

Course Handbook International Management Master

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International Management Master - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Academic English	MAIM-254	2	-	6	Prof. Dr. Thomas Tinnefeld
Advanced International Economics	MAIM-334	3	2V+2S	6	Prof. Dr. Leonhard Firlus
Communication	MAIM-252	2	4V	6	Prof. Dr. Malte Beinhauer
Financial Management	MAIM-231	2	4V	6	Prof. Dr. Matthias Gröhl
International Accounting and Taxation	MAIM-122	1	4V	6	Prof. Dr. Jochen Pilhofer
International Human Resources and Cultural Diversity	MAIM-133	1	4V	6	Prof. Dr. Stefanie Jensen

International Management Workshop	MAIM-322	3	4F	6	Prof. Dr. Stefanie Jensen
International Marketing	MAIM-212	2	4S	6	Prof. Dr. Frank Hälsig
International Operations Management	MAIM-246	2	4V	6	Prof. Dr. Thomas Korne
International Strategic Management	MAIM-113	1	4V	6	Prof. Dr. Stefanie Jensen
International and EU Law	MAIM-223	2	4V	6	Prof. Dr. Holger Buck
Master-Colloquium	MAIM-421	4	2S	3	Prof. Dr. Stefanie Jensen
Master-Thesis (Abschlussarbeit)	MAIM-431	4	-	22	Prof. Dr. Matthias Gröhl
Practical Training I (8 weeks)	MAIM-341	3	-	10	Prof. Dr. Matthias Gröhl
Practical Training II (4 weeks)	MAIM-411	4	-	5	Prof. Dr. Matthias Gröhl
Quantitative Methods	MAIM-152	1	4V	6	Prof. Dr. Teresa Melo
Seminar International Management	MAIM-311	3	6S	8	Prof. Dr. Stefanie Jensen

Sustainable Leading and Reporting	MAIM-144	1	4V	6	Prof. Dr. Mana Mojadadr
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(18 modules)

International Management Master - optional courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
International Academies	MAIM-291	-	-	6	Prof. Dr. Stefanie Jensen

(1 module)

International Management Master - mandatory courses

Academic English

Module name (EN): Academic English
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-254
Hours per semester week / Teaching method: -
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: MAIM-254 International Management, Master, ASPO 01.10.2020, semester 2, mandatory course
Workload: The total student study time for this course is 180 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld

Lecturer:

Prof. Dr. Thomas Tinnefeld

[updated 30.01.2020]

Learning outcomes:

By the end of the module, students are expected to be able to:

- effectively use relevant academic resources
- evaluate relevant scientific articles in terms of their appropriateness for writing academic papers
- independently develop appropriate learning strategies and relevant skills in the field of academia
- brainstorm facts and ideas, group them systematically and structure papers
- become aware of and actively use the relevant rules of English academic writing
- make good use of authentic texts for their own academic purposes, i.e. by reading academic articles or listening to lectures,
- present the objectives, methods and the scientific outcome of a (limited) research project of their own
- improve their own academic writing and presentation skills, and communicatively master relevant situations in the field of English for Academic Purposes
- write academic texts of their own, from paragraph to term-paper level

[updated 12.12.2019]

Module content:

Consideration of all four language skills (listening and reading, speaking and writing)

Orientation to students academic reality

Academic vocabulary, relevant grammar and formulaic expressions to be used in students own academic writing

Relevant academic texts (e.g. abstracts, summaries of articles, book reviews, papers) to be used as learning materials and models

Academic techniques

[updated 12.12.2019]

Teaching methods/Media:

Presentations by the instructor

Group discussions

Group and partner work

Multimedia language lab activities

Presentations by students

[updated 12.12.2019]

Recommended or required reading:

Texts relating to academic English compiled by the instructor

PowerPoint presentations by the instructor and other forms of visualisation

Books and (academic) articles recommended during the course, responding to students requirements

Online resources

[updated 12.12.2019]

Advanced International Economics

Module name (EN): Advanced International Economics
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-334
Hours per semester week / Teaching method: 2V+2S (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (60 minutes / can be repeated semesterly) and term paper with presentation (can be repeated annually); Weighting: 1:1
Curricular relevance: MAIM-334 International Management, Master, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Leonhard Firlus

Lecturer:

Prof. Dr. Leonhard Firlus

[updated 30.01.2020]

Learning outcomes:

- The students are able to explain the creation of a simultaneous equilibrium on money and foreign exchange markets and analyze the effects of data changes.
- They can explain in detail and evaluate the possibilities and limits of an expansionary demand policy under flexible and fixed exchange rates.
- They can explain the welfare effects of international trade.
- They can explain the effects of customs duties and preferential trade arrangements.
- They are able to explain the "infant industry argument" (Friedrich List) and to assess the challenges and risks that are involved.
- The students are able to work on different topics in international economics on the basis of economics literature.

[updated 08.12.2019]

Module content:**I. Lecture**

1. Interest parity and simultaneous equilibrium in the money market and the foreign exchange market
2. Output market (DD schedule) and asset market (AA) schedule) in an open economy
3. Open-economy macroeconomics with fixed and flexible exchange rates
4. Wealth effects of international trade
5. Gains and losses from international trade in specific-factors model
6. General analysis of tariff policy in small and big countries
7. Infant industry Argument
8. Customs union
9. Preferential trade arrangements

II. Seminar

Different topics concerning international economics (changed each year)

[updated 07.12.2019]

Teaching methods/Media:

The module consists of a lecture and a seminar. The students have to write and present papers on selected international economics topics.

[updated 07.12.2019]

Recommended or required reading:

- Feenstra, Robert / Taylor, Alan: International Economics. Worth Publishers, New York, latest Edition.
- Krugman, Paul / Obstfeld, Maurice: International Economics. Addison-Wesley, Reading Mass., latest edition.
- Salvatore, Dominick: International Economics. John Wiley & Sons Inc., New York, latest edition.

[updated 07.12.2019]

Communication

Module name (EN): Communication
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-252
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: MAIM-252 International Management, Master, ASPO 01.10.2016, semester 2, mandatory course MAIM-252 International Management, Master, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Malte Beinhauer

Lecturer:

Prof. Dr. Malte Beinhauer

[updated 05.03.2020]

Learning outcomes:

After successfully completing the course the student should be able to,

name and describe the criteria for convincing interpersonal communication

present the characteristic features of persuasive conversational skills both at work and in everyday life

successfully apply communication techniques when dealing with colleagues and business partners

manage difficult conversation scenarios with empathetic behavior and conflict-free social interaction

explain the determinants of positive personal development (social intelligence, emotional intelligence)

and use them in their personal life-long learning process by way of study, experience and application.

evaluate practical peer exercises in the field of communication.

Create own training situations and course outlines for introduced interpersonal communication scenarios

[updated 16.12.2019]

Module content:

- Creativity

- Decision making

- Conversation theory

- Interviews, employee appraisals, sales conversations

- Argumentation patterns, discussion

- Escalating (conflict-promoting) and de-escalating (conflict-avoiding) negotiation

- Moderation, moderation techniques.

[updated 05.03.2020]

Teaching methods/Media:

Interactive course with a large amount of student participation, partner and group work, use of video and camera technology.

[updated 05.03.2020]

Recommended or required reading:

- Eunson, B.: C21 Communication in the 21st century, newest edition, Wiley
- Hackenberg, W.; Leminsky, C.; Schulz-Wofgramm, E.: Key Message delivered - Business Presentations with structure
- Rosenberg, M.; Chopra, D.: Nonviolent Communication: A Language of Life, Life-Changing Tools for Healthy Relationships, newest edition, Puddle dancer Press.
- Schultz von Thun, F., Miteinander reden 1-3, newest edition, Reinbeck
- Watzlawick, P., Beavin, J.H., Jackson, D.D., Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies and Paradoxes, newest edition, W.W. Norton & Company
- Hesse, J., Schrader, H. Ch., Bewerbungshandbuch, Eichborn Verlag, Frankfurt (M)2010
- Alt, J. A.; Richtig argumentieren, newest edition, Beck-Verlag
- Thiele, A., Argumentieren unter Stress, newest edition, Frankfurter Allgemeine Buch
- Weisbach, Ch. R., Professionelle Gesprächsführung, newest edition, Beck-Verlag
- Kellner, H., Konflikte verstehen, verhindern, lösen, Hanser, Munich, Vienna 1999

[updated 05.03.2020]

Financial Management

Module name (EN): Financial Management
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-231
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (120 minutes / can be repeated semesterly)
Curricular relevance: MAIM-231 International Management, Master, ASPO 01.10.2012, semester 2, mandatory course MAIM-231 International Management, Master, ASPO 01.10.2016, semester 2, mandatory course MAIM-231 International Management, Master, ASPO 01.10.2020, semester 2, mandatory course WIMAScWPF-W10 Industrial Engineering, Master, ASPO 01.10.2014, semester 3, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-322 International Management Workshop [updated 30.01.2020]

Module coordinator:

Prof. Dr. Matthias Gröhl

Lecturer:

Prof. Dr. Matthias Gröhl
Prof. Dr. Mana Mojadadr
[updated 09.03.2020]

Learning outcomes:**Corporate Finance:**

Sustainable and value-oriented corporate management and business valuation achieves a special level of importance, especially in the age of digitalization and globally exposed competition. Gaining the respective competences in this Master's degree programme in its broad outlines is the overarching goal for the students of this course.

Prices traded on the financial markets, young companies valued by investors up to global corporations must withstand holistically approached valuations in order to forecast future developments and business values in a sustainable way or to assess entire strategies in a meaningful way. Traditional valuation measures, however, are now subject to a half-life in this respect. Handbooks and manuals can only help to a limited extent in the valuation of rapidly developing technologies and new conditions on the markets, as risks and opportunities have to be determined in a new way.

Students therefore learn to analyze (digital) business models and strategies holistically in order to derive assessments and business analysis estimates based on them. This goes beyond getting to know and implementing key well-known concepts of company valuation. Relevant keywords of this teaching unit: e.g. Financial and Business Analysis, Capital Market Theories, CAPM, FCF, Beta Factor, Startup Evaluations and Evaluation of New Technologies and Innovations.

Building on the knowledge of corporate finance and investment, this course enables students to evaluate real and current examples in order to form the link between the objectives of strategic (financial) management, e.g. from the perspective of the Board of Directors of a company, as well as the position of a company on the capital markets, or by investors perception.

In addition, students are able to develop key components of a company's business plan (including financial and liquidity planning) and, based on this, make recommendations for decision makers, and corporate value preservation or increase.

Financial Risk Management:

After successfully completing this module, students will be able to interpret the general concept of risk and distinguish it from the concept of financial risk. In addition, they will be able to map the risk management process.

Students will be able to:

- present and evaluate the different types of stock options and assess their applicability,
- describe and evaluate interest rate futures (long and short) and assess their applicability,
- describe FX forwards with regard to the essential influencing factors and calculate them in real cases,
- explain interest rate swaps and currency swaps with regard to their structure and areas of application, and calculate them in specific cases,
- explain interest rate limit contracts with regard to their structure and areas of application, and calculate them specific cases.

[updated 09.03.2020]

Module content:

Corporate Finance:

- 1 Basics of Corporate Finance
- 2 Digitalization and new business models
- 3 Price versus business valuation
- 4 Basics of business valuation methods
- 5 Case studies and project team work

Financial Risk Management

- 1 Fundamentals of Financial Risk Management
- 2 Options
- 3 Futures
- 4 Currency Exchange Hedging
- 5 Swap Agreements
- 6 Interest Rate Agreements

[updated 09.03.2020]

Teaching methods/Media:

Corporate Finance:

Real case(s) (studies) (project based team work and cooperation with companies)
Exercises, research and analysis work prepared by sub-teams

Financial Risk Management:

Lecture with case studies, exercises and research work.
[updated 09.03.2020]

Recommended or required reading:

Corporate Finance:

- Current business and company information (depends on current project or case studies)
- Most recent case studies and statistics
- Most recent relevant papers

Handbooks:

- Berens, W.: Due Diligence bei Unternehmensakquisitionen, akt. Aufl., Stuttgart.
- Brealey, R. A./Myers, S. C.: Principles of corporate finance, akt. Aufl., New York.
- Bruner, R. F./Eades, K. M./Schill, M. J.: Case studies in finance: managing for corporate value creation, akt. Aufl., Boston.
- Damodaran, A., Corporate Finance: Theory and Practice, akt. Aufl., Hoboken/New Jersey.
- Damodaran, A., Valuation: Security Analysis for Investment and Corporate Finance, akt. Aufl., Hoboken/New Jersey.
- Damodaran, A.: Applied corporate finance, akt. Aufl., Hoboken/New Jersey.
- Ernst, D.: Applied international corporate finance, akt. Aufl., München.
- Fernandez, P., Valuation Methods and Shareholder Value Creation, akt. Aufl., (Academic Press).
- Gardner, C., The Valuation of Information Technology: A Guide for Strategy Development, Valuation, and Financial Planning (Financial Management Book 2), akt. Aufl., Hoboken/New Jersey.
- Hommel, M./Dehmel, I.: Unternehmensbewertung case by case, akt. Aufl., Frankfurt.
- Müller-Stewens, G./Kunisch, S./Binder, A.: Mergers & Acquisitions: Analysen, Trends und Best Practices, Stuttgart 2010.
- Poland, S., Founders Pocket Guide: Startup Valuation, akt. Aufl.
- Ross, S. A./Westerfield, R./Jaffe, J., Modern Financial Management, akt. Aufl., Boston.

Financial Risk Management:

- Albrecht, P. / Maurer, R.: Investment- und Risikomanagement, latest edition, Schaeffer-Poeschel, Stuttgart.
- Allen, S: Financial Risk Management, John Wiley & Sons, latest edition, New Jersey.
- Bloss, M. / Ernst, D.: Derivate, latest edition, München und Wien.
- Bösch, M.: Derivate, München 2011.
- Eilenberger, G.: Währungsrisiken, Währungsmanagement und Devisenkurssicherung von Unternehmen, latest edition, Frankfurt a.M..
- Eller, R.(Hrsg.): Handbuch derivativer Instrumente, latest edition, Stuttgart.
- Geyer, C. / Uttner, V.: Praxishandbuch Börsentermingeschäfte, latest edition, Wiesbaden.
- Heidorn, T.: Finanzmathematik in der Bankpraxis, latest edition, Wiesbaden.
- Hull, J. C.: Options, Futures and other Derivatives, latest edition, New Jersey.
- Kruse, S.: Aktien-, Zins- und Währungsderivate, latest edition, Springer Gabler, Wiesbaden.
- Starobom, H.: Corporate Finance Teil 1: Grundlagen, Zins- und Währungsmanagement, latest edition, Springer Gabler, Wiesbaden.
- Uszczapowski, I. / Müller, H.G.: Optionen und Futures verstehen, latest edition, München.
- [updated 09.03.2020]

International Accounting and Taxation

Module name (EN): International Accounting and Taxation
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-122
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (120 minutes / can be repeated semesterly)
Curricular relevance: MAIM-122 International Management, Master, ASPO 01.10.2016, semester 1, mandatory course MAIM-122 International Management, Master, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-322 International Management Workshop [updated 30.01.2020]
Module coordinator: Prof. Dr. Jochen Pilhofer

Lecturer:

Prof. Dr. Christoph Freichel

Prof. Dr. Jochen Pilhofer

[updated 09.03.2020]

Learning outcomes:

Sub-module IFRS:

Students will be able to:

describe, summarize and interpret the conceptual and institutional basics of International Financial Reporting Standards (IFRS)

analyze and reflect accounting principles according to International Financial Reporting Standards (IFRS)

with respect to selected (complex) accounting topics (for example, intangible assets, deferred taxes, accruals,

leasing, revenue recognition, financial instruments, impairment testing etc.) and summarize the differences

compared to national accounting law

illustrate accounting options, accounting estimates and accounting judgments based on practical case studies

Sub-module "International Taxation":

At the end of the course, students should be able to,

- to define the term "taxes", to distinguish between different types of taxes and to know the most important terms of taxation

- reproduce the seven types of income with their special features,

- to show differences in the income taxation of partnerships and corporations and to calculate a comparison of tax burdens,

- reproduce characteristics and essence of corporate tax,

- to reflect the characteristics and essence of the trade tax and calculate the trade tax,

- to deal with the basic features of value added tax,

- applying the principles of international tax law to a variety of problems.

[updated 14.01.2020]

Module content:

Sub-module IFRS:

I Introduction to International Financial Reporting Standards

1. Objectives, Definition and Requirements of Financial Statements
2. Financial Accounting versus Business Reporting
3. History of the IASB
4. EU Regulation 1606/2002
5. EU Endorsement Process

II Reflection of selected accounting topics based on practical case studies

1. Property, Plant and Equipment
2. Intangibles
3. Leasing
4. Inventories
5. Liabilities, Provisions and Contingent Liabilities
6. Financial Instruments
7. Deferred Taxes
8. Revenue Recognition
9. Impairment of Assets

III Outlook

Sub-module "International Taxation":

1. General Taxation
2. Income Tax
3. Corporate Tax
4. Trade Tax
5. VAT (Value Added Tax)
6. International Tax Law

[updated 14.01.2020]

Teaching methods/Media:

The course combines lectures, case studies, group and individual work and requires a large amount of student participation

[updated 05.03.2020]

Recommended or required reading:

Sub-module IFRS:

Christian/Lüdenbach: IFRS Essentials, current edition.

Coenenberg et al.: Jahresabschluss und Jahresabschlussanalyse, Landsberg/Lech, current edition.

Pellens et al.: Internationale Rechnungslegung, Stuttgart, current edition.

Zülch/Hendler: Bilanzierung nach International Financial Reporting Standards, Weinheim, current edition.

Sub-module "International Taxation":

Djanani, C. et al.: German Income Tax, Frankfurt am Main, current edition

[updated 14.01.2020]

International Human Resources and Cultural Diversity

Module name (EN): International Human Resources and Cultural Diversity
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-133
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (60 minutes / can be repeated semesterly) and flexible test performance (has to be announced in advance / can be repeated annually); Weighting: 1:1
Curricular relevance: MAIM-133 International Management, Master, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-311 Seminar International Management MAIM-322 International Management Workshop [updated 30.01.2020]

Module coordinator:

Prof. Dr. Stefanie Jensen

Lecturer:

Prof. Dr. Petra Garnjost

Prof. Dr. Stefanie Jensen

[updated 09.03.2020]

Learning outcomes:

After successfully completing this module the student should be able to

explain the content and purpose of international human resource management

explain and reflect on compensation models, employee selection and employee deployment in a global environment

explain the specifics of international human resources management in practice.

name and evaluate cultural influences on human resources management.

identify the tools used for personnel development and assess their application and potential.

explain, reflect upon and apply the principles and fields of application of cultural diversity.

analyse areas of tension in the multi-cultural work environment and develop solutions.

evaluate a culturally influenced work environment and adjust the own behavior.

form and justify an opinion about selected topics from the field of international human resource management.

successfully work within a work group towards a specific goal within a specific timeframe. This

comprises literature research, the independent distribution of work packages within the group,

their respective completion by the individual group members and the combination of these to form

a group effort. This also includes solving possible conflicts within the group resp. escalating them to the lecturer.

[updated 17.12.2019]

Module content:

Background, purpose and organization of human resource strategies in multinational companies

Compensation, planning and implementation of personnel deployment

Human resources development in multinational companies

Cultural behavioral patterns and their effect on international human resource work

Intercultural cooperation in mixed teams

Diversity management

[updated 02.12.2019]

Teaching methods/Media:

Lecture, group work, case studies and structured discussions

[updated 02.12.2019]

Recommended or required reading:

in the newest edition:

Briscoe/Schuler, International Human Resource Management, London.

Dowling/Festing/Engle, International Human Resource Management: managing people in a multinational context, Andover.

Mendenhall/Oddou, Readings and Cases in IHRM, Cincinnati.

Deresky, International management: managing across borders and cultures

Hall/Hall, Understanding cultural differences, Boston.

Hofstede, Culture's consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks.

Kutschker/Schmid, Internationales Management, De Gruyter.

Lewis, When cultures collide, Nicholas Brealey International.

Scholz/Böhm, Human Resource Management in Europe Comparative analysis and contextual understanding, Routledge.

Current expert articles in English-language business magazines such as the Harvard Business Review

[*updated 17.12.2019*]

International Management Workshop

Module name (EN): International Management Workshop
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-322
Hours per semester week / Teaching method: 4F (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Flexible test performance (has to be announced in advance / can be repeated annually)
Curricular relevance: MAIM-322 International Management, Master, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAIM-113 International Strategic Management MAIM-122 International Accounting and Taxation MAIM-133 International Human Resources and Cultural Diversity MAIM-144 Sustainable Leading and Reporting MAIM-152 Quantitative Methods MAIM-212 International Marketing MAIM-231 Financial Management MAIM-246 International Operations Management [updated 30.01.2020]

<p>Recommended as prerequisite for:</p>
<p>Module coordinator: Prof. Dr. Stefanie Jensen</p>
<p>Lecturer: Prof. Dr. Stefanie Jensen <i>[updated 30.01.2020]</i></p>
<p>Learning outcomes: After successfully completing this module the students should be able to develop and present practical problem solving strategies for a fictitious yet realistic case, reflect on and implement methods for strategic project management, present and use management tools such as scenario techniques, Pestle analyses and portfolio analyses on a specific case take the point of view of an internationally active manager and develop solutions independently for selected corporate sub-divisions (for example: Marketing+sales/supply chain Management/manufacturing) with regard to the given goals. elaborate on and consider the cultural particularities/challenges that a manager in a globally active company resp. in a different cultural setting must deal with, work towards a given goal within a specific time frame in a work group successfully and independently. This includes the distribution of work packages within the group, the completion of these packages by the respective group members and the combination of all these work packages to form a group effort. This also includes solving possible conflicts within the group resp. their escalation to the lecturer. write a composition in English under consideration of scientific principles and give a presentation in English within a given time frame. <i>[updated 10.12.2019]</i></p>
<p>Module content: Manage a virtual Company in international Environment, develop competitive strategies, develop foreign markets, maintain and improve delivery capacity, effectiveness and Efficiency in the internal processes. <i>[updated 10.12.2019]</i></p>
<p>Teaching methods/Media: Serious game (Simulation) "Going Global" <i>[updated 10.12.2019]</i></p>
<p>Recommended or required reading: User Handbook "Going Global" Information given during the Simulation periods <i>[updated 10.12.2019]</i></p>

International Marketing

Module name (EN): International Marketing
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-212
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: MAIM-212 International Management, Master, ASPO 01.10.2016, semester 2, mandatory course MAIM-212 International Management, Master, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAIM-113 International Strategic Management [updated 05.03.2020]
Recommended as prerequisite for: MAIM-322 International Management Workshop [updated 30.01.2020]

Module coordinator:

Prof. Dr. Frank Hälsig

Lecturer:

Prof. Dr. Frank Hälsig

[updated 05.03.2020]

Learning outcomes:

After successfully completing the course the students should be able to:

Handle and discuss the scientific, as well as practice-oriented specialist literature on current international marketing topics

Develop guidelines from selected marketing theories for practical use in a company

Analyze marketing challenges in international organizations and present solutions to these in a structured manner

under consideration of a data base

Appreciate and evaluate the discussions and presentations of the other participants.

[updated 05.03.2020]

Module content:

Intensify knowledge about current marketing topics from, for example, the following areas:

Intercultural buyer behavior

Global marketing strategies (for example: international brand management, international marketing alliances)

Approaches and methods of international market segmentation

Country-/culture-specific differences in the fields of customer satisfaction management, customer retention management and complaint management

Potentials of marketing tools under consideration of cultural and economic differences.

[updated 05.03.2020]

Teaching methods/Media:

Lecture and group work with presentation of the results by the students

[updated 29.01.2020]

Recommended or required reading:

Bradley, Frank: International Marketing Strategy, current edition, (Prentice Hall) New York.
Cateora, Philip R. ; Gilly, Mary C. ; Graham, John L.: International marketing, current edition, (McGraw-Hill Irwin) Boston.

Hollensen, Sven: Global Marketing: A Decision-Oriented Approach, current edition, (Prentice Hall FIT) New York.

Keegan, Warren J.; Green, Mark: Global Marketing, current edition, (Pearson) Upper Saddle River.

Kotabe, Masaaki; Helsen, Kristiaan: Global Marketing Management, current edition, (Wiley) Hoboken.

Morschett, Dirk; Schramm-Klein, Hanna; Zentes, Joachim: Strategic International Management: Text and Cases, current edition, (Gabler) Wiesbaden

Zentes, Joachim; Morschett, Dirk; Schramm-Klein, Hanna: Strategic Retail Management: Text and International Cases, current edition, (Gabler) Wiesbaden

Zentes, Joachim; Swoboda, Bernhard; Schramm-Klein, Hanna: International Marketing, current edition, (Vahlen).

[*updated 29.01.2020*]

International Operations Management

Module name (EN): International Operations Management
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-246
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (120 minutes / can be repeated semesterly)
Curricular relevance: MAIM-246 International Management, Master, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-322 International Management Workshop [updated 30.01.2020]
Module coordinator: Prof. Dr. Thomas Korne

Lecturer:

Prof. Dr. Thomas Korne

[updated 30.01.2020]

Learning outcomes:

At the end of the module the students should be able to,

- Explain what a supply chain is and supply chain strategies can improve business,
- Describe the need for strategic supply chain fit,
- Analyse major strategical options to improve a given supply chain set-up based on case study examples,
- Apply qualitative and quantitative methods for planning international location, transportation and distribution networks,
- Characterize the methods of forecasting, S&OP and MRP and illustrate typical management issues by examples,
- Derive the need for sustainable operations management from Garrett Hardins tragedy of the commons, define typical terms used in sustainable supply chain management, list potential solutions and use the concept of reverse logistics to derive measures for economical improvements,
- convince people about the importance of "supply management" for a companys success,
- describe the procurement process and the challenges of global sourcing,
- carry out a simple market research based on provided methodology,
- apply typical instruments in procurement such as supplier evaluation and e-procurement,
- analyze and evaluate major sourcing strategies in case studies.

[updated 14.12.2019]

Module content:

International Logistics and Supply Chain Management

- Definition, significance and goals of supply chain management
- Supply chain strategy and strategic fit
- Bullwhip effect (beer game)
- Supply chain coordination and integration
- Supply chain network and transportation design
- Inventory management and MRP
- Forecasting and S&OP
- Sustainability and reverse Logistics

International Procurement and Supply Management

- Definition, significance and goals of procurement and supply management
- Procurement process
- Market structures and supply market research
- Outsourcing and risk management
- Procurement strategy and global sourcing
- Supplier evaluation und supplier selection strategy
- E-procurement

[updated 14.12.2019]

Teaching methods/Media:

Lecture, instructive discourse, case studies, presentations

[updated 02.12.2019]

Recommended or required reading:

- Arnolds, H., et al. (2016): Materialwirtschaft und Einkauf, 13. Auflage, Springer Gabler, Wiesbaden, 2016 (Deutsch)
- Chopra, S, Meindl, P. (2016): Supply Chain Management: Strategy, Planning, and Operation, 6th ed., Upper Saddle NJ, Pearson, Boston, 2016 (English)
- Christopher, M. (2016): Logistics & Supply Chain Management, 5th edition, Harlow, Prentice Hall, 2016 (English)
- Hess, G. (2018): Strategischer Einkauf und Supply-Strategie, 4.Auflage, Springer Gabler, Wiesbaden, 2017 (Deutsch)
- Jacobs, F. R., Chase, R. B. (2018): Operations and Supply Chain Management, 15th Global Edition, McGraw-Hill Education, New York, 2018 (English)
- Monczka, R.M., Handfield, R.B., Giunipero, L.C. (2010): Purchasing and Supply Chain Management, 4th edition (international ed.), Cengage Learning, Andover, 2010 (English)
- Schulte, C.: Logistik : Wege zur Optimierung der Supply Chain, 7. Aufl., München, Verlag Franz Vahlen, 2017 (Deutsch)
- Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. (2008): Designing and managing the supply chain, 3rd edition, McGraw Hill, New York, 2008 (English)
- Van Weele, A. (2018): Purchasing and Supply Management, 7th edition, Cengage Learning EMEA, Andover, UK, 2018 (English)
- Werner, H.: Supply Chain Management - Grundlagen, Strategien, Instrumente und Controlling, 6. Aufl., Wiesbaden, Springer Gabler, 2017 (Deutsch)
- Articles from literature
- Hand-outs

[updated 14.12.2019]

International Strategic Management

Module name (EN): International Strategic Management
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-113
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (60 minutes / can be repeated semesterly) + term paper with presentation (can be repeated annually); Weighting: 1:1
Curricular relevance: MAIM-113 International Management, Master, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-212 International Marketing MAIM-311 Seminar International Management MAIM-322 International Management Workshop [updated 05.03.2020]

Module coordinator:

Prof. Dr. Stefanie Jensen

Lecturer:

Prof. Dr. Malte Beinhauer

Prof. Dr. Stefanie Jensen

[updated 30.01.2020]

Learning outcomes:

After successfully completing this module the student should be able to

Critically discuss the reasons and catalysts for international business activities and their consequences, as well

as reflect upon this from an ethical-moral standpoint,

Discuss selected internationalization theories and evaluate their usefulness,

Discuss and explain the steps of the strategic international management process,

Discuss the dimensions of internationalization strategies, use and evaluate them,

Understand and reflect on the implementation of strategies as a methodological challenge and apply the most

important methods of strategy implementation,

Apply the methods learned to their own business idea in a transdisciplinary manner and create a business plan as

an instrument of their own independently developed business idea,

Present the developed business plan in a structured manner,

In teams, intensify their knowledge about interaction, communication, motivation and moderation in team work

and strengthen their empathy, communication, negotiation and argumentation skills.

[updated 02.12.2019]

Module content:

Understanding of corporate activities within an international framework

Internationalization theories

Dimensions and the process of strategic management in international resp. globalized companies

Strategy building (considerations), implementation and control techniques

Business planning/ business models

Project marketing and sales

Main features and content of a business plan

Risk management

Change management

Decision making

Project management as an enabler for strategy implementation

[updated 02.12.2019]

Teaching methods/Media:

Lecture with integrated tutorial, term paper, group work and case studies

[updated 02.12.2019]

Recommended or required reading:

Glowik (current edition), Market Entry Strategies : Internationalization Theories, Network Concepts and Cases of Asian Firms.

Wheelen/Hunger (current edition), Strategic Management and Business Policy.

Kutschker/Schmid (current edition), Internationales Management.

Morschett/Schramm-Klein/Zentes (current edition), Strategic International Management.

Grünig/Morschett (current edition), Developing International Strategies.

Osterwalder/Pigneur (current edition), Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.

Mintzberg/Quinn/Lampel/Goshal (current edition), The Strategy Process.

DeThomas, Derammelaere (current edition): Writing a Convincing Business Plan.

Current expert articles in English-language business magazines, such as the Harvard Business Review

[updated 17.12.2019]

International and EU Law

Module name (EN): International and EU Law
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-223
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (120 minutes / can be repeated semesterly)
Curricular relevance: MAIM-223 International Management, Master, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Holger Buck

Lecturer:

Prof. Dr. Holger Buck

[updated 30.01.2020]

Learning outcomes:

The students

are familiar with the important legal framework for international business

understand the function and mechanisms of competition, contract and corporate law in international legal relations

can work with the regulations in international agreements, EU law and various national laws independently and

link them in compliance with the norm hierarchy

manage the legal provisions in day-to-day life of an international corporation

manage compliance by the laws and corporate governance

develop solutions for concrete cases and contracts from international business law by classifying

the problem, subsuming the situation using the relevant provisions and then deriving a result

create design proposals for selected international contractual and corporate practices

manage the solution of contractual disputes

manage court proceedings following an infringement of intellectual property or a violation of unfair competition

use databases in EU and international law

acknowledge and evaluate the result based on general (legal) value assessments.

[updated 16.12.2019]

Module content:

1. Compliance with the law and corporate governance

2) EU law and international law

- a) The EU, EU law (components, relation with national laws)
- b) The Single market of the EU, EU internal market law, entrepreneurial freedom of action, the Four Freedoms
- c) International law, state sovereignty, international conventions and agreements, ratification by national states

3. EU and International Competition Law

- a) International competition law and principle of territoriality
- b) EU competition law
 - Cartel law with its references to national cartel law, leniency programme, individual damage claims for violation of cartel law
 - Abuse of a dominant position
 - Aids granted by Member States
 - Public procurement
- c) Intellectual Property: Protection of industrial property rights (overview, EU, European, international and national law, overview of registration) and of know how
- d) Court proceedings against infringement of industrial property rights and of the law against unfair competition

4. International Contracts

- a) Overview of Conflict of laws (EU private international law: The law applicable to contractual obligations)
- b) Contracts (freedom and limitations)
- c) Consumers and their protection
- d) Employees and their protection including anti-discrimination
- e) Data protection
- f) Import and export restrictions
- g) Contractual design and safeguards for selected international contracts, special features when working with especially important contracts (letter of intent, NDA, international sales contracts, international distribution contracts including the impact of EU group exemption regulations, licence agreements)
- h) Solution of contractual disputes (litigation before state courts, ADR)

5. International Companies

- a) Legal forms of companies (national law, EU law)
 - b) Company statutes and structures
 - c) Merger control
 - d) Legal aspects of corporate social responsibility for internationally active companies
- [updated 16.12.2019]

Teaching methods/Media:

Interactive lecture with integrated case studies

- Visualizing slides
- Learning material posted in eLearning management system
- Online exercises for accessing international/EU legal sources

[updated 16.12.2019]

Recommended or required reading:

- Bogdan, M., Concise introduction to EU private international law. Groningen: Europa Law Publishing, current edition
- Bovis, C., EU public procurement law. Cheltenham et al: Elgar, current edition
- Cook, T., EU intellectual property law. Oxford, Oxford University Press current edition
- Cordero Moos, G., International commercial contracts. Cambridge: Cambridge University Press, current edition
- Dabbah, M., International and comparative competition law. Cambridge: Cambridge University Press, current edition
- Fairhurst, J., Law of the European Union. Harlow: Pearson, current edition
- Ferrari, F. & Leible, S. (eds.). Rome I regulation: The law applicable to contractual relations in Germany. Munich: Sellier, current edition
- Geradin, D, et al., EU competition law and economics. Oxford: Oxford University Press, current edition
- Göpfert, B., Top issues in German labour Law: English-German. Munich: C. H. Beck, current edition
- Henning-Bodewig, F., International handbook on unfair competition. Munich et al.: C. H. Beck et al., current edition
- Herdegen, M., Principles of international economic law. Oxford: Oxford University Press, current edition
- Huber, P. (ed.): Rome II regulation. Munich: Sellier, current edition
- Jones A. & Sufrin, B., EU competition law. Oxford: Oxford University Press, current edition
- Lange, P.,(ed.), International trade mark and signs protection. Munich et al.: C. H. Beck et al., current edition
- Lianos, I. et al., Competition law, Oxford: Oxford University Press, current edition
- de Luca, N., European company law. Cambridge et al.: Cambridge University Press, current edition
- Mo, J., International commercial law. Butterworths, Sydney, current edition
- Ostendorf, P., International sales terms. Munich et al: C. H. Beck et al., current edition
- Savin, A., EU internet law. Cheltenham et al: Elgar, current edition
- Schütze, R. et al. (eds.), Münchener Vertragshandbuch Band 4 Wirtschaftsrecht III. München: C. H. Beck, current edition
- Schwenger, I. et al. International sales law. Oxford et al: Hart, current edition
- Tritton, G., Intellectual property in Europe. London: Sweet & Maxwell, current edition
- Thüsing, G., European labour law. Munich et al: C. H. Beck et al., current edition
- Twigg-Flesner, C. (ed.), European Union private law, Cambridge: Cambridge University Press, Cambridge, current edition
- Van Hulle, K. & Gesell, H. (eds.), European corporate Law. Baden-Baden: Nomos, current edition
- Voigt P. & von dem Bussche, A., The EU general data protection regulation: A practical Guide. Cham: Springer International, current edition
- Walz, R. (ed.), Beck'sches Formularbuch Zivil-, Wirtschafts- und Unternehmensrecht Deutsch Englisch. Munich: C. H. Beck, current edition
- Weiss, F. & Kaupa, C., European Union internal market law. Cambridge: Cambridge University Press, current edition
- Yu, P., International intellectual property law and policy. Durham: Carolina Academic Press, current edition

[updated 16.12.2019]

Master-Colloquium

Module name (EN): Master-Colloquium
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-421
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 3
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: According to General Study and Examination Regulations of htw saar (ASPO); can be repeated semesterly
Curricular relevance: MAIM-421 International Management, Master, ASPO 01.10.2012, semester 4, mandatory course MAIM-421 International Management, Master, ASPO 01.10.2016, semester 4, mandatory course MAIM-421 International Management, Master, ASPO 01.10.2020, semester 4, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefanie Jensen

Lecturer:

Prof. Dr. Stefanie Jensen

[updated 30.01.2020]

Learning outcomes:

After successfully completing this module the student should be able to present the core content of their master thesis and their practical study phase in a clear and comprehensible manner within a given time frame, position their own scientific work in the existing knowledge environment, link and present their theoretical and practical findings, carry out a scientific discussion with a critical audience, critically examine their approaches and outline the limits of their own scientific work, associate with the group in the sense of a constructive dialogue immerse into the Thesis Topics of the peer students incl. asking relevant questions to peers
[updated 17.12.2019]

Module content:

The colloquium accompanies the student while he/she is writing their master thesis in the 3rd semester. It will take place in the form of block seminars in which the problems, approaches, solutions and limits of the master theses will be presented and discussed with fellow students and the lecturer.

In addition, an overview of the experiences made during the practical study phase will be provided. The exchange of experience between the students will be emphasized here, as well as feedback from the students.

[updated 10.12.2019]

Teaching methods/Media:

Oral presentation, expert discussions

[updated 07.01.2016]

Recommended or required reading:

Dependent on the topic of the master thesis

[updated 07.01.2016]

Master-Thesis (Abschlussarbeit)

Module name (EN): Master-Thesis (Abschlussarbeit)
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-431
Hours per semester week / Teaching method: -
ECTS credits: 22
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: According to General Study and Examination Regulations of htw saar (ASPO; can be repeated semesterly)
Curricular relevance: MAIM-431 International Management, Master, ASPO 01.10.2012, semester 4, mandatory course MAIM-431 International Management, Master, ASPO 01.10.2016, semester 4, mandatory course MAIM-431 International Management, Master, ASPO 01.10.2020, semester 4, mandatory course
Workload: The total student study time for this course is 660 hours.
Recommended prerequisites (modules): None.
Recommended knowledge: Prerequisite for registration is proof of participation in the modules from the first three semesters with a scope of 60 ECTS points. [updated 03.06.2016]
Recommended as prerequisite for:

<p>Module coordinator: Prof. Dr. Matthias Gröhl</p>
<p>Lecturer: Lecturers from the faculty [updated 30.01.2020]</p>
<p>Learning outcomes: The students are able to</p> <ul style="list-style-type: none"> - develop their own research approaches, - create their own working hypotheses, - test these hypotheses independently, - apply the theoretical, methodological and argumentative competence from their studies - analyze complex issues and describe and evaluate correct economics terminology. <p>[updated 02.06.2016]</p>
<p>Module content: The master thesis is a special academic performance. It is based on the selected course contents or areas of concentration agreed upon by the student and the supervisor. The student is given 20 weeks to complete the master thesis. It must be written in English, French or Spanish. [updated 29.11.2019]</p>
<p>Teaching methods/Media: Supervised independent research work. [updated 07.01.2016]</p>
<p>Recommended or required reading: Dependent on topic [updated 07.01.2016]</p>

Practical Training I (8 weeks)

Module name (EN): Practical Training I (8 weeks)
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-341
Hours per semester week / Teaching method: -
ECTS credits: 10
Semester: 3
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Modules of the first two semesters
Assessment: Recognition in accordance with the general study and examination regulations (ASPO - Allgemeine Studien- und Prüfungsordnung); can be repeated semesterly
Curricular relevance: MAIM-341 International Management, Master, ASPO 01.10.2012, semester 3, mandatory course MAIM-341 International Management, Master, ASPO 01.10.2016, semester 3, mandatory course MAIM-341 International Management, Master, ASPO 01.10.2020, semester 3, mandatory course
Workload: The total student study time for this course is 300 hours.
Recommended prerequisites (modules): None.
Recommended knowledge: Modules of the first two semesters [updated 02.06.2016]

Recommended as prerequisite for:
Module coordinator: Prof. Dr. Matthias Gröhl
Lecturer: Prof. Dr. Matthias Gröhl <i>[updated 18.04.2016]</i>
Learning outcomes: After completing the module the students will be able to put their theoretical knowledge into practice by working in a firm and contributing to the solution of concrete problems. The students <ul style="list-style-type: none"> - test their practical skills in operational projects and work groups, - gain experience in a potential occupational field, - use the knowledge gained in their studies to make creative decisions, - have the possibility to gather ideas in practice for their master thesis. <i>[updated 02.06.2016]</i>
Module content: The practical study phase is a supervised training period that corresponds with the content of the students studies and that is integrated into the course of study. It is usually done in a firm or other institution that corresponds with the field of study. The student should undertake tasks in the firm which correspond to the occupational profile of the business economist and if possible, also correspond with the content of the course of study. The practical study phase must be done in a foreign non-German-speaking country. Foreign students whose native language is not German may do their practical study in Germany. The practical phase comprises a block period of at least 12 weeks, of which according to the curriculum 8 weeks are completed in the 3rd semester (Practical Training I) and 4 weeks in the 4th semester (Practical Training II). On request, an interruption can be authorized by the examination board upon reasonable grounds. Continuous periods of practical training are not obligatory for students studying according to the cooperative study model. The student will enter into a contract with the company before the practical phase begins; the department for practical training must approve before the contact is closed. The student must prepare a report about their experiences during the practical study phase. It must be turned in to the department for practical training 4 weeks after completing the practical study phase. <i>[updated 23.12.2019]</i>
Teaching methods/Media: Practical work; study report about the practical work <i>[updated 29.11.2019]</i>
Recommended or required reading: <i>[updated 29.11.2019]</i>

Practical Training II (4 weeks)

Module name (EN): Practical Training II (4 weeks)
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-411
Hours per semester week / Teaching method: -
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: English
Required academic prerequisites (ASPO): Modules of the first two semesters
Assessment: Recognition in accordance with the general study and examination regulations (ASPO - Allgemeine Studien- und Prüfungsordnung); can be repeated semesterly
Curricular relevance: MAIM-411 International Management, Master, ASPO 01.10.2012, semester 4, mandatory course MAIM-411 International Management, Master, ASPO 01.10.2016, semester 4, mandatory course MAIM-411 International Management, Master, ASPO 01.10.2020, semester 4, mandatory course
Workload: The total student study time for this course is 150 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Matthias Gröhl

Lecturer: Prof. Dr. Matthias Gröhl

[updated 18.04.2016]

Learning outcomes:

After completing the module the students will be able to put their theoretical knowledge into practice by working in a firm and contributing to the solution of concrete problems.

The students

- test their practical skills in operational projects and work groups,
- gain experience in a potential occupational field,
- use the knowledge gained in their studies to make creative decisions,
- have the possibility to gather ideas in practice for their master thesis.

[updated 02.06.2016]

Module content:

The practical study phase is a supervised training period that corresponds with the content of the students studies and that is integrated into the course of study. It is usually done in a firm or other institution that corresponds with the field of study.

The student should undertake tasks in the firm which correspond to the occupational profile of the business economist and if possible, also correspond with the content of the course of study.

The practical study phase must be done in a foreign non-German-speaking country. Foreign students whose native language is not German may do their practical study in Germany. The practical phase comprises a block period of at least 12 weeks, of which according to the curriculum 8 weeks are completed in the 3rd semester (Practical Training I) and 4 weeks in the 4th semester (Practical Training II). On request, an interruption can be authorized by the examination board upon reasonable grounds. Continuous periods of practical training are not obligatory for students studying according to the cooperative study model.

The student will enter into a contract with the company before the practical phase begins; the department for practical training must approve before the contact is closed.

The student must prepare a report about their experiences during the practical study phase. It must be turned in to the department for practical training 4 weeks after completing the practical study phase.

[updated 23.12.2019]

Teaching methods/Media:

Practical work; study report about the practical work

[updated 07.01.2016]

Recommended or required reading:

[updated 29.11.2019]

Quantitative Methods

Module name (EN): Quantitative Methods
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-152
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (120 minutes / can be repeated semesterly)
Curricular relevance: MAIM-152 International Management, Master, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-311 Seminar International Management MAIM-322 International Management Workshop [updated 30.01.2020]
Module coordinator: Prof. Dr. Teresa Melo

Lecturer:

Prof. Dr. Teresa Melo

[updated 30.01.2020]

Learning outcomes:

Sub-topic "International Market Research and Analysis":

After successfully completing this sub-module students will be able:

- to analyze a company's information requirements for a defined transnational problem and conceive a data collection design based upon this,
- to transfer questions from the field of market research to different cultures,
- to take a critical look at transnational data and attribute an appropriately high value to the ethical requirements of international market research.

Sub-topic "Business Analytics":

After successfully completing this sub-module students will be able:

- to explain the importance of random sampling and recommend a random sampling method to create representative samples,
- to determine an adequate sample size,
- to estimate characteristics of a population by calculating suitable sample statistics,
- to estimate the accuracy of sample statistics by calculating confidence intervals,
- to develop and test hypotheses to assess the impact of changes on an entire population or estimate differences between populations,
- to quantify the evidence in favor of or against an hypothesis in order to make managerial decisions,
- to identify and critically discuss the limits of the statistical methods used,
- to prepare and carry out a computer-aided data analysis, and interpret the results obtained.

[updated 15.01.2020]

Module content:

Sub-topic "International Market Research and Analysis":

- Design international market research studies (questions, survey design, scales of measurement and culturespecific response behavior)
- Challenges in executing and evaluating international market research studies (data comparability, interpretation spaces, data consolidation, and loss of information)
- Problems and error sources in international data acquisition and evaluations

Sub-topic "Business Analytics":

- Random sampling and sampling methods
- Sampling statistics
- General concepts of point estimation and properties of point estimators
- Sampling distributions (basic terms, sampling distribution of the sample mean and the sample proportion)
- Sampling distributions when the population is finite
- Basic concepts of interval estimation
- Confidence interval for the population mean and the population proportion
- Basic concepts of hypothesis testing
- Hypothesis tests involving a sample mean or sample proportion
- Relationship between hypothesis testing and interval estimation
- The p-value approach to hypothesis testing
- Chi-square applications
- Statistical software (e. g. Excel Data Analysis Toolbox, SPSS)

[updated 15.01.2020]

Teaching methods/Media:

The lectures are supported by slides (beamer) and blackboard (theory and examples).

The sub-topic Business Analytics will also include exercises. In order to support independent work, exercise sheets will be made available. These will cover the wide application spectrum of the methods taught. The solutions will be discussed with the students subsequently (in part with statistics software). The lecture, as well as the exercises will be available to the students in electronic form.

[updated 15.12.2019]

Recommended or required reading:

Sub-topic "International Market Research and Analysis":

Birn, R.J.: The Handbook of International Market Research Techniques, latest edition, Kogan Page

Craig, S.C., Douglas, S.P.: International Market Research, John Wiley & Sons, latest ed.

Field, A.: Discovering Statistics Using IBM SPSS Statistics, latest edition, Sage

Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., and Tatham, R.L.: Multivariate Analysis, latest edition, Pearson

Kumar, V.: International Marketing Research, Prentice Hall, latest edition

Malthotra, N.H.: Marketing Research An Applied Orientation (latest (global) edition), Pearson

Sub-topic "Business Analytics":

Bowerman, OConnell, Murphree: Business Statistics in Practice, international edition, 6th edition, McGraw-Hill/Irvin, 2011

OpenStax College: Introductory Business Statistics, OpenStax CNX,
<https://openstax.org/details/books/introductory-business-statistics>, 2019

Sharpe, De Veaux, Velleman: Business Statistics, 3rd edition, Pearson, 2015

Sweeney, Williams, Anderson: Fundamentals of Business Statistics, international edition, 6th edition, Cengage Learning Emea, 2011

Weiers: Introductory Business Statistics, international edition, 7th edition, Cengage Learning Emea, 2011

[*updated 15.01.2020*]

Seminar International Management

Module name (EN): Seminar International Management
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-311
Hours per semester week / Teaching method: 6S (6 hours per week)
ECTS credits: 8
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: MAIM-311 International Management, Master, ASPO 01.10.2012, semester 3, mandatory course MAIM-311 International Management, Master, ASPO 01.10.2016, semester 3, mandatory course MAIM-311 International Management, Master, ASPO 01.10.2020, semester 3, mandatory course
Workload: 90 class hours (= 67.5 clock hours) over a 15-week period. The total student study time is 240 hours (equivalent to 8 ECTS credits). There are therefore 172.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAIM-113 International Strategic Management MAIM-133 International Human Resources and Cultural Diversity MAIM-144 Sustainable Leading and Reporting MAIM-152 Quantitative Methods [updated 30.01.2020]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Stefanie Jensen

Lecturer:

Prof. Dr. Stefanie Jensen

[updated 30.01.2020]

Learning outcomes:

After successfully completing this module the student should be able to

- independently deal with a topic from a selected problem field in international management,
- structure the contents of a problem logically, search for suitable theoretical and practical sources and conduct a corresponding analysis by using scientific standards,
- link theoretical principles and concepts with practical examples and examine them critically resp. find solutions for them,
- present the findings in the form of a presentation within a given time frame,
- lead a discussion with their fellow students about their findings.
- prepare a paper about the topic by using scientific standards

[updated 10.12.2019]

Module content:

Written term paper and presentation about

- culturally related management and the influence of national particularities in Management and/or
- selected topics about management disciplines in the context of international operations and/or
- different international market scenarios for different industries

[updated 10.12.2019]

Teaching methods/Media:

Term paper; presentation of results and group discussion. Lectures, Team consultations (coaching sessions, input sessions with company representatives.

[updated 10.12.2019]

Recommended or required reading:

Use of international management literature depending on topic. The students will select their literature themselves.

Intensive offline and online research required

[updated 07.01.2016]

Sustainable Leading and Reporting

Module name (EN): Sustainable Leading and Reporting
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-144
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (120 minutes / can be repeated semesterly)
Curricular relevance: MAIM-144 International Management, Master, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAIM-311 Seminar International Management MAIM-322 International Management Workshop [updated 30.01.2020]
Module coordinator: Prof. Dr. Mana Mojadadr

Lecturer:

Prof. Dr. Mana Mojadadr

[updated 09.03.2020]

Learning outcomes:

Recent ages have seen bunches of new management approaches for improving organizational performance in order to maximize their business value. More and more of such management methods start to fail completely in the age of digitalization and the need of fast developing innovations in any organization. A closer look at performance targets shows the main root cause for those after-the-fact disappointing results: the respective communication to the financial markets by e.g. Earnings or annual reports of corporations, as well as how e.g. management goals internally are set, are mainly measured by the achievement of pure financial KPIs. In addition, recent scandals such as the Diesel Scandal or many other cases proof in the meanwhile, that solely financial analysis-oriented valuation of organizations cannot be sufficient.

However, for the ultimate goal of creating real sustainable value for an entire organization, some pioneers start implementing a more holistic management approach. Leading with purpose and value-oriented success needs a clear and holistic definition of putting financial and non-financial values together. This builds on the understanding that the future of any organization can only be very holistic; being more and more invested in the sustainable path of innovation and technology knowhow, their employees, as well as customers needs. It focuses at the same time on better decision making at all levels in an organization. For example, how well leaders engage with their employees and inspire them to commit to the purpose and strategy of their organization, support a healthy business culture, and succeed in paying back to the society or pay attention to environmental sustainability.

Therefore, sustainable leading and reporting achieves a special level of importance, especially in the age of digitalization and globally exposed competition. Gaining the respective competences in this Master's degree programme in its broad outlines is the overarching goal for the students of this course.

Students therefore learn to analyze (digital) business models and companies strategies holistically in order to derive assessments and business analysis estimates based on them. This goes beyond getting to know and implementing key well-known concepts of financial analysis. Relevant keywords of this teaching unit: e.g. Financial and Business Analysis, financial KPIs, non-financial value drivers, value driver tree, analytics tools, integrated reporting and integrated thinking, connectivity of financial and non-financial values, leading with purpose, sustainability, ROI, measures of innovation, valuation of technologies etc.

Building on the knowledge of corporate finance and investment, this course enables students to evaluate real and current examples in order to form the link between the objectives of strategic (financial) management, e.g. from the perspective of the Board of Directors of a company, as well as the position of a company on the capital markets, or by investors perception.

Overall, students of this course are able to develop key components of a company's business and financial analysis, as well as a value driver tree for sustainable success of an organization and, based on this, make recommendations for decision makers, and corporate value preservation or increase.

[updated 09.03.2020]

Module content:

- 1 Financial Analysis & Business Analysis
 - 2 (Digital) new business models & the need of sustainable transformation
 - 3 Integrated Reporting & Integrated Thinking
 - 4 Connectivity of Financial & Non-Financial KPIs for sustainable success
 - 5 Value Driver Tree & Analytics Tools
 - 6 Case studies and project team work
- [updated 09.03.2020]

Teaching methods/Media:

Real case(s) (studies) (project based team work and cooperation with companies)
Exercises, research and analysis work prepared by sub-teams

[updated 09.03.2020]

Recommended or required reading:

- Current business and company information (depends on current project or case studies)
- Most recent case studies and statistics
- Most recent relevant papers

Handbooks:

Alexander, J., Financial Planning & Analysis and Performance Management, most recent edition, Hoboken/New Jersey.

Ankam, V., Big Data Analytics, most recent edition, Packt Publishing.

Bini, L., Belucci, M., Integrated Sustainability Reporting: Linking Environmental and Social Information to Value Creation Processes, most recent edition, Heidelberg.

Carlberg, C., Business Analysis With Excel, most recent edition, Business Computer Library.

Davenport, T., Competing on Analytics: The New Science of Winning, most recent edition, Harvard Business Review Press.

Eccles, R., The Integrated Reporting Movement: Meaning, Momentum, Motives, and Materiality, most recent edition, Hoboken/New Jersey.

Eccles, R., One Report: Integrated Reporting for a Sustainable Strategy, most recent edition, Hoboken/New Jersey.

Epstein, M./Verbeeten, F./Widener, S., Performance Management and Management Control: Contemporary Issues, most recent edition, Emerald Publishing Limited.

Fridson, M./Alvarez, F., Financial Statement Analysis: A Practitioner's Guide, most recent edition,

Graham, B., The Intelligent Investor: The Definitive Book on Value Investing. A Book of Practical Counsel, most recent edition, Harper Business.

IFAC, Materiality in IR Guidance for the preparation of integrate reports, most recent edition, see online source.

Küting, K./Weber, C.-P., Vom Financial Accounting zum Business Reporting, most recent edition, Stuttgart.

Küting, K./Weber, C.-P., Die Bilanzanalyse, most recent edition, Stuttgart.

Palepu, K., Step-By-Step Business Analysis and Valuation: Using Financial Statements to Value Any Business, most recent edition, South-Western Pub.

Parmenter, D., Key Performance Indicators: Developing, Implementing, and Using Winning KPIs, most recent edition, Hoboken/New Jersey.

Podeswa, H., Financial Planning & Analysis and Performance Management, most recent edition, Cengage Learning PTR.

SAP, Integrated Report, most recent annual report.

Scott, M., Value Drivers: The Manager's Guide for Driving Corporate Value Creation, most recent edition, Hoboken/New Jersey.

Weaver, S., The Essentials of Financial Analysis, most recent edition, McGraw-Hill Education.

[updated 09.03.2020]

International Management Master - optional courses

International Academies

Module name (EN): International Academies
Degree programme: International Management, Master, ASPO 01.10.2020
Module code: MAIM-291
Hours per semester week / Teaching method: -
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: MAIM-291 International Management, Master, ASPO 01.10.2016, optional course MAIM-291 International Management, Master, ASPO 01.10.2020, optional course WIMAScWPF-FÜ9 Industrial Engineering, Master, ASPO 01.10.2014, semester 2, optional course, general subject, course inactive since 10.02.2020
Workload: The total student study time for this course is 180 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefanie Jensen

Lecturer:

Prof. Dr. Stefanie Jensen

[updated 05.03.2020]

Learning outcomes:

Learning outcomes:

This module enables students to fully understand the many facets of their host country (economy, domestic and foreign policy, social and cultural situation, etc...) and to reflect on the relationships between these facets. The situation in the host country will be compared with the situation in the European Union with regard to the above and other aspects. This allows students to compare the situation of an individual country with that of a group of states within the EU, given that European countries are transferring more and more competences to the EU in important policy areas, from jurisprudence and economic policy to consumer and environmental protection.

After successfully completing this module, students will be able to:

prepare intensively for the different circumstances (economy, politics, social affairs, culture, etc.) in their host country and combine the information received about different fields from people with different backgrounds to form an overall picture of the respective host country, to critically analyze this information and to adopt a position of their own.

understand and reflect on the EU's position on selected topics such as the monetary union, external and economic relations, energy policy, climate policy, and law-making. Students will study and learn to appreciate the differences in the positions and requirements of the host country and the EU.

develop and present complex issues from heterogeneous subject areas in English (if necessary without the aids typically available in lecture halls).

work in mixed groups with foreign students. After completing this module, students will have improved their social and language skills through meetings with students and representatives from their host country. They will also have demonstrated a high degree of commitment, motivation, independence and creativity.

In addition, students will learn to prepare for business visits and meetings abroad in a structured manner.

[updated 10.12.2018]

Module content:

Study trip to the foreign partner university including lectures, workshops and discussions on economics, domestic and foreign policy, society, as well as special topics from the host country and visits to companies and institutions in the vicinity of the partner university or the region visited.

Study trip to the European Academy Otzenhausen covering current European issues (e.g. financial and economic policy, external economic relations (e.g. WTO, trade agreements, foreign policy, environmental policy, consumer protection, refugees), as well as the importance of selected central European institutions.

Creation of a term paper and presentation in English on a specific topic

Intercultural communication skills and their use in a team

[updated 10.12.2018]

Teaching methods/Media:

Lectures/talks, interactive workshops, group work, short impulse presentations, exchange with foreign students, sightseeing.

[updated 05.03.2020]

Additional information:

This module will take place within the framework of two study trips (to Mexico and to Otzenhausen); attendance is compulsory for all on-site events and for the preparatory workshop.

[updated 10.12.2018]

Recommended or required reading:

To be announced within the course.

[updated 10.12.2018]