London.
- Simon, H./Fassnacht, M. (2019): Price Management. Strategy, Analysis, Decision, Implementation. 4th edition, Springer Gabler, Heidelberg.

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**
54 h	0 h	18 h	18 h	0 h	90 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		

Marketing II

Module Code: BMAR2-02_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	BMAR01-02_E	BA	2	60 h

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

Module Coordinator

Stefan Wiesmann (Marketing II)

Contributing Courses to Module

- Marketing II (BMAR02-02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Basics of Consumer Behavior Research
- Marketing Message
- Purchase Decision Models
- Market Research and Segmentation
- Customer Satisfaction

Learning Outcomes

Marketing II

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

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

Marketing II

Course Code: BMAR02-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		2	BMAR01-02_E

Course Description

The aim of the course is to gain a deeper understanding of consumer behavior. Students will learn the basic concepts of consumer behavior research. The course explores different purchase decision models and examines the factors of conditioning, information processing and effects of emotions that significantly influence purchase decisions. Again, real-world examples are used to link theory and practice. The topic of market segmentation will be explored in detail in the context of market research. Here, students become familiar with the most important instruments and methods. Other important topics of marketing are customer satisfaction and customer loyalty, which are closely related.Customer expectations and various measures for customer loyalty will be presented and further analyzed.

Course Outcomes

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

Contents

1. Basic Approaches of Consumer Behavior Research
   - 1.1 Introduction to Consumer Behavior Research
   - 1.2 B2C versus B2B Purchasing
   - 1.3 Theoretical Framework
2. Consumers and the Marketing Message
   - 2.1 Activating Processes
   - 2.2 Cognitive Processes
   - 2.3 Environmental Moderators
3. Purchase Decision Models
   - 3.1 The Purchase Decision Process
   - 3.2 Types of Purchase Decisions

3.3 Purchase Decision Making

4. Market Research and Segmentation
   - 4.1 Introduction to Market Research
   - 4.2 Market Research Design and Instruments
   - 4.3 Segmentation Methods

5. Customer Satisfaction
   - 5.1 The Concept of Customer Satisfaction
   - 5.2 Customer Loyalty
   - 5.3 Relationship Marketing

Literature

Compulsory Reading

Further Reading

- Babin, B. J., & Harris, E. G. (2015). Consumer Behavior (7th ed.). South-Western/Cengage.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). Consumer Behavior (7th ed.). Cengage Learning.
- Sethna, Z., & Blythe, J. (2016). Consumer Behavior (3rd ed.). SAGE.
- Solomon, M. R. (2014). Consumer Behavior: Buying, Having, and Being (11th ed.). Prentice Hall.

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**
36 h	0 h	12 h	12 h	0 h	60 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		

Studium Generale III

Module Code: DLBSG3_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 III)

Contributing Courses to Module

- Studium Generale III (DLBSG03_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning 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 III

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 III

Course Code: DLBSG03_E

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

Course Description

In the course "Studium Generale III", 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 III" 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

Studium Generale IV

Module Code: DLBSG4_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 IV)

Contributing Courses to Module

- Studium Generale IV (DLBSG04_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning 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 IV

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 IV

Course Code: DLBSG04_E

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

Course Description

In the course "Studium Generale IV", 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 IV" 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

Project: AI in HR

Module Code: DLBAIBEPAIHR

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. (Project: AI in HR)

Contributing Courses to Module

- Project: AI in HR (DLBAIBEPAIHR01)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Project Report	

Weight of Module

see curriculum

Module Contents

Students will be shown how AI can be used in HR and how it influences the various HR activities. Students undergo an exploration of integrating AI into different facets of HR practices along the employee life cycle. They discover areas such as the deployment of AI in unbiased talent acquisition, the role of AI in automating and personalizing the onboarding process for new hires, data-driven performance evaluations, and the use of AI-powered chatbots for employee engagement. Furthermore, ethical implications when dealing with employee data and the possibility of AI either fostering or hampering workplace discrimination will be discussed.

Learning Outcomes

Project: AI in HR

On successful completion, students will be able to

- understand the various benefits of integrating AI into HR practices and analyze the potential impact of AI on various aspects of HR management.
- evaluate ethical considerations in AI-powered HR and develop strategies for responsible implementation of AI in HR.
- design AI-driven solutions for various HR functions such as recruitment, onboarding, and talent management, predictive analytics for various HR functions, and implement AI-driven analytics for workforce planning and decision-making.
- evaluate the effectiveness of AI tools in enhancing employee experience including personalized learning and adaptive training programs and operational efficiency, while understanding the ethical considerations of using AI in HR, including data privacy and bias mitigation.

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 Master Programs in the Human Resources field

Project: AI in HR

Course Code: DLBAIBEPAIHR01

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

Course Description

However, as we dive into AI-powered HR, it's crucial to stay mindful of ethical considerations. Organizations must ensure that their use of AI in HR practices is responsible, fair, and aligned with their values and principles. Moreover, finding ways how AI can help identify and mitigate biases in HR processes and promote diversity and inclusion and to assess the effectiveness of AI-driven tools in creating more inclusive job descriptions and workplace policies is a primary focus to foster trustworthy AI-integration into HR practices. Only then will employees accept new processes and will trust them.

Course Outcomes

On successful completion, students will be able to

- understand the various benefits of integrating AI into HR practices and analyze the potential impact of AI on various aspects of HR management.
- evaluate ethical considerations in AI-powered HR and develop strategies for responsible implementation of AI in HR.
- design AI-driven solutions for various HR functions such as recruitment, onboarding, and talent management, predictive analytics for various HR functions, and implement AI-driven analytics for workforce planning and decision-making.
- evaluate the effectiveness of AI tools in enhancing employee experience including personalized learning and adaptive training programs and operational efficiency, while understanding the ethical considerations of using AI in HR, including data privacy and bias mitigation.

Contents

- Students will delve into the integration of AI into HR practices, examining its influence on various HR activities throughout the employee life cycle. They explore the deployment of AI in unbiased talent acquisition, data-driven performance evaluations, and the utilization of AI-powered chatbots for employee engagement. Additionally, ethical implications concerning employee data and the potential for AI to either foster or hinder workplace discrimination are discussed.
- While the primary aim of integrating AI into HR is to enhance automation and efficiency, the additional benefits such as gaining deeper insights from data analysis, making predictive forecasts based on historical data, personalizing HR processes, and continuously refining HR activities will be highlighted. Also, students will investigate how AI is reshaping job

roles, employee expectations, and the overall workplace. This comprehensive approach spans across workforce planning, recruitment, onboarding, performance management, and employee development, ultimately aiming to improve processes and outcomes for both employees and organizations.

- However,the importance of staying mindful of ethical considerations when implementing AI in HR practices is emphasized. Students learn to ensure that the use of AI is responsible, fair, inclusive, focused on enabling diversity and aligned with organizational values and principles. By addressing ethical concerns, organizations can foster employee acceptance and trust in AI-powered HR processes.

Literature

Compulsory Reading

Further Reading

- Altemeyer, B. (2019). Making the business case for AI in HR: two case studies. Strategic HR Review, 18(2), 66–70.
- Figueroa-Armijos, M., Clark, B. B., & da Motta Veiga, S. P. (2023). Ethical perceptions of AI in hiring and organizational trust: The role of performance expectancy and social influence. Journal of Business Ethics, 186(1), 179–197.
- Strohmeier, S. (2022). Handbook of research on artificial intelligence in human resource management. Edward Elgar Publishing.
- Zhai, Y., Zhang, L., & Yu, M. (2024). AI in human resource management: Literature review and research implications. Journal of Knowledge Economy.

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 ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

6. Semester

Personnel Psychology

Module Code: DLBWPPUB1_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 (Personnel Psychology)

Contributing Courses to Module

- Personnel Psychology (DLBWPPUB01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Tasks and Challenges of Personnel Psychology
- Requirement Analysis
- Recruitment
- Personnel Marketing and Employer Branding
- Personnel Selection
- Onboarding - Integration of New Employees
- Competency Management and Personnel Development
- Performance Review
- Legal Aspects

Learning Outcomes

Personnel Psychology

On successful completion, students will be able to

- know and explain the tasks and processes of modern personnel psychology.
- explain the most important theories and methods in the area of the requirement analysis, employee recruiting, selection, development and evaluation.
- explain, reflect, select and apply appropriate instruments of personnel psychology depending on the requirements and setting.
- independently develop suitable formats to answer personnel-psychologically relevant business questions.

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 Science field.

Personnel Psychology

Course Code: DLBWPPUB01_E

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

Course Description

As a result of technological change, organizations and companies need more and more employees with specialized skills and competencies, which are increasingly less available in the required number and quality. In addition, they no longer apply to companies on their own initiative. The recruitment market has now developed from an employer market to an applicant market. In order to nevertheless cover the demand for employees, companies must increasingly take unusual paths. They are also required to ensure a match between position, company and employee.
For this purpose, knowledge of personnel psychology is just as indispensable as measures to develop skills and competencies required for corporate success. Students learn the common terms, theoretical approaches and methods for checking the fit between applicant/interested party and workplace as well as various methods for recruiting new employees. Furthermore, the importance and the way of integrating new personnel in the organization will be discussed. Students will be familiarized with the role and function of competency management as a basis for selection and planning of development measures. Instruments for the evaluation of action results as well as legal framework conditions round off the course. After completing the course, students are able to initiate, carry out and supervise the entire cycle of an employee in the company in a qualified and competent manner.

Course Outcomes

On successful completion, students will be able to

- know and explain the tasks and processes of modern personnel psychology.
- explain the most important theories and methods in the area of the requirement analysis, employee recruiting, selection, development and evaluation.
- explain, reflect, select and apply appropriate instruments of personnel psychology depending on the requirements and setting.
- independently develop suitable formats to answer personnel-psychologically relevant business questions.

Contents

1. Tasks and Challenges of Personnel Psychology
    - 1.1 Market and technology dynamics
    - 1.2 Organizational dynamics and value dynamics
2. Requirement Analysis

2.1 Definition and goals
2.2 Methods and procedures
2.3 Job profiles

3. Employee Recruitment
3.1 Definition and methods of address
3.2 Sources and ways of addressing

4. Personnel Marketing and Employer Branding
4.1 Definition, goals and personnel marketing mix
4.2 Differentiation between personnel marketing and employer branding
4.3 Building an employer brand
4.4 Importance of employer branding and employer branding strategy

5. Personnel Selection
5.1 Personnel selection process
5.2 Quality criteria
5.3 Types of personnel selection procedures

6. Onboarding - Integration of New Employees
6.1 Goals and benefits
6.2 Theoretical bases and measures

7. Competency Management and Personnel Development
7.1 Subject areas and tools of competency management
7.2 Diagnosis of the development needs
7.3 Development measures
7.4 Transfer security

8. Performance Review
8.1 Behavioral assessment and feedback culture
8.2 Performance Review

9. Legal Aspects
9.1 Termination and dissolution
9.2 Work references

Literature
Compulsory Reading
Further Reading ▪ Borman, W. C., Ilgen, D. R., Klimoski, R. J., & Weiner, I. B. (Eds.) (2012). Handbook of psychology: Vol. 12. Industrial and organizational psychology. John Wiley & Sons. ▪ Goldstein, H. W., Pulakos, E. D., Semedo, C., & Passmore, J. (Eds.) (2017). The Wiley Black-well handbook of the psychology of recruitment, selection and employee retention. John Wiley & Sons. ▪ Prien, E. P., Goodstein, L. D., Goodstein, J., & Gamble, L. G. (2009). A practical guide to job analysis. John Wiley & Sons. ▪ Rothmann, S., & Cooper, C. L. (2022). Work and organizational psychology (3rd ed.). Routledge. ▪ Whetzel, D. L., & Wheaton, G. R. (Eds.) (2015). Applied measurement: Industrial psychology in human resources management. Lawrence Erlbaum Associates.

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	

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	

Personnel Selection and Assessment

Module Code: DLBWPWPP1_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

N.N. (Personnel Selection and Assessment)

Contributing Courses to Module

- Personnel Selection and Assessment (DLBWPWPP01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Personnel Selection
- Trimodal Approach
- Hiring Interview
- Test Procedure
- Evaluation and Assessment of the Procedures
- Personnel Appraisals and Judgment

Learning Outcomes

Personnel Selection and Assessment

On successful completion, students will be able to

- justify the need for structured personnel selection.
- designate the procedure of a structured personnel selection.
- design a requirements-based personnel selection process.
- perform elements of personnel selection in a self-directed, criteria-driven manner.
- judge the quality and content of personnel selection tools.
- draw up personnel appraisals based on existing individual results.
- make substantiated recommendations based on judgment for personnel decisions to clients.
- critically discuss the components of personnel selection in professional discussions and develop company-specific 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 fields of Human Resources and Psychology	All Bachelor Programs in the Human Resources and Social Sciences fields

Personnel Selection and Assessment

Course Code: DLBWPWPP01_E

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

Course Description

The search for qualified employees is becoming increasingly difficult for companies and the demands on these employees are becoming more and more specific due to the diversity and complexity of unresolved issues in the companies for which they work. Against this background, it is essential to select the most suitable candidate for the vacant position from the often few available candidates and to win them for the company. This can be ensured by a structured, diagnosis-supported personnel selection process. The results of this process must be summarized in a structured manner and presented to internal and external clients in candidate-related personnel appraisals in order to make well-founded judgments and secure personnel decisions.

Course Outcomes

On successful completion, students will be able to

- justify the need for structured personnel selection.
- designate the procedure of a structured personnel selection.
- design a requirements-based personnel selection process.
- perform elements of personnel selection in a self-directed, criteria-driven manner.
- judge the quality and content of personnel selection tools.
- draw up personnel appraisals based on existing individual results.
- make substantiated recommendations based on judgment for personnel decisions to clients.
- critically discuss the components of personnel selection in professional discussions and develop company-specific solutions.

Contents

1. Personnel Selection
   - 1.1 Subject Matter and Benefits
   - 1.2 Methods and Instruments
   - 1.3 Personnel Selection Process: from Request to Review of Application Documents
   - 1.4 ABC Screening
2. Trimodal Approach
   - 2.1 Biography-Oriented Approach
   - 2.2 Construct-, Attribute-oriented Approach
   - 2.3 Simulation Approach

2.4 Quality Standards of Personnel Selection

3. Hiring Interview
   - 3.1 Preparation and Implementation
   - 3.2 Multimodal Interview - Structure and Procedure
   - 3.3 Multimodal interview - Evaluation
   - 3.4 Multimodal interview - Procedural Quality

4. Test Procedure
   - 4.1 Job-Related Procedures
   - 4.2 Personality Tests
   - 4.3 Performance Tests
   - 4.4 Assessment Center
   - 4.5 Quality and Quality Criteria

5. Evaluation and Assessment of the Procedures
   - 5.1 Role of the Requirement Profile
   - 5.2 Characteristic Consideration and Characteristic Weighting
   - 5.3 Consideration and Analysis of the Process-Related Results
   - 5.4 Evaluation of the Process-Related Results
   - 5.5 Overall Assessment

6. Personnel Appraisals and Judgment
   - 6.1 Structure and Outline of the report
   - 6.2 Depiction of the Process-Related Results
   - 6.3 Summary of the Process-Related Results
   - 6.4 Errors and Biases in the Process of Forming Judgments
   - 6.5 Formation of Judgment and Communication of Judgment to Clients and Applicants

Literature

Compulsory Reading

Further Reading

- Balynskaya, N.R., Koptyakova, S.V. & Mayorova, T.V (2019). Personnel appraisal as a tool for improving the efficiency of labor potential use at a manufacturing entreprises, Management Issues, Vol.1 (6), p.209-222
- De Raad, B. & Perugini, M. (2002). Big Five Assessment, Hogrefe, Boston.
- Hasler, B. (2009). Virtual Assessment Center. University of Zurich
- Murphy, M. (2016). Hiring for Attitude. Mc Graw Hill, New York
- Ortner, T. & van de Vijver, F. J. R. (2015). Behavior-Based Assessment in Psychology. Hogrefe, Boston.
- Petterson, N. & Durivage, A. (2008). Structured Interview: Enhancing Staff Selection, Presses de l´Université du Québec, Québec
- Thornton, G. C. & Rupp, D. E. (2006). Assessment Centers in Human Resource Management, Applied Psychology.
- Schmitt, N. (2012). The Oxford Handbook of Personnel Assessment and Selection, Oxford University Press, Oxford

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

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

Exam Preparation
- ☑ Practice Exam
- ☑ Online Tests

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 Exam, 90 Minutes Study Format: myStudies 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
	☑ Audio	
☑ Recorded Live Sessions	☑ Slides	

Organizational Development

Module Code: DLBWPOCM1_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. John Stanley (Organizational Development)

Contributing Courses to Module

- Organizational Development (DLBWPOCM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- The “Organization” in Organization Development
- The Basics of Organization Development
- Pragmatic Premises of Organization Development
- Organizations and Corporate Culture
- Organizational Learning
- The Practice of Organization Development

Learning Outcomes

Organizational Development

On successful completion, students will be able to

- explain the basic principles of organizational development.
- name the human relation theories in organizational development.
- explain points of criticism of organizational development.
- name the implications of Systemic Organizational Development.
- outline the importance and design of corporate culture within organizational development.
- name the characteristics of a learning organization.
- show possible development paths towards the learning organization.

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

Organizational Development

Course Code: DLBWPOCM01_E

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

Course Description

To remain competitive, all organizations are subject to constant change. To shape this change positively is a key function of the responsible managers and a sign of successful management. Frequently, reasons such as the discontinuation or the development of new business fields, mergers and relocations are decisive, but also continuous company growth; technological improvements and social changes are reasons for partly far-reaching measures for the further development of organizations. This knowledge is of central importance for implementing changes. This course shows the most important human relation theories that serve as a basis for organizational development. Since the corporate culture is a central component of organizational development, both the analysis and the development of the corporate culture are presented. It also discusses the most important aspects of learning organization.

Course Outcomes

On successful completion, students will be able to

- explain the basic principles of organizational development.
- name the human relation theories in organizational development.
- explain points of criticism of organizational development.
- name the implications of Systemic Organizational Development.
- outline the importance and design of corporate culture within organizational development.
- name the characteristics of a learning organization.
- show possible development paths towards the learning organization.

Contents

1. The “Organization” in Organization Development
   - 1.1 Definition and Concept of Organization
   - 1.2 The Historical Evolution of Approaches to Organizational Design
   - 1.3 Principles of Organization Design und Forms of Organizations
2. The Basics of Organization Development
   - 2.1 Definition, Distinguishing Characteristics, and a Differentiation from Related Disciplines
   - 2.2 The Historical Evolution of Organization Development
   - 2.3 Criticisms of Organization Development

3. Pragmatic Premises of Organization Development
   - 3.1 Human Relation Theories
   - 3.2 Phase Models
   - 3.3 Systems Theory

4. Organizations and Corporate Culture
   - 4.1 Theoretical Basics
   - 4.2 Analysis of Culture
   - 4.3 Models of Cultural and Organization Change

5. Organizational Learning
   - 5.1 Basic Ideas and Definitions
   - 5.2 How do Organizations Learn?
   - 5.3 Fostering Organizational Learning

6. The Practice of Organization Development
   - 6.1 The Issue of Understanding and Communication for the OD Practitioner
   - 6.2 A Traditional Approach – Lewin and Schein
   - 6.3 A Contemporary Approach: Systems Thinking and Dialogic OD

Literature

Compulsory Reading

Further Reading

- Cummings, T. G. (2009): Handbook of Organization Development. Sage Pub, Thousand Oaks.
- Kozlowski, S. W. J./Salas, E. (2010): Learning, training, and development in organizations. Routledge, New York.
- Laloux, F. (2015): Reinventing Organizations. An Illustrated Innovation to Join the Conversation on Next-Stage Organizations. Nelson Parker.
- Simons, R. (2005): Levers of Organization: How Managers uns Accountability Systems for Greater Performance and Commitment. Boston Harvard Business School Publishing, Boston.
- Tolbert, P. S./Hall, R. H. (2016): Organizations – Structures, Processes, and Outcomes. 10th Edt. Routledge, New York.

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	

Leadership 4.0

Module Code: DLBWPLS_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

Simon Fischer (Leadership 4.0)

Contributing Courses to Module

- Leadership 4.0 (DLBWPLS01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Duales myStudium Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Conventional understanding of leadership
- Management tools
- Leadership versus management
- Integral concept of humankind as future-oriented model
- Characteristics and competencies of leaders
- Leadership models
- Agile Leadership instruments

Learning Outcomes

Leadership 4.0

On successful completion, students will be able to

- understand the classical theories of leadership and new leadership models.
- distinguish between the terms leadership and management.
- reflect on the understanding of successful leadership models against the background of economic changes.
- develop an understanding of the need for alternative forms of organizational directing.
- implement appropriate leadership methods according to a company's level of complexity.
- draw upon a sound theoretical understanding that they can practice in applied research.

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

Leadership 4.0

Course Code: DLBWPLS01_E

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

Course Description

Today, competitiveness depends more than ever on continuous innovation. This puts new demands on the management of companies. The task of successful leaders in innovation and business is no longer to offer direction and solutions, but to create a framework in which others develop innovations. This change, which is currently taking place with full force in companies, requires further developments on classic leadership concepts and its principles.Against the background of digital change and the advance of artificial intelligence, established business models are constantly being put to the test. On the one hand, it is important to work on several projects simultaneously and to adapt flexibly to changing conditions at any time; on the other hand, employees want to be integrated into the work process in a different way. Consideration and flexibility for their personal and family situation play an increasing role. Innovation and business leaders can only meet all these diverse challenges with Leadership by inspiring others to think ahead and act inter-divisionally, in other words, to be visionary. This course tries to convey knowledge, understanding and tools for this challenging field of work.

Course Outcomes

On successful completion, students will be able to

- understand the classical theories of leadership and new leadership models.
- distinguish between the terms leadership and management.
- reflect on the understanding of successful leadership models against the background of economic changes.
- develop an understanding of the need for alternative forms of organizational directing.
- implement appropriate leadership methods according to a company's level of complexity.
- draw upon a sound theoretical understanding that they can practice in applied research.

Contents

1. Basics of the Leadership Concept
    - 1.1 Definition of the Leadership Concept and Leadership Actions
    - 1.2 Development of the Understanding of Leadership
    - 1.3 The Role of Communication in Leadership
    - 1.4 New Challenges for Leadership
2. Leadership Versus Management

2.1 Distinctions between these Concepts
2.2 Relevance of Leadership in the Context of Technological Change
2.3 New Forms of Work as a Challenge for Leadership 4.0

3. Organizational Prerequisites for Successful Leadership
3.1 Launching Corporate Governance Initiatives
3.2 From Process to Project Management
3.3 Managing Limited Resources

4. Personal Factors for Successful Leadership
4.1 Personal Characteristics
4.2 Technological Know-how
4.3 Policy and Compliance

5. Management Tools
5.1 Definition, Differentiation and Challenges
5.2 Use of Direct Management Tools
5.3 Use of Indirect Management Tools

6. Leadership 4.0 Models
6.1 Transformational Leadership
6.2 Leadership as an Agile Role
6.3 Authentic Leadership

7. Leadership 4.0 Case Studies
7.1 Allsafe Jungfalk
7.2 Automattic

Literature

Compulsory Reading

Further Reading

- Seliger, R (2022): Positive Leadership. The Management revolution, Schäffer-Poeschel, Freiburg
- Luthans, F. (2021): Organizational Behavior: An Evidence-Based Approach, 14th Edition. Charlotte, NC : Information Age Publishing.
- Helmod, M. (2021): New Work, Transformational and Virtual Leadership: Lessons from Covid-19 and other crisis, Springer, Wiesbaden.

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	

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	

International Management

Module Code: BWINT1-02

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 (International Management)

Contributing Courses to Module

- International Management (BWINT01)

Module Exam Type

Module Exam	Split Exam
Study Format: Duales myStudium Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes Study Format: On Campus Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Globalization and the Internationalization of Business
- Assessment of Political, Legal, Economic, and Cultural Contexts
- Strategy in International Business
- Organization in International Business
- Marketing in International Business
- Human Resource Management in International Business

Learning Outcomes

International Management

On successful completion, students will be able to

- recognize and explain the cultural, social, economic, historical, and political differences that affect strategic decision making on an international/global scale.
- gather specific information and conduct reliable assessments of the opportunities and risks related to business activities in different geographical market regions and specific national markets.
- describe the impact of culture on international business activities.
- identify different options for market entry and market development and participate in strategic planning activities that address these issues.
- design and evaluate different organizational structures for international businesses and design measures to optimize organizational structures for international operations.
- design, evaluate, and optimize human resource management practices for global and multinational companies.
- explain options for international marketing and select an appropriate marketing mix relative to specific products/services and the target market.
- identify and manage challenges associated with operating in an international/global business environment, such as the procurement and coordination of resources and human resource management.
- develop business plans that implement specific organizational, marketing, and distribution strategies in selected regions/countries.

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 & Management field

International Management

Course Code: BWINT01

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

Course Description

Globalization presents multiple opportunities and challenges to product and service industries. Many companies previously engaged in local markets must consider global trends and international markets, both on the demand and on the supply side. With this, comes new opportunities to market products and services. At the same time, complexity in daily business increases and managers have to face ambiguities and frequently changing contexts. With more competition, more diverse markets, and cultural, political, and legal challenges abroad, it has become more difficult to manage a company efficiently. All these factors call for managers to adopt a global mindset and sufficient cultural sensitivity.The course is designed to cover the economic, organizational, and cultural underpinnings that students need to grasp in order to better understand the managerial challenges that global organizations of all types and sizes have to cope with. Participants of this course will be provided with empirical knowledge and first-hand experiences of international management. Through multiple case studies within the course book, online lectures, and tutorials, students will develop a detailed understanding of the strategies and operational patterns necessary to successfully operate in international markets.

Course Outcomes

On successful completion, students will be able to

- recognize and explain the cultural, social, economic, historical, and political differences that affect strategic decision making on an international/global scale.
- gather specific information and conduct reliable assessments of the opportunities and risks related to business activities in different geographical market regions and specific national markets.
- describe the impact of culture on international business activities.
- identify different options for market entry and market development and participate in strategic planning activities that address these issues.
- design and evaluate different organizational structures for international businesses and design measures to optimize organizational structures for international operations.
- design, evaluate, and optimize human resource management practices for global and multinational companies.
- explain options for international marketing and select an appropriate marketing mix relative to specific products/services and the target market.
- identify and manage challenges associated with operating in an international/global business environment, such as the procurement and coordination of resources and human resource management.
- develop business plans that implement specific organizational, marketing, and distribution strategies in selected regions/countries.

Contents

1. Introduction to International Management
   - 1.1 What is Globalization?
   - 1.2 Facts about Globalization and the Global Economy
   - 1.3 Theoretical Explanations for Globalization
2. The International Company and its Environment
   - 2.1 International Companies and their Operations
   - 2.2 Operational Patterns in International Markets
   - 2.3 Assessment of the Environment for Internalization
3. Culture and International Business
   - 3.1 A Generic Perspective on Culture
   - 3.2 Organizational Culture
   - 3.3 Cultural Diversity and the Contemporary Manager
4. Strategy Development in International Business
   - 4.1 Strategy in Globalized Business Operations
   - 4.2 Strategy Concepts and Strategic Options

4.3 Managing Strategy

5. International Human Resource Management
   - 5.1 Characteristics of International Human Resource Management
   - 5.2 The Global Manager
   - 5.3 Instruments in International Human Resource Management

6. Organization in International Business
   - 6.1 Traditional Perspectives on Business Organization
   - 6.2 Modern Views on Business Organization
   - 6.3 Coordination of Intra-Organization Collaboration

7. International Marketing
   - 7.1 Marketing in International Business
   - 7.2 Strategic Choices in International Marketing
   - 7.3 Marketing Mix Choices in International Marketing

Literature

Compulsory Reading

Further Reading

- Deresky, H. (2016). International management (9th ed.). Harlow: Prentice Hall International
- Collinson, C., Narula, R., and Rugma, Alan.M. (2020). International Business, 8th edition Pearson.
- Peng, M. W., & Meyer, K. (2023). International business. (4th ed.) London: Cengage Learning Emea.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2019). International business: Environments and Operations (16th ed.). Harlow: Pearson.

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	

Study Format On Campus

Study Format	Course Type
On Campus	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	

Psychology of Persuasion

Module Code: DLBKPSPUE_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

Selene Robena Illner (Psychology of Persuasion)

Contributing Courses to Module

- Psychology of Persuasion (DLBKPSPUE01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Rationality versus Intuition: System 1 and System 2
- Social Psychological Studies on Persuasion Techniques
- The 6 Principles of Persuasion according to Cialdini
- What is Nudging: Definition and Ethical Debate
- Psychology of Persuasion in Practice

Learning Outcomes

Psychology of Persuasion

On successful completion, students will be able to

- understand the theories of persuasion.
- distinguish between direct and subtle persuasion techniques.
- evaluate the effectiveness of various persuasion techniques.
- apply persuasion techniques in practice.

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

Psychology of Persuasion

Course Code: DLBKPSPUE01_E

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

Course Description

Human decision-making behavior is influenced by a variety of conscious and unconscious stimuli: In some situations we rely on our gut feeling, while in others we weigh up arguments against each other. Often we do not decide rationally, as we are under time pressure, react intuitively to stimuli or are unable to process information optimally. Sales psychology makes use of human fallibility by systematically examining decision-making situations and developing theories about the conditions under which people can best be convinced of a product or activity. Here, in particular, the research of Robert Cialdini offers an operational psychological toolkit that will be appropriately illuminated in this course. Conversely, persuasion strategies can also contribute to the common good."Nudging" research intensively deals with unconscious "nudges" to achieve better behavior for society. This course will cover the basics and mechanisms of human decision motivation, as well as practical examples of how to optimally persuade customers, employees, or voters.

Course Outcomes

On successful completion, students will be able to

- understand the theories of persuasion.
- distinguish between direct and subtle persuasion techniques.
- evaluate the effectiveness of various persuasion techniques.
- apply persuasion techniques in practice.

Contents

1. Decision-making Behavior
   - 1.1 Kahneman: System 1 and System 2
   - 1.2 Psychological Biases
   - 1.3 Heuristics: Anchors, Availability and Representativeness
2. Persuasion Strategies
   - 2.1 The Elaboration Likelihood Model
   - 2.2 Foot-in-the-Door and Door-in-the-Face Technique
   - 2.3 Priming versus Framing
3. The Weapons of Influence According to Cialdini

- 3.1 Reciprocity
- 3.2 Commitment and Consistency
- 3.3 Social Proof
- 3.4 Liking
- 3.5 Authority
- 3.6 Scarcity
- 3.7 Unity

4. Nudging
   - 4.1 Definition
   - 4.2 Studies on Nudging
   - 4.3 Ethical Discussion on Nudging

5. Practical Applications
   - 5.1 The Sales Negotiation
   - 5.2 Digital Sales Psychology
   - 5.3 The Job Interview

Literature

Compulsory Reading

Further Reading

- Cialdini, R. B. (2001). Influence: Science and practice (4th ed.). Allyn & Bacon.
- Cialdini, R. B. (2016). Pre-Suasion: A Revolutionary Way to Influence and Persuade. Simon & Schuster.
- Kahneman, D. (2011). Thinking, fast and slow. Penguin Books.
- Petty, R., & Cacioppo, J. (1986). Communication and persuasion: Central and peripheral routes to attitude change. Springer-Verlag.
- Pink, D. (2013). To sell is human: The surprising truth about moving others. Riverhead Books.
- Thaler, R., & Sunstein, C. (2009). Nudge: Improving Decisions About Health, Wealth, and Happiness. Penguin Books.
- Tversky, A., & Kahneman, D. (1974). Judgment under Uncertainty: Heuristics and Biases. Science, 185(4157), 1124–1131.

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	

Digital Consumer Psychology

Module Code: DLBWPDMKP1_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

N.N. (Digital Consumer Psychology)

Contributing Courses to Module

- Digital Consumer Psychology (DLBWPDMKP01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Digital customer approach
- Digital stimulus perception and processing
- Customer Journey
- Persuasion strategies

Learning Outcomes

Digital Consumer Psychology

On successful completion, students will be able to

- track the customer journey of the omni-channel customer.
- understand aspects of stimulus perception and processing.
- compare persuasion strategies online and offline.
- classify different types of customers.

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

Digital Consumer Psychology

Course Code: DLBWPDMKP01_E

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

Course Description

In a digitalized world, the customer approach is also shifting more and more to various digital channels. The customer journey of the omni-channel customer already begins with the perception of stimuli. Interesting questions in this context are: which advertising messages are best perceived via which channels, where are customers most effectively picked up, what are the dangers of digital consumption options, what are the generational differences in perception, and which persuasion strategies have a greater effect online compared to offline? Accordingly, the focus of this course is on the psychology of the digital customer approach and retention, the differences between stationary and digital purchasing and payment behavior, and the segmentation of different consumer types.

Course Outcomes

On successful completion, students will be able to

- track the customer journey of the omni-channel customer.
- understand aspects of stimulus perception and processing.
- compare persuasion strategies online and offline.
- classify different types of customers.

Contents

1. Perception of Purchase Stimuli
   - 1.1 Bottom-up and Top-down Processes
   - 1.2 Attention and Information Availability
   - 1.3 Examples based on Digital Stimuli
2. The Digital Customer Journey
   - 2.1 Comparing Customer Journeys Offline and Online
   - 2.2 The Zero Moment of Truth Model
3. Persuasion Strategies
   - 3.1 Product Presentation Online versus Offline
   - 3.2 Persuasion Strategies according to Cialdini
   - 3.3 Application to Digital Examples

4. Price Perception
   - 4.1 Digital Payment Behavior
   - 4.2 Price Perception Online
   - 4.3 Trust in Digital Providers

5. Shopping Addiction
   - 5.1 Principles of Shopping Addiction
   - 5.2 Potential Sources of Shopping Addiction Online

6. Segmentation of Customers
   - 6.1 Definition Purchase Types
   - 6.2 Differences between Generations X, Y and Z
   - 6.3 Future of Digital Customer Orientation

Literature

Compulsory Reading

Further Reading

- Cialdini, R. (2016). Pre-Suasion: A Revolutionary Way to Influence and Persuade, Simon & Schuster.
- Gunter, B. (2016). The Psychology of Consumer Profiling in a Digital Age, New York, Routledge.
- Lecinski, J. (2011). Winning the Zero Moment of Truth. Google book.

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	
	☑ Slides	

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 Exam, 90 Minutes Study Format: myStudies 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
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

Project: Personnel Selection and Assessment

Module Code: DLBWPWDHRPG1_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

Carolin Graßmann (Project: Personnel Selection and Assessment)

Contributing Courses to Module

- Project: Personnel Selection and Assessment (DLBWPWDHRPG01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Project Report	

Weight of Module

see curriculum

Module Contents

The students develop a guideline for a multimodal interview on the basis of a self-defined requirement profile, conduct it, evaluate it and prepare a report on it.

Learning Outcomes

Project: Personnel Selection and Assessment

On successful completion, students will be able to

- create a requirements profile.
- develop an MMI-based interview guide for a recruitment interview.
- conduct and evaluate such an interview.
- outline the central results of the interview in an expert report.

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 Human Resources and Psychology	All Bachelor Programs in the Human Resources and Social Sciences fields

Project: Personnel Selection and Assessment

Course Code: DLBWPWDHRPG01_E

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

Course Description

To ensure that the staffing of vacant positions in companies does not become a subjective decision depending on the gut feeling of the interview partner(s), a standardized, structured procedure based on previously defined criteria of assessment in recruitment interviews is necessary. The students first define a requirement profile in order to evaluate it with the help of the Multimodal Interview (MMI) in regard to a potentially vacant position. They develop an interview guideline following the structure of the MMI and conduct an interview with an interview partner from their own network who potentially matches the requirement profile. Subsequently, the interview is evaluated on the basis of the previously defined requirement profile and an expert report is prepared.

Course Outcomes

On successful completion, students will be able to

- create a requirements profile.
- develop an MMI-based interview guide for a recruitment interview.
- conduct and evaluate such an interview.
- outline the central results of the interview in an expert report.

Contents

- Students define a requirements profile in an industry and for a position of their choice based on qualifications, competencies, soft skills and values, and establish target and can-do criteria. Within this framework, the formal requirements (education/s, work experience), professional requirements (special skills or knowledge), methodological competencies (negotiation skills, strategic thinking, tools, etc.), social competencies (assertiveness, ability to work in a team, etc.) and the required value orientation must be defined. In addition, the students develop an MMI-based interview guideline for a recruitment interview that is to be conducted in approx. 60 minutes with an interview partner from their own network who matches potentially the defined position. This is followed by the "matching" of the answers in regard to the defined requirement profile. The results of this review are presented in the form of a report. The acquired knowledge and competencies of the course can be applied in any industry and to any vacant position in the field of personnel selection

Literature
Compulsory Reading
Further Reading ▪ Hostman, M. (2019). The Effective Hiring Manager. Wiley & Sons, Hoboken/New Yersey. ▪ Hoevemeyer, V. A. (2017). High-Impact Interview Questions. Amarican Management Association, New York ▪ Petterson, N. & Durivage, A. (2008). Structured Interview: Enhancing Staff Selection, Presses de l´Université du Québec, Québec ▪ Smart, G. & and Randy Street, R. (2008). Who - The A Method for Hiring, Ballantine Books, New York. ▪ Schmitt, N. (2012). The Oxford Handbook of Personnel Assessment and Selection, Oxford University Press, Oxford ▪ Terk, N. (2012). Writing Performance Reviews. Write It Well, Oakland

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	
Learning Material	**Exam Preparation**
☑ 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 Exam, 90 Minutes Study Format: myStudies 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	

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 Written Assessment: Project Report Study Format: Distance Learning 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Advanced Workbook Study Format: myStudies Advanced Workbook Study Format: Distance Learning 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	**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	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 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 Concept Presentation Study Format: Distance Learning Concept Presentation Study Format: myStudies 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Advanced Workbook Study Format: Distance Learning 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		

Project: Sustainability from the Consumer Perspective

Module Code: DLBCCPNKP_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

(Project: Sustainability from the Consumer Perspective)

Contributing Courses to Module

- Project: Sustainability from the Consumer Perspective (DLBCCPNKP01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Oral Project Report	

Weight of Module

see curriculum

Module Contents

In this module, students independently develop theoretical knowledge on the topic of sustainability from a consumer perspective and apply it practically. Sustainability has arrived in the mass market and has a significant influence on purchasing processes. Sustainability is increasingly important to consumers worldwide, starting from production to the marketing of products. At the same time, consumers vary significantly in their needs and motives to act sustainably. For organizations and brands to position themselves successfully in this environment, detailed knowledge of consumer expectations and demands regarding sustainability is crucial. The main theories and concepts for a better understanding of sustainability from a consumer perspective are therefore the focus of this course.

Learning Outcomes

Project: Sustainability from the Consumer Perspective

On successful completion, students will be able to

- contextualize the connections between sustainability and consumption.
- make the consumer need for sustainability tangible and apply it to develop strategic activities.
- integrate sustainability along the specific customer journey of a company.
- assess the impact of media and communication in sustainability management and select channels accordingly.
- apply sustainability as a segmentation criterion for differentiating target groups.
- check the impact of sustainability activities along the customer journey.

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

Project: Sustainability from the Consumer Perspective

Course Code: DLBCCPNKP01_E

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

Course Description

Sustainability is one of the most fundamental societal trends of our time and significantly shapes consumer behavior. From an economic perspective, sustainable actions pay off for companies. However, before companies redesign or adapt their strategies and activities, a closer look at the topic of sustainability is vital, as sustainable consumption needs vary enormously. They differ by country, age, gender, level of education, and other target group-specific factors, as well as the product category and industry in which a company operates. For companies, fundamental questions arise about how products and brands should be designed and positioned as agents of sustainability. In this course, students learn not only the basics of sustainable consumption but also various influencing factors to differentiate consumers based on their sustainability needs. For example, they will work independently on how to segment target groups based on sustainability aspects. The students will understand that sustainability has become a key success factor in consumer policy because sustainable consumption can evoke particularly positive emotions, experiences, and memories.

Course Outcomes

On successful completion, students will be able to

- contextualize the connections between sustainability and consumption.
- make the consumer need for sustainability tangible and apply it to develop strategic activities.
- integrate sustainability along the specific customer journey of a company.
- assess the impact of media and communication in sustainability management and select channels accordingly.
- apply sustainability as a segmentation criterion for differentiating target groups.
- check the impact of sustainability activities along the customer journey.

Contents

- The societal awareness of sustainable business practices and everyday life is rising, and sustainably produced products and brands are becoming increasingly important in the purchasing decisions for many consumers. Sustainability management has therefore become particularly relevant for companies and brands, going far beyond the topics of climate and environmental protection. Consumers are increasingly interested in the social and economic aspects of companies and their brands and products, such as working conditions or human rights. As part of the project, students gain a comprehensive overview of the

topic of sustainability and consumption: starting with defining sustainability motives and needs, through a sustainable consumer journey, to the analysis of sustainability activities in purchasing decision processes. A central component of the course is the practical implementation of a sustainability project related to a purchasing decision process. This could be, for example, the definition of a sustainable consumer journey, an evaluation of various sustainability strategies for the company, the differentiation of consumers based on sustainability, or the use of media and communication in the management of sustainability and consumption. Regardless of the content itself, the work must be considered and carried out in the context of consumer policy and sustainable strategies. In addition to the practical implementation of a sustainable consumer project, students should reflect on their work, critically examine the potential and limitations of existing approaches, and describe the success of their work through clearly defined objectives.

Literature

Compulsory Reading

Further Reading

- Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K. P., & Weber, A. (2018). The many faces of sustainability-conscious consumers: A category-independent typology. Journal of Business Research, 91, 83–93. https://doi.org/10.1016/j.jbusres.2018.05.022
- Bettencourt, L. A., Harmeling, C., Bhagwat-Rana, Y., & Houston, M. B. (2022). Consumer Job Journeys. Journal of Service Research, 25(3), 347–370. https://doi.org/10.1177/1094670521103250
- Jasrotia, S. S., Darda, P., & Pandey, S. (2022). Changing values of millennials and centennials towards responsible consumption and sustainable society. Society and Business Review, 18(2), 244–263. https://doi.org/10.1108/SBR-01-2022-0013
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. Journal of Marketing, 83(3), 22–49. https://doi.org/10.1177/0022242919825649

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 ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Entrepreneurship and Innovation

Module Code: DLBBAEI-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

Diana Murtgah-Böhm (Entrepreneurship and Innovation)

Contributing Courses to Module

- Entrepreneurship and Innovation (DLBBAEI01-01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Entrepreneurship
- The Entrepreneur
- The Entrepreneurial Process
- Innovation
- Planning, Business Models and Strategy

Learning Outcomes

Entrepreneurship and Innovation

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

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

Entrepreneurship and Innovation

Course Code: DLBBAEI01-01_E

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

Course Description

Entrepreneurship and innovation are the basis and one of the driving forces of every economy. Entrepreneurship and innovation are of great importance in every phase of the economic development cycle. They are important drivers for competition, competitiveness and survival in globalized markets. In this module, students are familiarized with the ideas, motives and concepts of entrepreneurship. They also get an overview of the identification, evaluation and further development of innovations.

Course Outcomes

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

Contents

1. Entrepreneurship
   - 1.1 Defining Entrepreneurship
   - 1.2 Benefits of Entrepreneurial Activity
   - 1.3 Types of Entrepreneurs
   - 1.4 Global Trends in Entrepreneurship
2. The Entrepreneur
   - 2.1 Defining Entrepreneur
   - 2.2 Characteristics of Entrepreneurs
   - 2.3 Entrepreneurial Motivation and Behavior
3. The Entrepreneurial Process
   - 3.1 Stages of the Entrepreneurial Process

3.2 Venture Creation
3.3 Creativity Management and Time Pressure

4. Innovation
4.1 Defining Innovation
4.2 Innovation Lifecycle
4.3 Sources of Innovation
4.4 Encouraging Entrepreneurship and Innovation

5. Planning, Business Models and Strategy
5.1 Business Plan
5.2 Designing a Business Model
5.3 Developing a Business Strategy

Literature

Compulsory Reading

Further Reading

- Bessant, J., & Tidd, J. (2015). Innovation and entrepreneurship. Wiley.
- Parker, S. C. (2018). The economics of entrepreneurship (2nd ed.). Cambridge University Press.
- Scarborough, N., & Cornwall, J. (2018). Essentials of entrepreneurship and small business management (Global ed.). Pearson Education.

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	

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 Written Assessment: Case Study Study Format: Distance Learning 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
- ☑ 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	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: Digital Business Models

Module Code: DLBWPPDBM_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. Tamara Wehrstein (Project: Digital Business Models)

Contributing Courses to Module

- Project: Digital Business Models (DLBWPPDBM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Written Assessment: Project Report Study Format: Distance Learning Written Assessment: Project Report	

Weight of Module

see curriculum

Module Contents

Digital business models are part of the value creation of today's digital transformation. In this module, the fundamentals of digital business models are researched and defined. On the basis of this foundation, a digital business model is independently developed and documented.

Learning Outcomes

Project: Digital Business Models

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

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 Business Models

Course Code: DLBWPPDBM01_E

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

Course Description

Digital technologies have radically changed markets, the business world and society. The development of digital business models is an important task to be able to secure the future of a company. In this course, the essential basics of digital business models are researched and defined. Based on a (digital) market research method, a digital business model will be developed and challenges in practice will be discussed. The results are then documented by the students.

Course Outcomes

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

Contents

- In order to develop a digital business model, the project report includes a literature review to define the essential principles and characteristics of a digital business model. Case studies are used to describe forms of digital business models. By means of (digital) market research methods, a practical question/problem is derived, which forms the starting point for the creation of a digital business model. Using suitable methods and tools for the creation of a digital business model, students independently create a business model. Subsequently, the challenges of the business model will be discussed. The application reference (e.g. web store) and/or industry (e.g. retail or health sector) isestablished in coordination with the course instructor.

Literature
Compulsory Reading
Further Reading ▪ Osterwalder, A., Pigneur, Y., & Clark, T. (2013). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley. ▪ Rogers, D. L. (2016). The digital transformation playbook: Rethink your business for the digital age. New York, NY: Columbia Business School Publishing. ▪ Wirtz, B. W. (2019). Digital business models: Concepts, models, and the Alphabet case study. Springer International Publishing. ▪ Weill, P., & Woerner, S. (2018). What's your digital business model?: Six questions to help you build the next-generation enterprise. Harvard Business Review.

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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Written Assessment: Case Study Study Format: myStudies 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	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Slides	

Marketing I

Module Code: BMAR1-02_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	BA	3	90 h

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

Module Coordinator

Dr. Konstantinos Kalligiannis (Marketing I)

Contributing Courses to Module

- Marketing I (BMAR01-02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Fundamentals of Marketing
- Product Policy Decisions
- Communication Policy Decisions
- Pricing Policy Decisions
- Distribution Policy Decisions

Learning Outcomes

Marketing I

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

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

Marketing I

Course Code: BMAR01-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		3	none

Course Description

The aim of the course is to provide students with the central marketing concepts and terms of operative marketing. They will gain an insight into the different approaches of marketing in the company and become familiar with the management of products and brands as well as with the concept of positioning in the market. The course teaches students the basic tools of marketing using the marketing mix instruments. The four elements of the marketing mix will be discussed in detail, i.e., product, communication, pricing and distribution policy decisions. The relationship and interaction of the individual elements will be illustrated by company cases. The students learn that the success of a product depends on a consistent and consequent implementation of the single elements in operative marketing.

Course Outcomes

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

Contents

1. Basic Concepts of Marketing
   - 1.1 Central Terminology
   - 1.2 Brand Management, Positioning and Competitive Strategies
   - 1.3 Marketing Management
2. Product Policy Decisions
   - 2.1 Terms of Product Policy Decisions
   - 2.2 Product Policy Decisions
   - 2.3 Innovation Management
3. Communication Policy Decisions
   - 3.1 Integrated Marketing Communications
   - 3.2 Mass Media Communication Tools

3.3 Interpersonal Communication Tools

4. Pricing Policy Decisions
   - 4.1 The Role of Pricing Policy Decisions in Marketing
   - 4.2 Pricing Strategies
   - 4.3 Determining Prices and Conditions

5. Distribution Policy Decisions
   - 5.1 Basic Concepts of Distribution Policy Decisions
   - 5.2 Vertical Design of the Distribution System
   - 5.3 Horizontal Design of the Distribution System

Literature

Compulsory Reading

Further Reading

- Blythe, J. (2006): Essentials of Marketing Communications. 3rd edition, Prentice Hall, Upper
- Blythe, J. (2012): Essentials of Marketing. 5th edition, Pearson, London.
- Egan, J. (2015): Marketing Communications. 2nd edition, SAGE, Thousand Oaks (CA).
- Kotler, P./Keller, K.L./Chernev, A.(2021): Marketing Management. 16th edition, Pearson, London.
- Simon, H./Fassnacht, M. (2019): Price Management. Strategy, Analysis, Decision, Implementation. 4th edition, Springer Gabler, Heidelberg.

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**
54 h	0 h	18 h	18 h	0 h	90 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		

Marketing II

Module Code: BMAR2-02_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	BMAR01-02_E	BA	2	60 h

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

Module Coordinator

Stefan Wiesmann (Marketing II)

Contributing Courses to Module

- Marketing II (BMAR02-02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Basics of Consumer Behavior Research
- Marketing Message
- Purchase Decision Models
- Market Research and Segmentation
- Customer Satisfaction

Learning Outcomes

Marketing II

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

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

Marketing II

Course Code: BMAR02-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		2	BMAR01-02_E

Course Description

The aim of the course is to gain a deeper understanding of consumer behavior. Students will learn the basic concepts of consumer behavior research. The course explores different purchase decision models and examines the factors of conditioning, information processing and effects of emotions that significantly influence purchase decisions. Again, real-world examples are used to link theory and practice. The topic of market segmentation will be explored in detail in the context of market research. Here, students become familiar with the most important instruments and methods. Other important topics of marketing are customer satisfaction and customer loyalty, which are closely related.Customer expectations and various measures for customer loyalty will be presented and further analyzed.

Course Outcomes

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

Contents

1. Basic Approaches of Consumer Behavior Research
   - 1.1 Introduction to Consumer Behavior Research
   - 1.2 B2C versus B2B Purchasing
   - 1.3 Theoretical Framework
2. Consumers and the Marketing Message
   - 2.1 Activating Processes
   - 2.2 Cognitive Processes
   - 2.3 Environmental Moderators
3. Purchase Decision Models
   - 3.1 The Purchase Decision Process
   - 3.2 Types of Purchase Decisions

3.3 Purchase Decision Making

4. Market Research and Segmentation
   - 4.1 Introduction to Market Research
   - 4.2 Market Research Design and Instruments
   - 4.3 Segmentation Methods

5. Customer Satisfaction
   - 5.1 The Concept of Customer Satisfaction
   - 5.2 Customer Loyalty
   - 5.3 Relationship Marketing

Literature

Compulsory Reading

Further Reading

- Babin, B. J., & Harris, E. G. (2015). Consumer Behavior (7th ed.). South-Western/Cengage.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). Consumer Behavior (7th ed.). Cengage Learning.
- Sethna, Z., & Blythe, J. (2016). Consumer Behavior (3rd ed.). SAGE.
- Solomon, M. R. (2014). Consumer Behavior: Buying, Having, and Being (11th ed.). Prentice Hall.

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**
36 h	0 h	12 h	12 h	0 h	60 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		

Advertising Psychology

Module Code: DLBMAWEPS_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

Francisco Tigre Moura (Advertising Psychology)

Contributing Courses to Module

- Advertising Psychology (DLBWPMUW02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Fundamentals and Development of Advertising Psychology
- Theories and Models of Advertising Impact
- Perception
- Attention
- Psychology of Learning, in Particular Emotional Conditioning
- Memory
- Psychological Reactance, Attitude and Attitude Change
- Methods of Advertising Psychology

Learning Outcomes

Advertising Psychology

On successful completion, students will be able to

- name the main concepts in advertising psychology and place them in the overall context of industrial and organizational psychology.
- name the most important psychological aspects of the advertising effect and to derive recommendations for actions to optimize them.
- assess which procedures they can use to evaluate the quality of these recommendations for application.
- convey the cognitive processing of their information to their addressees and thereby avoid (or consciously use) cognitive dissonance.
- emotionally charge an offer, a person or a brand.
- critically question investigations and studies with the help of the developed inventory of methods and to conduct own 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 Psychology	All Bachelor Programs in the Social Sciences field

Advertising Psychology

Course Code: DLBWPMUW02_E

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

Course Description

Advertising Psychology applies the basic disciplines of general psychology such as perception, learning, emotions, attitudes and motives to advertising, by exploring its special features. The focus is also on unconscious memories and motives. The primary question is which theoretical concepts can provide recommendations for action under the conditions of information overload, loss of trust in institutions and the media, and the rapid development and spread of new media such as v-blogs and virtual reality.

Course Outcomes

On successful completion, students will be able to

- name the main concepts in advertising psychology and place them in the overall context of industrial and organizational psychology.
- name the most important psychological aspects of the advertising effect and to derive recommendations for actions to optimize them.
- assess which procedures they can use to evaluate the quality of these recommendations for application.
- convey the cognitive processing of their information to their addressees and thereby avoid (or consciously use) cognitive dissonance.
- emotionally charge an offer, a person or a brand.
- critically question investigations and studies with the help of the developed inventory of methods and to conduct own studies.

Contents

1. Fundamentals and Development of Advertising Psychology
    - 1.1 Definition and Development of Advertising Psychology
    - 1.2 Psychological Disciplines and Their Contributions to Advertising Psychology
    - 1.3 Environmental Conditions of Advertising, Crisis of Classical Advertising
    - 1.4 Advertising "Above/Below the Line”
    - 1.5 Advertising in the Communication Process
    - 1.6 Concepts and Terms for Advertising Design
2. Models of Advertising Impact
    - 2.1 Mechanistic Stimulus-Response Models (S-R, S-O-R)

- 2.2 Hierarchical Models of Advertising Impact
- 2.3 Two-Process Models

3. Perception
   - 3.1 Hypothesis Theory of Perception
   - 3.2 Psychophysics
   - 3.3 The Sensory Modalities
   - 3.4 Multisensual Appeal

4. Attention
   - 4.1 Attention Control
   - 4.2 Advertising in Times of Information Overload
   - 4.3 Implementation for Advertising Design
   - 4.4 Advertising Impact Without Attention

5. Learn
   - 5.1 Signal Learning, Classical Conditioning According to Pavlov
   - 5.2 Emotional (Evaluative) Conditioning
   - 5.3 Operant Conditioning
   - 5.4 Model Learning in Advertising

6. Memory
   - 6.1 Encoding and Retrieval
   - 6.2 The Model of Memories
   - 6.3 Forgetting and Interference Effects
   - 6.4 Implicit Recall and the Mere-Exposure Effect

7. Attitude and Attitude Change
   - 7.1 Concept of Recruitment
   - 7.2 Dual Process Theories
   - 7.3 The Role of Credibility
   - 7.4 Influence and Reactance
   - 7.5 Storytelling in Advertising

8. Morphological Approaches
   - 8.1 Roots of the Morphological Approaches
   - 8.2 Scissors Analysis of the Advertising Effect
   - 8.3 Morphological Advertising Impact Analyses

9. Methods of Advertising Psychology
   - 9.1 Response Bias in Psychological Advertising Research
   - 9.2 Biopsychological and Neuroscientific Methods
   - 9.3 Quantitative Methods in Advertising Psychology
   - 9.4 Qualitative Methods in Advertising Psychology
   - 9.5 Advertising and New Media

Literature

Compulsory Reading

Further Reading

- Billeter, D., Kalra, A., & Loewenstein, G. (2011) .Underpredicting Learning after Initial Experience with a Product. Journal of Consumer Research, 37(5),723-736.
- Fennis, B. & Stroebe, W. (2021). The Psychology of Advertizing, 3rd ed, Routledge.
- Kahneman (2011). The characters of the story.Thinking Fast and Slow (Chapter1).
- Solomon, M., Marshall, G. W. & Stuart, E. W. (2006). Advertising and Public Relations. In M. Solomon, G. W. Marshall & E. W. Stuart. Marketing: Real people, real choices. (p.393-426). Upper Saddle River: Pearson.

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		

Digital Methods in Market Research

Module Code: DLBWPWMW1_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

Grisilda Miftari (Digital Methods in Market Research)

Contributing Courses to Module

- Digital Methods in Market Research (DLBWPWMW01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

Learning Outcomes

Digital Methods in Market Research

On successful completion, students will be able to

- understand the digital needs of customers.
- apply digital quantitative market research methods.
- know digital qualitative market research methods.
- reflect on the knowledge gained from different methods.
- carry out a digital 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

Digital Methods in Market Research

Course Code: DLBWPWMW01_E

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

Course Description

Since the beginning of the digital age, consumers have also been spending more time in the digital space. Market research is about understanding the needs of consumers in order to be able to offer target groups the right product. For this reason, the methods must be adapted so that customers are appropriately approached. Online surveys now account for the largest share of market research. In addition, there are various technological possibilities, such as facial muscle scans or personal tracking apps, to capture needs and trends ever more precisely. Both quantitative and qualitative market research is thus becoming increasingly digital, even if the principles of gaining insights are based on classic market research methods. This course will highlight the evolution of market research, introduce new quantitative and qualitative methods and tools, and evaluate from a psychological perspective how the future of market research is evolving.

Course Outcomes

On successful completion, students will be able to

- understand the digital needs of customers.
- apply digital quantitative market research methods.
- know digital qualitative market research methods.
- reflect on the knowledge gained from different methods.
- carry out a digital market research project.

Contents

1. Development of Market Research
   - 1.1 Accessibility of Consumers via different Channels
   - 1.2 Development of different Methods and Tools
2. Basics of Market Research
   - 2.1 Primary versus Secondary Research
   - 2.2 Qualitative versus Quantitative Research
   - 2.3 Market Research Institutes and their Tasks
3. Quantitative Market Research Methods
   - 3.1 Online Panel

3.2 Mystery Online Shopping
3.3 Posting/Social Media Analysis

4. Qualitative Methods
   4.1 Online Forums/Focus Groups
   4.2 Diary App
   4.3 Facial Coding
   4.4 Eye Tracking

5. The Digital Market Research Project
   5.1 Order Placement/Briefing
   5.2 Method and Sample Selection
   5.3 Implementation and Evaluation
   5.4 Presentation and Knowledge Gain

6. Data Protection and the Future of Digital Market Research
   6.1 Digital Footprint Analysis
   6.2 Application Examples Smart Data
   6.3 Data Protection Law and Ethical Aspects

Literature

Compulsory Reading

Further Reading

- Esteban Bravi, M., Vidal Sanz, J. (2021). Marketing Research Methods. Cambridge University Press.
- Konnikov, E.; Konnikova, O.; Rodionov, D.; Yuldasheva, O. (2021). Analyzing Natural Digital Information in the Context of Market Research. Information, 12, 387.
- Ronan, G. (2017). The future of market research. Kindle Paperwhite.

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	

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 Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes Study Format: Duales myStudium 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 Oral Project Report Study Format: Duales myStudium Oral Project Report Study Format: Distance Learning 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 ▪ 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 ▪ 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. ▪ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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 Participation Certificate (passed / not passed) Study Format: Distance Learning 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 - 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 Exam, 90 Minutes Study Format: myStudies 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 This module is similar to other modules in the field of Languages	**Links to other Study Programs of the University** 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 ▪ 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 Participation Certificate (passed / not passed) Study Format: myStudies 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 - 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 Exam, 90 Minutes Study Format: Distance Learning 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 ▪ 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 Participation Certificate (passed / not passed) Study Format: myStudies 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 - 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 Exam, 90 Minutes Study Format: Distance Learning 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 ▪ 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 Participation Certificate (passed / not passed) Study Format: Distance Learning 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 - 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 Exam, 90 Minutes Study Format: Distance Learning 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 ▪ 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

Studium Generale V

Module Code: DLBSG5_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

(Studium Generale V)

Contributing Courses to Module

- Studium Generale V (DLBSG05_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning 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 V** 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. ▪ deepen one's own skills and abilities in a self-directed manner. ▪ look beyond the boundaries of their own area of expertise	
Links to other Modules within the Study Program It is a stand-alone offering with possible references to various required and elective modules	**Links to other Study Programs of the University** All IU Distance Learning Bachelor Programs

Studium Generale V

Course Code: DLBSG05_E

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

Course Description

In the course "Studium Generale IV", 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.
- deepen one's own skills and abilities in a self-directed manner.
- look beyond the boundaries of their own area of expertise

Contents

- The course "Studium Generale IV" 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

Studium Generale VI

Module Code: DLBSG6_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

(Studium Generale VI)

Contributing Courses to Module

- Studium Generale VI (DLBSG06_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning 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 VI

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.
- deepen one's own skills and abilities in a self-directed manner.
- 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 VI

Course Code: DLBSG06_E

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

Course Description

In the course "Studium Generale IV", 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.
- deepen one's own skills and abilities in a self-directed manner.
- look beyond the boundaries of their own area of expertise.

Contents

- The course "Studium Generale IV" 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.
- 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

Internship: Psychological Application Areas

Module Code: DLBMWPPAB_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

N.N (Internship: Psychological Application Areas)

Contributing Courses to Module

- Internship: Psychological Application Areas (DLBMWPPAB01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning 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: Psychological Application Areas

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 Methods.	All Bachelor Programs in the Business field.

Internship: Psychological Application Areas

Course Code: DLBMWPPAB01_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 Psychology. 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. The internship can/should be completed in the following companies:
- Any company that employs psychologists, be it in hr, strategy or marketing.

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	10 h	0 h	890 h	900 h

Instructional Methods

Interaction and Communication in Organisations

Module Code: DLBKPSIKO_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. (Interaction and Communication in Organisations)

Contributing Courses to Module

- Interaction and Communication in Organisations (DLBKPSIKO01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	

Weight of Module

see curriculum

Module Contents

- Definition and Communication Structures
- Trust-Building Communication and Conflict Resolution
- Opinion Formation and Media Communication
- Transparency and Politically Correct Communication

Learning Outcomes

Interaction and Communication in Organisations

On successful completion, students will be able to

- understand communication channels and processes within the company.
- apply communication strategies to establish trust and credibility.
- name information and public disclosure obligations of entrepreneurs.
- reflect on methods of measuring the success of communication.

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

Interaction and Communication in Organisations

Course Code: DLBKPSIKO01_E

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

Course Description

Intact communication processes play a decisive role in the success of an organization: On the one hand, successful internal communication ensures the productive transfer of information, the management of a team or the cohesion of employees. On the other hand, professional external communication determines how a company is perceived by the media, stakeholders and customers. In this context, companies today are confronted with increasingly tightened communication conditions as well as with an extremely increasing range of communication options. This course begins by defining the essentials of corporate communications and illustrates the communication tools, processes, and guidelines within an organization. It will also look at strategies, building trust and credibility, and defusing crises. Finally, the use of various digital communication channels and methods for measuring successful corporate communication are discussed.

Course Outcomes

On successful completion, students will be able to

- understand communication channels and processes within the company.
- apply communication strategies to establish trust and credibility.
- name information and public disclosure obligations of entrepreneurs.
- reflect on methods of measuring the success of communication.

Contents

1. Terminology and History
   - 1.1 What falls under the Concept of Corporate Communication?
   - 1.2 Overview Development of Corporate Communication
2. Structural Aspects of Corporate Communication
   - 2.1 Forms of Communication
   - 2.2 Communication Hierarchies
   - 2.3 Communication Channels
   - 2.4 Communication Processes
3. Trust and Credibility
   - 3.1 Definition of Trust

3.2 Appreciative Communication
3.3 Organizational Culture and Rules of Conduct
3.4 Psychological Contracts

4. Change and Crisis Management
4.1 Communication in Change
4.2 Communication for Conflict Resolution
4.3 Rumors
4.4 Achieving Win-Win Solutions

5. Media Communication
5.1 Press Relations
5.2 The Company as a Brand
5.3 Impression Management
5.4 Communication via Social Media
5.5 Communication via Numbers and Statistics

6. Legal Aspects of Communication
6.1 Politically Correct Communication
6.2 Transparent Communication
6.3 Data Protection

7. Measuring Successful Communication
7.1 Employee Surveys
7.2 360 Degree Feedback
7.3 Evaluation on the Basis of Key Figures

Literature

Compulsory Reading

Further Reading

- Chmiel, N. (2000). Introduction to Work and Organizational Psychology : A European Perspective. Blackwell Publ.
- Church, A. H., Bracken, D. W., Fleenor, J. W., & Rose, D. S. (2019). Handbook of Strategic 360 Feedback. Oxford University Press.
- Falkheimer, J., & Heide, M. (2018). Strategic Communication: An Introduction. Routledge.
- Harris, T. E., & Nelson, M. D. (2019). Applied Organizational Communication: Theory and Practice in a Global Environment (4th ed). Routledge.
- Lauring, J. (2011). Intercultural Organizational Communication: The Social Organizing of Interaction in International Encounters. Journal of Business Communication, 48(3), 231–255. https://doi-org.pxz.iubh.de:8443/10.1177/0021943611406500
- Lipsky, D. B., Avgar, A. C., & Lamare, J. R. (2020). Organizational Conflict Resolution and Strategic Choice: Evidence from a Survey of Fortune 1000 Firms. ILR Review, 73(2), 431–455. https://doi-org.pxz.iubh.de:8443/10.1177/0019793919870169

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	

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 Written Assessment: Case Study Study Format: Distance Learning Written Assessment: Case Study Study Format: Duales myStudium 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
- ☑ 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	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
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

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

Exam Preparation
- ☑ Online Tests
- ☑ Guideline

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 Written Assessment: Case Study Study Format: myStudies 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	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Slides	

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 Oral Assignment Study Format: Duales myStudium Oral Assignment Study Format: Distance Learning 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 ▪ Baber, A., Waymon, L., Alphonso, A., & Wylde, J. (2015). Strategic connections: The new face of networking in a collaborative world. AMACOM. ▪ Kaats, E., & Opheij, W. (2014). Creating conditions for promising collaboration: Alliances, networks, chains, strategic partnerships. Springer. ▪ Martin, S. J., Goldstein, N. J., & Cialdini, R. B. (2014). The small BIG: Small changes that spark BIG influence. Profile Books. ▪ 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	

Project: Public Speaking

Module Code: DLBPRPPT_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

(Project: Public Speaking)

Contributing Courses to Module

- Project: Public Speaking (DLBPRPPT01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Oral Project Report Study Format: myStudies Oral Project Report	

Weight of Module

see curriculum

Module Contents

This module is designed to provide students with practical "tools of the trade" on a scientific basis, in order to perform confidently in public and to speak in front of an audience. The focus is on rhetorical skills as well as skills regarding presentation and communication methods. Furthermore, the interplay of content and presentation is explicitly dealt with, considering different settings, media, and target groups. The students will get to know all relevant areas and steps, comprehend them, and realize them by means of an example project. An up-to-date list of topics can be found in the Learning Management System.

Learning Outcomes

Project: Public Speaking

On successful completion, students will be able to

- speak to an audience in a manner appropriate to the target group and the occasion.
- use gestures and facial expressions more consciously.
- master basic principles of rhetoric.
- understand the specifics of "Public Speaking" from both a scientific and a professional point of view.
- create texts for specific purposes and present them in their portfolio.

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: Public Speaking

Course Code: DLBPRPPT01_E

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

Course Description

This course offers students a practice-oriented introduction to the subject area of "Public Speaking", i.e. presenting in public. The goal is to teach them methods and skills to perform, speak and present confidently in public and in front of an audience. From the imparting of central rhetorical knowledge over the relevant fields of communication principles and theories, their fields of application or their implementation in practice are the focus of consideration and analysis. Finally, students should be enabled to apply these new insights to their own and to practice them in specific situations, settings and media.

Course Outcomes

On successful completion, students will be able to

- speak to an audience in a manner appropriate to the target group and the occasion.
- use gestures and facial expressions more consciously.
- master basic principles of rhetoric.
- understand the specifics of "Public Speaking" from both a scientific and a professional point of view.
- create texts for specific purposes and present them in their portfolio.

Contents

Literature
Compulsory Reading
Further Reading ▪ Andrei, P. D. (2022). The Psychology of Persuasion: How To Use Proven Speaking Patterns To Make Your Ideas Irresistible. Speak for Success Collection. ▪ Carnegi, D. (2018). The Art of Public Speaking. The Original Tool for Improving Public Oration. Clydesdale Press. ▪ Gallo, C. (2014). Talk like TED. The 9 public-speaking secrets of the world's top minds. St. Martin's Griffin. ▪ Gubrium, J. F., Holstein, J. A., Marvasti, A. B. & McKinney, K. D. (2012). The SAGE Handbook of Interview Research: The Complexity of the Craft: Vol. 2nd ed. SAGE Publications, Inc. ▪ Young, P. (2021). Media Relations in the Social Media Age, in: A. Theaker (Ed.): The Public Relations Handbook. (6th Edition, p. 211-225). Routledge.

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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

Corporate Communication

Module Code: DLBPRWCCPR1_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. Jonathan Black-Branch (Corporate Communication)

Contributing Courses to Module

- Corporate Communication (DLBPRWCCPR01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies 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	**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: 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 Written Assessment: Project Report Study Format: Distance Learning 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 ☑ Intensive Live Sessions/Learning Sprint ☑ 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 ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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

- Study Format "myStudies": Bachelor Thesis
- Study Format "Distance Learning": Bachelor Thesis

Colloquium

- Study Format "myStudies": Colloquium
- 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 ▪ 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. ▪ Turabian, K. L. (2013). A Manual for Writers of Research Papers, theses, and dissertations (8th ed.). University of Chicago Press. ▪ 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