

# English Lectures at the Faculty of Management

**12 English Lectures counting 44 ECTS within the  
Study Programs**

**International Industrial Management (TBB)**

**Industrial Management Automotive Industry (TAB)**

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## Introduction to Technology

1	<b>Module Number</b> 0952	<b>Study Programme</b> TBB/TAB	<b>Semester</b> 1	<b>Offered in</b> xWS xSS	<b>Duration</b> 1 Semester	<b>Module Type</b> Mandatory	<b>Workload (h)</b> 30	<b>ECTS Points</b> 2
2	<b>Courses</b>  Introduction to Technology		<b>Teaching and Learning Forms</b>  Lecture		<b>Contact Time</b>  (SWS)   (h) 2   30		<b>Self-Study Time (h)</b> 30	<b>Language</b>  english
3	<p><b>Learning Outcomes and Competences</b></p> <p>Once the module has been successfully completed, the students...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>...have a basic knowledge and understanding of fundamental processes and concepts from different technological fields.</li> <li>...are familiar with specific technologies that will change over time, depending on what is currently in the industrial focus</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>...understand the construction and functioning of a number of technical devices and machines</li> </ul> <p><b>Communication und Cooperation</b></p> <ul style="list-style-type: none"> <li>...are able to express their knowledge in English using the correct technical terminology.</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>... reflect on and assess one's own abilities (in a group comparison).</li> </ul>							
4	<p><b>Contents</b></p> <p>The Introduction to Technology sub-module provides a grounding in the principal areas of technology. The first section gives an introduction to the basic principles of mechanics and thermodynamics including some applications in the automotive industry. The second section deals with the principles of magnetism and electronics leading up to the development of the computer and other modern communication technologies. The third section focuses on the most recent developments in robotics and its use in industrial areas.</p> <p>Topics discussed include: Engineering materials, classifying engineering processes and machines, units of measurement in engineering. Mechanisms like motion and friction, external and internal combustion engines and engine subsystems, electrochemical and fuel cells and other propulsion types, automobile manufacturing, battery-powered electric cars. Principles of electric circuits, function of electronic devices, circuit symbols, understanding electronic diagrams, circuit protection, radio technology, signal modulation, transmission and reception. Computer technology, basic components, memory, recent developments, robotics and its future potential in industry.</p>							
5	<p><b>Participation Requirements</b></p> <p>recommended: Proficiency in English corresponding to at least level B2 according to the Common European Framework of Reference for Languages. School knowledge in mathematics and physics.</p>							
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Introduction to Technology: 60 minutes written examination.</p>							

## Introduction to Technology

7	<p><b>Further Use of Module</b></p> <p>Compulsory module in the Bachelor's degree course in Business Management / Automotive Industry (TAB) and International Industrial Management (TBB).</p> <p>Basics of modules 0953 Technik 1, 0956 Technik 2, 0957 Technik3, 0919 project.</p>
8	<p><b>Module Manager and Full-Time Lecturer</b></p> <p>Prof. Sarnitz</p>
9	<p><b>Literature</b></p> <p>Introduction to Technology: An electronic manuscript will be provided.</p>
10	<p><b>Last Updated</b></p> <p>26.10.2019</p>

## Business Studies and Personal Skills + English Proficiency

1	Module Number 0983	Study Programme TBB	Semester 1	Offered in xWS xSS	Duration 1 Semester	Module Type Mandatory	Workload (h) 120	ECTS Points 4
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>		<b>Contact Time</b>		<b>Self-Study Time</b>	<b>Language</b>
	a)	Business Studies and Personal Skills	Lecture with exercises		<b>(SWS)</b> 2	<b>(h)</b> 30	30	english
	b)	English Proficiency	Lecture with exercises		2	30	30	english
3	<p><b>Learning Outcomes and Competences</b></p> <p>Once the module has been successfully completed, the students are able to reflect relevant management skills in a situational manner appropriately recognized and communicated in English (B2 level). The module covers basics taken from some of the key areas of Business Management: Marketing, Finance, Human Resources Management and Operations Management.</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>... The students master the English language at B2 level.</li> <li>...The students are familiar e.g. with identifying business opportunities, protecting business ideas, and developing a straightforward business plan</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>...The students are able to express their knowledge in English using the correct terminology. Furthermore they are able to present a business plan in an appropriate way to professional audience.</li> </ul> <p><b>Communication and Cooperation</b></p> <ul style="list-style-type: none"> <li>...The students develop a cooperative self-image among themselves.</li> <li>...The students can have different perspectives and perspectives on management skills, can weigh them against each other and make an assessment.</li> <li>...The students develop a "we feeling" in the group and increase their ability to work in a team.</li> <li>...The students learn to work out a topic in a team and to present it in English.</li> <li>...The students have a basic knowledge and understanding of fundamental processes and concepts from the fields of business and economics.</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>...The students develop a solid understanding of roles.</li> <li>...The students are aware of their personal responsibility.</li> <li>...The students are able to act professionally in the business environment, both in the context of a discussion and in a presentation.</li> </ul>							

## Business Studies and Personal Skills + English Proficiency

4	<p><b>Contents</b></p> <p>Business Studies and Personal Skills The Introduction to Business Studies sub-module covers topics taken from some of the key areas of Business Management: Marketing, Finance, Human Resources Management and Operations Management. The first section starts with fundamental basics, covering the most important definitions of Business Management and Entrepreneurship. Furthermore the processes of identifying business opportunities, protecting business ideas, developing a business plan and choosing the right legal structure are discussed. The second section deals with Marketing, in particular with formulating marketing objectives, strategies and the corresponding Marketing Mix. In the following section financial basics are discussed, e.g. sources of business finance and calculating revenue, costs and profit. The next section deals with Human Resources Management (HRM): HRM aims and objectives, HRM activities and strategies, recruitment and training and measuring the effectiveness of a personnel department. The last section covers the topic Operation Management with focus on the supply chain and quality management. The sub-module ends with a short excursus about presentation skills.</p> <p>English Proficiency</p> <p>The English Proficiency course is designed to ensure that all students have attained at least proficiency level B2 according to the Common European Framework of Reference for Languages.</p>
5	<p><b>Participation Requirements</b></p> <p>recommended:</p> <p>Proficiency in English corresponding to at least level B2 according to the Common European Framework of Reference for Languages. Typically this involves at least 6 years of learning English.</p> <p>A language user at level B2 „can understand the main ideas of complex text on both concrete and abstract topics. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options". For more details see:</p> <p>Common European Framework of Reference for Languages</p> <p>At the beginning of the semester students will be given a placement test to ascertain their proficiency in English. Those failing to meet the minimum requirement level B2 will be required to attend the English Proficiency course (see below).</p>
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Business Studies and Personal Skills: Oral examination. The oral examination includes a student presentation and questions concerning all topics discussed in the lecture</p> <p>English Proficiency is a separate exam: graded exam</p>
7	<p><b>Further Use of Module</b></p> <p>Compulsory module in the Bachelor's degree in International Technical Business Administration (TBB). 0976 Law and Communication, 0977 Economics 5, 0980 International Business.</p>
8	<p><b>Module Manager and Full-Time Lecturer</b></p> <p>Prof. Brauner, Prof. Ullrich</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Johnson, R.A. (1993): Negotiating and Influencing Skills. Sage</li> <li>• Marcousé, I. et al. (2011): Business Studies for A Level; 4th edition. Hodder Education Group</li> <li>• McRae, B. (1997): Negotiating and Influencing Skills. Sage</li> <li>• Robbins, S.P. &amp; Hunsaker (2002). Training in Interpersonal Skills. Prentice Hall</li> </ul>
10	<p><b>Last Updated</b> 04.03.2020</p>

## Intercultural Communication

1	<b>Module Number</b> 0937/0967	<b>Study Programme</b> TBB/TAB	<b>Semester</b> 2 and 6	<b>Offered in</b> xWS xSS	<b>Duration</b> 1 Semester	<b>Module Type</b> Mandatory	<b>Workload (h)</b> 60	<b>ECTS Points</b> 2
2	<b>Courses</b>  Intercultural Communication		<b>Teaching and Learning Forms</b>  Lecture		<b>Contact Time</b>  (SWS)   (h) 2   30		<b>Self-Study Time (h)</b> 30	<b>Language</b>  english
3	<b>Learning Outcomes and Competences</b>  Once the module has been successfully completed, the students...  <b>Knowledge and Understanding</b> <ul style="list-style-type: none"> <li>... know basic principles and theories of intercultural communications.</li> <li>... know essential strategies and skills involved in the leadership and management of multicultural teams.</li> <li>... gain insights into symbols, rituals, and other behaviors of diverse cultures.</li> </ul> <b>Communication und Cooperation</b> <ul style="list-style-type: none"> <li>..... develop self-awareness through reflection.</li> <li>... understand underlying cultural assumptions on the basis of one's own behavior and act and interact appropriately in intercultural workplaces</li> <li>... interact in business situations, respecting taboos and customs</li> <li>... develop cultural competence and empathy and effective intercultural communication</li> <li>... accept different perspectives and attitudes, balance considerations, and undertake a judgment.</li> <li>... communicate and cooperate within the group to develop mutually acceptable and appropriate solutions.</li> </ul> <b>Scientific Self-Conception/ Professionalism</b> <ul style="list-style-type: none"> <li>...analyze situations in multicultural teams by applying basic principles and theories.</li> </ul>							
4	<b>Contents</b>  Theories of intercultural communications. Communications in global, multinational companies. Core values of different cultures and their effect on behavior and communication especially in a business context							
5	<b>Participation Requirements</b>  recommended: English skills (B2-level minimum)							
6	<b>Examination Forms and Prerequisites for Awarding ECTS Points</b>  presentation (graded)							
7	<b>Further Use of Module</b>  Compulsory module for the study program International Industrial Management (TBB)							
8	<b>Module Manager and Full-Time Lecturer</b>  Prof. Duerr							
9	<b>Literature</b> <ul style="list-style-type: none"> <li>Robbins, S.P. / Hunsaker, P.L. (1996): Training in Interpersonal Skills, 2. Auflage, Upper Saddle River, Prentice Hall</li> <li>Johnson, R.A. (1993): Negotiation Basics, Newbury Park, Sage</li> <li>McRae, B. (1998): Negotiating and Influencing Skills, Newbury Park, Sage</li> <li>Hofstede, G. (1997): Cultures and Organisations: Software of the Mind, New York, McGraw-Hill</li> <li>Hall, T. (1989): Beyond Culture, New York, Doubleday</li> <li>Bartlett, C.A. / Ghoshal, S. / Birkinshaw, J.M. (2004): Transnational Management, New York, McGraw-Hill</li> <li>Jacob, N. (2003): Intercultural Management, London, Kogan Page</li> <li>Varner, I. / Beamer, L. (2010): Intercultural Communication in the Global Workplace, New York, McGraw</li> </ul>							
10	<b>Last Updated</b> 30.01.2020							

## Corporate Finance and Business Case Study

1	<b>Module Number</b> 0977	<b>Study Programme</b> TBB	<b>Semester</b> 3	<b>Offered in</b> xWS xSS	<b>Duration</b> 1 Semester	<b>Module Type</b> Manadatory	<b>Workload (h)</b> 180	<b>ECTS Points</b> 6
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>		<b>Contact Time</b>		<b>Self-Study Time (h)</b>	<b>Language</b>
	a.) Corporate Finance		Lecture with exercises		(SWS) 4	(h) 60	105	english
	b.) Business Case Study		Lecture with exercises		1	15		english
3	<p><b>Learning Outcomes and Competences</b></p> <p>Once the module has been successfully completed, the students...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>... know about different sources of financing and can describe internal vs. external financing.</li> <li>... know about the most important key figures of the annual financial statement analysis.</li> <li>... are able to classify the most important capital market products.</li> <li>... understand the meaning of different aspects of investment decisions.</li> <li>... are able to distinguish the terms static and dynamic methods of investment appraisal.</li> <li>... are able to identify risks of an investment decision.</li> <li>... are able to present specific information by means of a series of payments.</li> <li>... understand the specific financial content of a business plan.</li> <li>... understand methods and tools in the area of investment and financing as well as business planning.</li> <li>... name typical applications of methods and tools.</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>... can assess the capital requirement of a company by means of commitment period.</li> <li>... can create a business plan.</li> <li>... recognizes effects of other business decisions on the financing of a company.</li> <li>... can analyze financing issues of a company and develop possible solutions.</li> <li>... appraise investment projects by means of relevant capital flows.</li> <li>... recognize and apply tools/methods offered by digitalization.</li> </ul> <p><b>Communication und Cooperation</b></p> <ul style="list-style-type: none"> <li>...can communicate a business plan within an organization.</li> <li>... can apply their skills and theory of financing to develop a business plan.</li> <li>... can present and discuss a business plan within the group.</li> <li>... can model and calculate different investment projects using financing methods.</li> <li>... work in projects and groups.</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>... are able to discuss their developed financing solutions and business plans using the methodologic background of financing theory.</li> <li>... understand the impacts of different financing possibilities and are able to assess these possibilities.</li> <li>... can create a business plan independently.</li> </ul>							

## Corporate Finance and Business Case Study

4	<p><b>Contents</b></p> <p>a) Corporate Finance:</p> <p>Classify the functions investment and financing in the overall entirety of business management.          Understand the significance for different operation processes.          Apply basic concepts of Accounting Systems.          Identify the most important key figures of the annual financial statements analysis.          Classify the most important capital market products.          Present specific information by means of a series of payment.          Understand the meaning of different aspects of investment decisions.          Distinguish the terms static and dynamic methods of investment appraisal.          Apply the procedures of dynamic investment appraisal.          Identify risks of an investment decision.          Create a business plan. Understand targets and tasks of the submodule financing.          Assess the capital requirement of a company by means of commitment period.          Assess the liquidity of a company.</p> <p>Understand the differences between the internal- and external financing.          Delimit the terms of self-financing and debt-financing and the terms of internal and external financing.          Understand the meaning of alternative financing measures.</p> <p>b) Business Case Study: Apply all fields of the module.</p>
5	<p><b>Participation Requirements</b></p> <p>compulsory: completed first stage of studies</p>
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Examination of 90 Minutes and presentation. For business case study a business plan has to be developed and presented (non graded).</p>
7	<p><b>Further Use of Module</b></p> <p>Mandatory Module in the bachelor degree program International Industrial Management (TBB)          0966 Wirtschaftswissenschaften 6, 0920 Business Simulation, 0980 International Business, 0981 Corporate Governance and Control.</p>
8	<p><b>Module Manager and Full-Time Lecturer</b></p> <p>Prof. Dürr</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Arnold: Corporate Financial Management, Prentice Hall.</li> <li>• Brealey/Myers: Principals of Corporate Finance, McGraw-Hill.</li> <li>• Ross/Westerfield/Jordan: Fundamentals of Corporate Finance, Irwin McGraw-Hill.</li> </ul>
10	<p><b>Last Updated</b></p> <p>28.04.2019</p>

## Digital Enterprise and Information Systems

1	<b>Module Number</b> 8012700	<b>Study Programme</b> TBB/TAB	<b>Semester</b> 4	<b>Offered in</b> xWS xSS	<b>Duration</b> 1 Semester	<b>Module Type</b> compulsory	<b>Workload (h)</b> 120	<b>ECTS Points</b> 4
2	<b>Courses</b>  Digital Enterprise and Information Systems		<b>Teaching and Learning Forms</b>  Lectures, Lab Exercises...Independent work out of SAP applications		<b>Contact Time</b>  (SWS)   (h) 4   60		<b>Self-Study Time (h)</b> 60	<b>Language</b>  english
3	<p><b>Learning Outcomes and Competences</b></p> <p>Once the module has been successfully completed, the students...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>• ... are able to proceed standard processes in SAP Logistics Modules Materials Management (MM), Sales and Distribution (SD) and Production Planning (PP know which master data is basically necessary)</li> <li>• ...know all steps starting from production/ demand planning up to product delivery and customer paying understand the interaction of different modules together in an integrate ERP software</li> <li>• ...learn about business processes supported by the software</li> <li>• ...gain first experience in using the SAP user interface</li> <li>• ...explain the basic procedure of the business processes and understand the connections within the software processes</li> <li>• ...describe standard processes in terms of document flows in procurement, sales and distribution, product cost planning, production, billing</li> <li>• ...know the understanding of SAP-processes in the context of industry 4.0</li> <li>• ...know and understand approaches of digitalization in software processes with SAP like digital marketing for example</li> <li>• ...understand the relationships between logistics and financials modules</li> <li>• ...understand and explain typical features of ERP Systems i.e. availability check, SD pricing with condition technique</li> <li>• ...know and understand the necessary steps of a SAP implementation</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <p><i>Use and Transfer</i></p> <ul style="list-style-type: none"> <li>• ...recognize and classify connections to new ways of doing business (digitalization) – also w.r.t. ethical and sustainable aspects</li> <li>• ...analyse problems occurring during processing application programs and find mistakes or missing inputs caused in master data</li> <li>• ...Recognize the structure of master data and understand the cooperation between master data and application processes</li> <li>• ...transfer the gained processing knowledge to other SAP modules and other business application software</li> <li>• ...understand the basics of customizing</li> <li>• ...understand the difference between customizing and programming</li> <li>• ...develop SAP implementation or business applications software implementation plans</li> </ul> <p><i>Scientific Innovation</i></p> <ul style="list-style-type: none"> <li>• ...improve Business Application Systems</li> <li>• ...develop concepts for the optimization of business processes with business applications software</li> <li>• ...develop concepts for the digitalization of business processes with business applications software and apps</li> </ul> <p><b>Communication und Cooperation</b></p> <ul style="list-style-type: none"> <li>• ... use the learned knowledge, skills and competences to work out further applications and features of SAP and interpret them according to other business processes</li> <li>• ...present methodical business contents and discuss them, i.e. methods for an optimization of purchase order quantity</li> <li>• ...communicate and cooperate within the group in order to find adequate solutions for further digitalization of business processes</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>• ... derive recommendations for business process structuring decisions from a social and ethical perspective on the basis of the known possibilities and alternatives</li> <li>• ...justify the application process solution theoretically and methodically</li> </ul>							

## Digital Enterprise and Information Systems

	<p><b>Contents</b></p> <p>This course teaches details about enterprise resource planning with a focus on business application software (SAP). Basics about ERP Systems, Procurement Processes, Materials Management, Sales &amp; Distribution, Production Cost Planning, Production, Quality Management, Accounting.</p> <p>The relation between value stream updating and stock updating/ stock movement in different modules is shown. The special use of different business methods i.e. demand planning methods or optimization of procurement quantity in SAP are explained.</p> <p>New functions and apps to realize a digitalization of business process are discussed.</p> <p>The steps of the Implementation Roadmap of ERP-Systems are discussed and challenges and limits of customizing in ERP-Systems are discussed.</p>
5	<p><b>Participation Requirements</b></p> <p>recommended: Basic knowledge in Information Technology</p>
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Presentation graded</p>
7	<p><b>Further Use of Course</b></p> <p>Business Planning, Entrepreneurship</p>
8	<p><b>Course Manager and Full-Time Lecturer</b></p> <p>Prof. Dr. Uta Mathis</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• <a href="http://free.espresso-tutorials.com">http://free.espresso-tutorials.com</a></li> <li>• Capacity Planning with SAP, E-Book, Uwe Göhring. - Espresso Tutorials</li> <li>• First Steps in SAP SuccessFactors - Performance and Talent Management, E-Book, Pablo Stuardo. - Espresso Tutorials</li> <li>• Guide to SAP In-House Cash (IHC), E-Book, Mary Loughran; Lennart Ullmann. - Espresso Tutorials</li> <li>• First Steps in SAP second edition, E-Book, Sydnie McConnell. - Espresso Tutorials</li> <li>• First Steps in the SAP Purchasing Processes (MM) - 2nd edition, E-Book, Espresso Tutorials</li> <li>• SAP MM Purchasing Simplified for Beginners (30+ Lectures), E-Video, Ulrika Garner. - Espresso Tutorials</li> <li>• Value Flows into SAP ERP FI, CO, and CO-PA, E-Book, Espresso Tutorials</li> <li>• First Steps in SAP Controlling (CO) / Ashish Sampat. - Espresso TutorialsE, E-Book</li> <li>• First Steps in SAP Financial Accounting (FI) / Ann Cacciottoli. - Espresso Tutorials, E-Book</li> <li>• SAP ERP User Guide - Tips to Increase Productivity / Sydnie McConnell. - Espresso Tutorials, E-Book</li> </ul>
10	<p><b>Last Updated</b></p> <p>07.11.2019</p>

## Exercises in Economics and Business Simulation Game

	Module Number 0920	Study Programme TBB/TAB	Semester 5	Offered in X WS X SS	Duration 1 Semester	Module Type Mandatory	Workload (h) 120	ECTS Points 4
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>		<b>Contact Time</b>		<b>Self-Study Time (h)</b>	<b>Language</b>
	a)	Business Simulation Game	Exercise		(SWS) 2	(h) 30	90	english
	b)	Exercises in Economics	Project Work		x	x		english
3	<p><b>Learning Outcomes and Competences</b> Once the module has been successfully completed, the students can...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>... experience the complexity of business connections in a business game and better understand the connections.</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <p><u>Business Simulation</u></p> <ul style="list-style-type: none"> <li>... analyze reports as part of a business game and independently develop entrepreneurial decisions and apply those</li> <li>... use all the skills learned so far in the business game and better understand the application in practice</li> <li>... organize, plan, control and control a fictitious company with various management tools</li> </ul> <p><u>Exercises in Economics</u></p> <ul style="list-style-type: none"> <li>... transfer their micro- and macroeconomic knowledge to a current economic problem</li> <li>... apply the economic skills students have learned so far when it comes to assessing and analyzing chains of reasoning</li> </ul> <p><b>Communication und Cooperation</b></p> <p><u>Business Simulation</u></p> <ul style="list-style-type: none"> <li>... actively communicate within a student team, collect and analyze information and in one and make group decisions.</li> <li>... take different perspectives towards a situation, weigh these against each other and make an assessment.</li> </ul> <p><u>Exercises in Economics</u></p> <ul style="list-style-type: none"> <li>...examine arguments and chains of argumentation from an economic, social and practical point of view and assess plausibility, stringency and, if necessary, feasibility.</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <p><u>Business Simulation</u></p> <ul style="list-style-type: none"> <li>... derive decisions based on the analysis of reports and macroeconomic data.</li> <li>... justify the developed solution theoretically and methodically.</li> <li>... reflect on and assess your own skills in a group comparison.</li> </ul> <p><u>Exercises in Economics</u></p> <ul style="list-style-type: none"> <li>... to penetrate, discuss, analyze and analyze an economic phenomenon / problem / question - understand and scientifically substantiate recommendations for action.</li> <li>...understand important aspects of the German and European macroeconomic environment with regard to their</li> <li>Classify social relevance and compare economic alternatives.</li> </ul>							
4	<p><b>Contents</b></p> <p>a) Business simulation: practical experience in thinking and acting, business knowledge in one practice and deepen the simulative corporate context. Running a business, meeting company decisions over several business periods, analysis of the entire operational reporting. Development of individual case studies for product calculation, cost unit accounting, process cost accounting, marketing, investment decisions.</p> <p>b) Exercises in Economics: Assessment of macroeconomic processes / problem situations: application of the economic instruments for a well-founded assessment of economic / social situations and tendencies.</p>							

## Exercises in Economics and Business Simulation Game

5	<p><b>Participation Requirements</b></p> <p>compulsory: completed first stage of study</p> <p>recommended: completion of semesters 1-4</p>
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Business simulation: The course work includes an ungraded certificate (implementation of a business game).</p> <p>The examination performance in the subject Exercises in Economics consists of a graded thesis on an economic Theme. <b>The exam takes place in the third week of the exam period.</b></p>
7	<p><b>Further use of Module</b></p> <p>Compulsory module in the Bachelor's degree in International Technical Business Administration (TBB). The modules 0968 deepening, 0924 Compulsory elective, 0925 thesis and 0926 scientific project are built on this module.</p>
8	<p><b>Module Manager and Full-Time Lecturer</b></p> <p>Prof. Jäger</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Diverse presentations</li> <li>• Gregory Mankiw: Grundzüge der Volkswirtschaftslehre</li> <li>• Gregory Mankiw: Makroökonomik</li> <li>• User Manual Topsim – General Management</li> </ul>
10	<p><b>Last Updated</b> 26.06.2019</p>

## International Business

1	<b>Module Number</b> 0948	<b>Study Programme</b> TBB	<b>Semester</b> 6	<b>Offered in</b> xWS xSS	<b>Duration</b> 1 Semester	<b>Module Type</b> Mandatory	<b>Workload (h)</b> 180	<b>ECTS Points</b> 8
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>		<b>Contact Time</b>		<b>Self-Study Time</b>	<b>Language</b>
					<b>(SWS)</b>	<b>(h)</b>	<b>(h)</b>	
	a) International Finance		Lecture with exercises		2	30	30	english
	b) International Marketing		Lecture with exercises		2	30	30	english
	c) Business Case Study		Exercise		2	30	30	english
	d) International Commercial law		Lecture		2	30	30	english
3	<b>Learning Outcomes and Competences</b>							
	Once the module has been successfully completed, the students...							
	<b>Knowledge and Understanding</b>							
	<ul style="list-style-type: none"> <li>... understand the specific aspects of international finance and are aware of different risks that multinational companies face</li> <li>...understand the basic terms in global Marketing and explain.</li> <li>...can point out the basic differences between market entry strategies and to evaluate their application in every given situation.</li> <li>... explain typical challenges global companies are facing.</li> <li>...have a better understanding of the basic concepts in international marketing and the environmental forces that will need to consider as international marketers</li> </ul>							
	<b>Use, Application and Generation of Knowledge</b>							
	<ul style="list-style-type: none"> <li>... can deal with exchange rate risks in a company's context.</li> <li>... can apply methods and tools of Marketing in a global context, analyze challenges and to find possible solutions.</li> <li>...can derive recommendations based on the findings.</li> <li>...can focus on the various activities necessary for international marketing planning, including import/export operations, together with elements of the marketing-mix.</li> <li>...can learn to become more effective marketing managers by understanding the strategy issues most relevant for the multinational corporation.</li> <li>...can learn about reducing risk and expanding global opportunities in the real world - entrepreneurial perspective.</li> </ul>							
	<b>Communication und Cooperation</b>							
	<ul style="list-style-type: none"> <li>...can use the new knowledge and competences to evaluate a case study and to discuss the results in teams and to present the results</li> </ul>							
	<b>Scientific Self-Conception/ Professionalism</b>							
	<ul style="list-style-type: none"> <li>... are able to evaluate different international investment strategies and sources of finance</li> <li>...can make independently management decisions which arise in a multinational company</li> <li>...can argue with the possible solutions and to defend them.</li> <li>...can explain why they are recommended in what specific situation.</li> </ul>							

## International Business

4	<p><b>Contents</b></p> <p>a) International Finance: Global financial environment, international monetary system and the Balance of Payments. FX-theory and –exposure (FX-market (FOREX), FX-theory, FX-derivatives, FX-exposure and –management of a firm). Financing sources of a multinational firm (global cost of capital and optimal capital structure, international equity and debt financing, financing the foreign subsidiary). International investment decisions (international portfolio diversification, foreign direct investments). Managing multinational operations (multinational capital budgeting, international trade financing, international tax environment and transfer pricing, multinational cash management).</p> <p>b) International Marketing: This course covers an entire range of international marketing, beginning with start-up operations, continuing with new market entry considerations, and concluding with the international issues confronting giant global marketers. The course addresses the reality of the interchange between business and government by analyzing international marketing issues from both the business and policy perspective. Most important is the integration of the societal dimensions of diversity, environmental concerns, ethics, and economic transformation.</p> <p>The contents are:</p> <ol style="list-style-type: none"> <li>1. Trends in the Internationalization Process</li> <li>2. Intercultural Management</li> <li>3. Research the International Marketplace</li> <li>4. International Market Entry and Expansion</li> <li>5. Developing Global Strategies</li> <li>6. Adapted Marketing-Mix in International Business</li> </ol> <p>c) Case Studies International Business: Applying the international marketing material in different case studies.</p> <p>c) International commercial law By the end of the course participants should have a basic understanding of commercial legal relations, in particular with respect to trans-border transactions in Common Law and Civil Law Systems, be familiar with legal terminology, be capable of understanding and analyzing basic legal problems in different types of contracts and be able to recognize business risks/develop risk management solutions from different viewpoints (e.g. seller/ purchaser, licensor/licensee), understand corporate structures and basic principles of mergers &amp; acquisitions (M&amp;A) and joint venture concepts.</p> <ul style="list-style-type: none"> <li>- Basic differences between Common Law and Civil Law Systems</li> <li>- International Organizations Formation of contracts</li> <li>- Basic legal elements of different types of contracts</li> <li>- Warranties</li> <li>- Breach of contract, based on CISG</li> <li>- Risk management/risk avoidance from different viewpoints with case studies</li> <li>- Applicable law, jurisdiction, battle of the forms</li> <li>- Dispute resolution, security, intellectual property law</li> </ul>
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## International Business

5	<p><b>Participation Requirements</b></p> <p>compulsory: completed first section of studies</p> <p>recommended: Marketing, Corporate Finance</p>
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>International Finance, International Marketing and Case Studies International Business are one exam.</p> <p>Each part of the module shall cover 60 minutes.</p> <p>International Commercial Law: 60 min. exam</p> <p>International Commercial Law is a separate exam.</p>
7	<p><b>Further Use of Module</b></p> <p>Mandatory Module within the Bachelor Degree Program International Industrial Management (TBB)</p>
8	<p><b>Module Manager and Full-Time</b></p> <p><b>Lecturer</b> Prof. Dr. Philipp Schreiber</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Moffet/Stonehill/Eitemen: Fundamentals of Multinational Finance, Pearson/Prentice Hall, Boston.</li> <li>• Czinkota/Ronkainen/Zvobgo: International Marketing, Andover.</li> <li>• Kohlert/Fadai/Sachs: Entrepreneurship for Engineers, München.</li> <li>• Kohlert/PwC: Vom Risiko zur Chance. Russland und die Ukraine im Fokus mittelständischer Maschinenbauer und Automobilzulieferer aus Baden-Württemberg, Stuttgart (English version)</li> <li>• Roberts/Berry: Entering New Businesses. Selecting Strategies for Success, in: Sloan Management Review, Spring 1985</li> <li>• Madura/Fox: International Financial Management, Cengage Learning Services, London</li> </ul>
10	<p><b>Last Updated</b> 26.03.2019</p>

## Behavioral Finance

1	<b>Module Number</b> 0924/0951	<b>Study Programme</b> TAB/TBB	<b>Semester</b> 6	<b>Offered in</b> xWS xSS	<b>Duration</b> 1 Semester	<b>Module Type</b> Elective	<b>Workload (h)</b> 120	<b>ECTS Points</b> 4
2	<b>Courses</b>  a) Behavioral Finance		<b>Teaching and Learning Forms</b>  Lecture with exercises		<b>Contact Time</b>  (SWS)   (h) 4   60]		<b>Self-Study Time</b> (h) 60	<b>Language</b>  english
3	<p><b>Learning Outcomes and Competences</b></p> <p>Behavioral finance applies scientific research on human and social cognitive and emotional biases. After completing this course, students will be able to better understand economic decisions and how they affect market prices and returns. They will know how behavioral findings are integrated with neo-classical theory.</p> <p>Once the module has been successfully completed, the students can...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>... understand the foundations of modern finance: expected utility theory, asset pricing (CAPM), the efficient market hypothesis, and agency relationships.</li> <li>... understand the inability of these standard tools to account for various paradoxes and anomalies, leading to the genesis of behavioral finance as reflected in prospect theory</li> <li>... understand the psychological foundations of Behavioral Finance: cognitive limitations and heuristics, overconfidence, and emotion</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>... apply the psychological background to real world decisions and they will learn how psychology impacts financial-decision making at the level of the individual (for instance, the lecture will investigate the extent to which the faulty use of heuristics leads to suboptimal financial decision-making</li> <li>... apply the behavioral foundations to some central stock-market puzzles (e.g., stock market participation puzzle)</li> <li>... apply their decision making knowledge in day-to-day financial and non-financial decisions</li> </ul> <p><b>Communication and Cooperation</b></p> <ul style="list-style-type: none"> <li>... understand and present the most important social cognitive and emotional biases</li> <li>... understand and present how behavioral decision making influences market prices and returns</li> <li>... understand and calculate different theoretical models used in behavioral finance</li> <li>... discuss advantages and disadvantages of neo-classical finance theory compared to behavioral finance theories</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>... understand and present theoretical models in finance and discuss their assumptions</li> <li>... present an overview of recent developments in finance research</li> <li>... present scientific papers in detail</li> </ul>							
4	<p><b>Contents</b></p> <p>There is abundant evidence suggesting that the standard economic paradigm of rational investors does not adequately describe behavior in financial markets. Behavioral Finance examines how individuals' attitudes and behavior affect their financial decisions. This course reviews recent research on possible mispricing in financial markets due to the nature of psychological biases. Moreover the course deals with behavioral finance models explaining investor behavior or market anomalies when rational models provide no sufficient explanations. Topics will include among others overconfidence, prospect theory, heuristic driven biases and frame dependence. The course is structured as follows:</p> <p>An introduction to Behavioral Finance (week 1)  Market Participants: Biases, purchasing and selling decision &amp; long term savings decisions (weeks 2 – 5)  Linking individual investment behavior an market anomalies (week 6)  Markets: Efficiency and limits to arbitrage, event studies, calendar anomalies, cross-section predictability (weeks 7 – 10)</p>							
5	<p><b>Participation Requirements</b></p> <p>compulsory: completed first period of studies (semester one and two).]  recommended: Corporate Finance.</p>							
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Exam graded (90 minutes)</p>							

## Behavioral Finance

7	<p><b>Further Use of Module</b> 025 Bachelors thesis and 0926 scientific project</p>
8	<p><b>Module Manager and Full-Time Lecturer</b> Prof. Dr. Philipp Schreiber</p>
9	<p><b>Literature</b> Lecture slides and selected papers: Barber, B. M., &amp; Odean , T. (2013). Chapter 22 The Behavior of Individual Investors. In Handbook of the Economics of Finance (Vol. 2, pp. 1533 1570 Barberis , N., &amp; Thaler , R. (2003). A survey of behavioral Handbook of the Economics of Finance 1 , 1053 1128 Fama , E. F. (1991). Efficient capital markets: The Journal of Finance 46 (5), 1575 1617. Hirshleifer , D. A. (2014). Behavioral Finance, available at SSRN 2480892</p>
10	<p><b>Last Updated</b> 14.12.2019</p>

## Advanced Data Analytics

	Module Number	Study Programme TBB/TAB	Semester 6	Offered in X WS X SS	Duration 1 Semester	Module Type Selective	Workload (h) 128	ECTS Points 4+2 ECTS
2	<b>Courses</b>  Advanced Data Analytics  Project		<b>Teaching and Learning Forms</b>  Lecture  Project		<b>Contact Time</b>  (SWS)   (h)		<b>Self-Study Time (h)</b>	<b>Language</b>  english
3	<p><b>Learning Outcomes and Competences</b> Once the module has been successfully completed, the students...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>• ...will have a basic understanding of advanced data analytics.</li> <li>• ...acquire the ability to translate business problems into analytical solutions.</li> <li>• ...Understand up-to-date topics such as Big Data, Smart Data, Data Mining, etc.</li> <li>• ...Know the CRISP and the Market Research Process.</li> <li>• ...Learn the key issues of professional questionnaire design.</li> <li>• ...They know the basic theoretical background of several important uni-, bi-, and multivariate methods.</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>• ...are able to program an online questionnaire with a specific tool (e.g. Questback Unipark).</li> <li>• ...are able to analyze data with IBM SPSS Statistics and/ or IBM SPSS Modeler.</li> <li>• ...are able to apply statistical methods on data from different sources (e.g. data generated with questionnaires or data already stored in a database).</li> <li>• ...are able to read and interpret SPSS Outputs.</li> <li>• ...are able to derive data-driven recommendations for actions.</li> </ul> <p><b>Communication and Cooperation</b></p> <ul style="list-style-type: none"> <li>• ....can communicate, discuss and present data analyses in English.</li> <li>• ...can translate business problems into analytical solutions.</li> <li>• Can discuss up-to-date topics such as Big Data, Smart Data, Data Mining, etc.</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>• The course wants to ensure, that students not only know the theoretical background of the various methods but also are able to apply them on real data. Therefore the course also includes a practical training for data analytics with IBM SPSS Statistics and/or IBM SPSS Modeler.</li> </ul>							

## Advanced Data Analytics

4	<p><b>Contents</b></p> <p>The aim of this course is to give students a basic understanding of advanced data analytics so that they are able to translate business problems into analytical solutions. They know several of the most important uni-, bi-, and multivariate methods and are able to apply them on data from different sources (e.g. data generated with questionnaires or data already stored in a database) with IBM SPSS Statistics or IBM SPSS Modeler. After this course they are able to understand and discuss up-to-date topics such as Big Data and Smart Data.</p> <p>General topics:</p> <ul style="list-style-type: none"> <li>• Importance of advanced data analytics</li> <li>• Difference between market research, big data, smart data, data mining, etc.</li> <li>• Key issues in questionnaire design</li> <li>• Important use cases in practice</li> </ul> <p>Methods in focus:</p> <ul style="list-style-type: none"> <li>• Measures of Location, Measures of Shape, Measures of Variation</li> <li>• Cross tabs, Chi<sup>2</sup>, Pearson and Spearman correlations</li> <li>• Parametric and Non Parametric tests</li> <li>• Linear Regression</li> <li>• Variance analysis</li> <li>• Cluster analysis</li> <li>• Factor Analysis</li> </ul>
5	<p><b>Participation Requirements</b></p> <p>recommended: Basics in Statistics and Maths, Interest in Data Analytics, Data Mining and quantitative Market Research</p>
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Written Examination of 90 Minutes and Presentation non graded</p>
7	<p><b>Further use of Module</b></p>
8	<p><b>Module Manager and Full-Time Lecturer</b></p> <p>Prof. Dr. Dorothee Brauner</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Hair, J.: Multivariate Data Analysis, 7th Edition, Pearson, 2010</li> <li>• Bühl, A.: SPSS 22: Einführung in die moderne Datenanalyse (Pearson Studium - Scientific Tools) Gebundene Ausgabe – 1. Januar 2014</li> <li>• Wendler, T. &amp; Gröttrup S.: Data Mining with SPSS Modeler. Theory, Exercises and Solutions, Springer International Publishing, 2016</li> <li>• Lecture Notes</li> </ul>
10	<p><b>Last Updated</b></p> <p>04.03.2020</p>

## Management Accounting Seminar

1	<b>Module Number</b> 0924	<b>Study Programme</b> TAB	<b>Semester</b> 7	<b>Offered in</b> X WS X SS	<b>Duration</b> 1 Semester	<b>Module Type</b> Elective	<b>Workload (h)</b> 60	<b>ECTS Points</b> 2
2	<b>Courses</b>  Seminar Management Accounting		<b>Teaching and Learning Forms</b>  Seminar		<b>Contact Time</b>  (SWS)   (h) 2   30		<b>Self-Study Time (h)</b> 30	<b>Language</b>  english
3	<p><b>Learning Outcomes and Competences</b> Once the module has been successfully completed, the students can...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>... describe methods to visualize data.</li> <li>... recognize the significance of good visualization of data</li> <li>... understand main sources of errors in visualization of data.</li> <li>... understand systems for performance evaluation, e.g. Balanced Scorecard.</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>... apply data analytics tools such as tableau to transform and analyze data.</li> <li>... create financial reports and presentations.</li> <li>... analyse financial report.</li> <li>... create data stories from data, pose relevant questions, analyze the data and make recommendations.</li> <li>... integrate the data stories in a performance evaluation system.</li> <li>... set up hypothesis on economic contexts.</li> </ul> <p><b>Communication und Cooperation</b></p> <ul style="list-style-type: none"> <li>... communicate actively within a team and coordinate tasks within a team.</li> <li>... interpret the results of the analysed data and draw conclusions.</li> <li>... present and discuss self-developed dash-boards and performance evaluation systems.</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>... derive recommendations for decisions from a economic perspective on the basis of the analyses and evaluations made.</li> <li>... justify the solution theoretically and methodically.</li> <li>... reflect and assess one's own abilities in a group comparison.</li> </ul>							
4	<p><b>Contents</b></p> <p>The seminar addresses two important topics of modern management accounting. One is performance evaluation and the second is data analytics to draw conclusions and make recommendations to improve financial performance. Performance evaluation and performance evaluation systems are described and discussed. Especially pure financial performance systems and combined systems such as a balanced scorecard.</p> <p>Methods and possibilities to visualize data are discussed. Especially mistakes that can be made in visualizing data and how one can influence the receiver of reports by the visualization. Best practice in data visualization is developed.</p> <p>During the semester students run in groups a simulation of a business with the web-based software monsoonsim. They then extract the data, transform the data, and analyze the data. The students then create data stories and present their dashboards and make recommendations to improve performance.</p>							
5	<p><b>Participation Requirements</b></p> <p>compulsory: completed first period of studies (semester one and two)</p> <p>recommended: completed financial and management accounting courses</p>							

## Management Accounting Seminar

6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b> Graded presentations during the semester and participation in simulation rounds.</p>
7	<p><b>Further use of Module</b> Module can be used in 0925 bachelors thesis and 0926 scientific project.</p>
8	<p><b>Module Manager and Full-Time Lecturer</b> Prof. Dr. Oliver Dürr</p>
	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Bhimani / Datar / Horngren / Rajan (2019): Management and Cost Accounting, Pearson.</li> <li>• Cole/Nussbaumer/Knaflic (2015): Storytelling with data: a data visualization guide for business professionals, Wiley.</li> <li>• Kaplan / Atkinson / Matsumura / Young (2011): Management Accounting: Information for decision making and strategy execution, Prentice Hall.</li> <li>• Tufte, Edward (2009): The visual display of quantitative information, Conn. Graphics Press.</li> </ul>
	<p><b>Last Updated</b> 14.12.2019</p>

# Disruptive Technologies

1	Module Nr. Elective, 6 <sup>th</sup> Semester	Study Program TAB/TBB	Semester 4 & 6	Offered in xWS xSS	Duration 1 Semester	Module Type Elective	Workload (H) 60	ECTS Points 2
2	<b>Courses</b>  Disruptive Technologies		<b>Teaching and Learning forms</b>  Lecture, Classroom exercises		<b>Contact Time</b>  (SWS) (h) 2 30		<b>Self-Study Time</b>  (h) 30	<b>Language</b>  English
3	<p><b>Learning Outcomes and Competences</b></p> <p>Once the module has been successfully completed, the students...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>• ...acquire an appreciation for how technology impacts society</li> <li>• ...understand what makes a technology disruptive</li> <li>• ...know examples of previous Disruptive Technologies</li> <li>• ...learn the difference between Sustaining and Disruptive improvements in technology</li> <li>• ...learn 5 ways to view the future for predicting Disruptive Technology</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>• ...will identify historical instances of incremental / disruptive technology</li> <li>• ...utilize methods of prediction to look for disruptive technologies</li> <li>• ...apply their understanding to identify emerging disruptive technologies</li> </ul> <p><b>Communication and Cooperation</b></p> <ul style="list-style-type: none"> <li>• ...will work with their peers to utilize predictive tools to identify disruptive technologies</li> <li>• ...present their predictions regarding disruptive technologies to their peers</li> <li>• ...document their process for identifying and testing candidate disruptive technologies</li> </ul> <p><b>Scientific Self-Conception / Professionalism</b></p> <ul style="list-style-type: none"> <li>• ...make business and career decisions based on an understanding of how changing technologies impact the future</li> </ul>							
4	<p><b>Contents</b></p> <p>This course examines the idea of Disruptive Technologies and how to identify them. Utilizing this knowledge, the course then will examine publicly available tools developed by governmental think tanks that will allow the student to make predictions about Disruptive Technologies in their own environment. The students will work together in practicing these tools to gain proficiency then utilize these tools to make a prediction. That process and prediction will be the foundation for a paper and presentation.</p>							
5	<p><b>Participation Requirements</b></p> <p>Required: Proficiency in English corresponding to at least level B2 according to the Common European Framework of Reference for Languages.</p>							
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Graded presentation of paper</p>							
7	<p><b>Further Use of Module</b></p> <p>Business Planning, Entrepreneurship, Career Planning</p>							
8	<p><b>Module Manager and Full-Time Lecturer</b></p> <p>Thomas Hoover, EMC(SS) USN(ret)</p>							
9	<p><b>Literature</b></p> <p>Lecture slides and Christen (1997) / "The Innovator's Dilemma" National Research Council / "Persistent Forecasting of Disruptive Technologies"</p>							
10	<p><b>Last Updated</b></p> <p>7.10.2020</p>							