Hochschule
Bonn-Rhein-Sieg

Department of Management Sciences

Module catalogue

for the examination regulations BPO 2017
(BPO International Business B.Sc.)

International Business
Bachelor of Science (BSc.)

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Hochschule Bonn-Rhein-Sieg
University of Applied Sciences
Department of Management Sciences
Grantham-Allee 20
53757 Sankt Augustin
Tel. +49 2241 865 101
www.h-brs.de

Vice-Dean Prof. Dr. Dirk Schreiber
Tel. +49 2241 865 100
dirk.schreiber@h-brs.de

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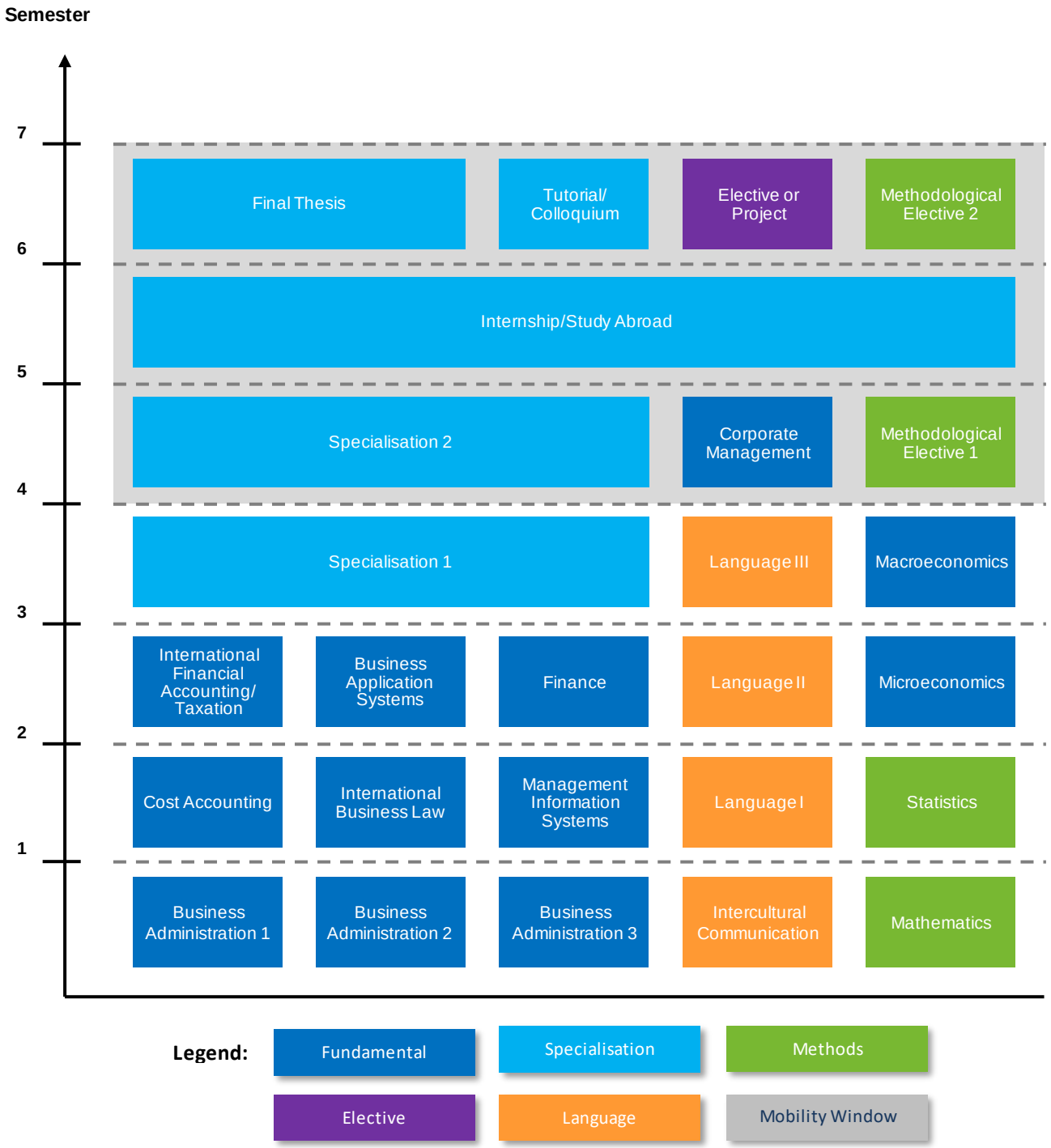
1. Curriculum

1.1 Study plan



1.2 Overview of modules and specialisations

						Semester						
Modules	**Exam**	**SCH**	**CP**	**Teaching units**	**Total SCH**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Business Administration 1	E1	5	6	Principles of Business Administration	2	2						
				Principles of Marketing	3	3						
Business Administration 2	E1	5	6	Principles of Production and Logistics	3	3						
				Principles of Accounting	2	2						
Business Administration 3	E1	5	6	Principles of Organisation	2	2						
				Principles of Human Resource Management	3	3						
Intercultural Communication	E2	4	6	Intercultural Communication	3.5	4						
				Academic Research and Writing	0.5							
Mathematics	E1	5	6	Mathematics	5	5						
Cost Accounting	E1	4	6	Cost Accounting	4		4					
Management Information Systems	E1	4	6	Management Information Systems	4		4					
International Business Law	E1	4	6	International Business Law	4		4					
Statistics	E1	4	6	Statistics	4		4					
Language I	E1	4	6	Language I	4		4					
Language II	E1	4	6	Language II	4			4				
Finance	E1	5	6	Finance	3			5				
				Investments	2							
International Financial Accounting/Taxation	E1	4	6	International Financial Accounting/Taxation	4			4				
Microeconomics	E1	4	6	Microeconomics	4			4				
Business Application Systems	E2	4	3	Development of Business Application Systems	2			2				
	E2		3	Using Business Application Systems	2			2				
Specialisation 1	E1	13	18	Specialisation 1	13				13			
Macroeconomics	E1	6	4	Macroeconomics	4				4			
	E2		2	Economic Policy in Practice	2				2			
Language III	E1	4	6	Language III	4				4			
Corporate Management	E1	7	3	Corporate Planning	2					2		
	E1			Business Ethics	1					1		
	E2		3	Business Simulation	4					4		
Methodological Elective 1	E2	4	6	Methodological Elective 1	4					4		
Specialisation 2	E1	13	18	Specialisation 2	13					13		
Internship or Study Abroad	E2		30	Internship								
Methodological Elective 2	E2	4	6	Methodological Elective 2	4							4
Elective or Project	E2	4	6	Elective or Project	4							4
Final Thesis	E1		12	Final Thesis								
Colloquium/Tutorial	E1	1	6	Colloquium								
	E2			Tutorial	1							1
		121	**210**	**Total hours**	**121**	**24**	**20**	**21**	**23**	**24**		**9**

E1: Examination according to §15 para. 3 in conjunction with §17 of the Examination Regulations
E2: Examination according to §15 para. 4 in conjunction with §18 of the Examination Regulations
SCH: semester credit hours

Specialisations (4th or 5th semester)	SCH	Credits
International Financial Management	**13**	**18**
International Financial Reporting Standards/Analysis of International Financial Statements	4	
Management Accounting and Management Control	3	
International Finance	3	
Case studies in management accounting and management control	3	
International Management	**13**	**18**
International Strategy, Organisation & Leadership	3	
International Marketing	2	
International Trade, Finance & Investment	2	
Project & Cases in International Management	3	
Current Issues in International Management	3	
Business-to-Business Marketing	**13**	**18**
Strategic Marketing	4	
Market Research	1	
Marketing Management Control	2	
Innovation Management	1	
Practical Project	4	
Project Management	1	
Sales Management	**12**	**18**
Sales Project	4	
Sales Strategy	2	
Sales Operational Aspects	4	
Sales Performance Management	2	

2. Modules of 1st semester

- Business Administration 1
- Business Administration 2
- Business Administration 3
- Intercultural Communication
- Mathematics

2.1 Business Administration 1

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	1st sem.	Winter semester	1 semester

1	**Lectures/seminars** 2 SCH Principles of Business Administration 3 SCH: Principles of Marketing	**Contact hours** 5 SCH/ 75 h	**Self-learning** 105 h	**Planned group size** 45 students

2 Learning outcomes/skills

Principles of Business Administration

Students acquire theoretical and practical knowledge of international management. The course focuses on the fundamentals and functions of management in international companies. These include important factors of globalization, the theory of comparative cost advantage, cultural problems of international corporate management, essential international market entry strategies, understanding and presenting special practical requirements for international managers. Students learn general skills and tools for business management (e.g. problem analysis, systems analysis, benefit analysis). This allows them to identify structures and processes in the international business environment, and to link them holistically. One course focus is the ability to deal systematically and transparently with business decision problems, especially in an international context.

Principles of Marketing

Competitive markets require companies to make special efforts to position products, especially internationally. Product design based on customer requirements and expectations is the crucial success factor. This learning unit focuses primarily on operational decisions in marketing to address customer requirements and adequately satisfy identified market needs. Students learn how to identify marketing problems and draw the right conclusions to develop an international marketing mix. Since digitisation has a significant effect on marketing tools, the focus of the course will be on the transformation of the four classic instruments (price, place, promotion & product). Many international case studies will underline the theory and allow us to analyse it in class.

3 Contents

Principles of Business Administration

- Globalisation: key factors, advantages and disadvantages, key players
- Analysis of national markets and the business environment: economic profile of the target country, cultural profile of the target country, evaluation of country markets, including country-specific risks, market entry barriers and evaluation of the target market's attractiveness
- International trade and investment: Theoretical foundations, including absolute and comparative cost advantages, foreign direct investment, facts and figures
- International market entry and market development strategies
- Development of international product and marketing strategies: extension/adaptation strategies
- Dynamics of global CSR and sustainability strategies
- The enterprise as a real phenomenon
- Business administration as a science
- Selected approaches in business administration research
- The wider management process in an international context
- Performance-based & financial processes

Principles of Marketing

- Fundamentals of marketing
- Marketing concept
- Basics of the marketing mix:
    - Product policy

	○ Pricing policy ○ Distribution policy ○ Communication policy • Current developments in marketing • International case studies from the marketing environment
4	**Teaching methods** Seminar, individual and group projects
5	**Admission requirements** None
6	**Examination types** Final written exam
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** n/a
9	**Final grade weighting** 3 %
10	**Module leader and full-time lecturers** Prof. Dr. Jens Böcker and internal/external lecturers
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

2.2 Business Administration 2

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	1st sem.	Winter semester	1 semester

1	**Lectures/seminars** 3 SCH: Principles of Production and Logistics 2 SCH: Principles of Accounting	**Contact hours** 5 SCH/ 75 h	**Self-learning** 105 h	**Planned group size** 45 students

2 Learning outcomes/skills

Principles of Production and Logistics

Students learn to describe and explain business functions (purchasing/production/logistics) and their significance in different national economies (secondary and tertiary sector). They learn the basic activities and processes of purchasing, production and logistics and how to analyse these operative processes in a particular industry or company in an international context. Students should be able to assess and reflect on these basic processes and their integration into the wider organization. They will also study industry- or company-specific scenarios to find ways to optimise these business functions.

Principles of Accounting

Students learn the basic theory and requirements for managerial and financial accounting in an international context. Students will look especially at the IFRS and at how they differ from the U.S. GAAP. The course will focus on identifying target groups for accounting, their questions and information needs concerning the methods and principles of the accounting standards and the structure of data used. In preparation for financial accounting and external reporting, the students learn the principles of the balance sheet, the thought processes and procedures for double-entry accounting and the main differences compared to internal/managerial accounting. Students will apply course contents to international case studies and discuss current developments in international accounting.

3 Contents

Principles of Production and Logistics

- Basic elements and functions in the production of goods and services in an international context
- Sourcing
- Production and manufacturing
- Logistics and supply chain management as a key enabler for international companies

Principles of Accounting

- Concept and function of accounting
- Fundamentals of international accounting, in particular IFRS
- Fundamental differences between IFRS and U.S. GAAP
- Target groups for accounting reports and their information needs
- Accounting instruments
- Key figures in accounting
- International case studies
- Bookkeeping and accounting techniques
- Selected features of international accounting and financial reporting techniques

4 Teaching methods

Seminar, individual and group projects

5 Admission requirements

None

6 Examination types

Final written module exam.

7 Course credit requirements

	As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** n/a
9	**Final grade weighting** 3 %
10	**Module leader and full-time lecturers** Prof. Dr. Ralf Meyer, Prof. Dr. Stephan Tank as well as internal and external lecturers
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

2.3 Business Administration 3

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	1st sem.	Winter semester	1 semester

1	**Lectures/seminars** 2 SCH: Principles of Organisation 3 SCH: Principles of Human Resource Management	**Contact hours** 5 SCH/ 75 h	**Self-learning** 105 h	**Planned group size** 45 students

2 Learning outcomes/skills

Principles of Organisation

Students learn about an organisation's business functions and can explain their significance. They learn to design basic elements of an organization and analyse them in the context of a single industry or company in an international context. Students learn how to assess continuous change in organisations. Students also learn how to assess drivers of change in international organisations, especially new technologies.

Principles of Human Resource Management

Students learn the principles of international human resource (HR) management and the ability to succeed in intercultural and international teams. This enables them to recognise basic HR functions in global companies as a crucial management task and get involved. They will learn how to assess the status quo, opportunities and limitations of these acquired HR skills in international organisations.

3 Contents

Principles of Organisation

- Basics of organisational understanding
- Fundamentals of structural aspects
- Adaption on manufacturing and service companies in an international context
- Shocks on the organisation from the external and internal world
- Technological changes and their impact on international organisations

Principles of Human Resource Management

- Organization of international human resource management
- Headcount planning and scheduling
- Recruitment, selection and dismissal of staff
- HR development
- International staff deployment and reintegration
- Introduction to international teamwork and conflict management

4 Teaching methods
Seminar, individual and group projects

5 Admission requirements
None

6 Examination types
Written examination.

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
3 %

10 Module leader and full-time lecturers
Prof. Dr. Stephan Tank and internal/external lecturers

11	**Additional information** Literature: Literature recommendations will be announced when the lecture period begins.

2.4 Intercultural Communication

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	1st sem.	Winter semester	1 semester

1	**Lectures/seminars** 3.5 SCH: Intercultural Communication 0.5 SCH: Academic Research and Writing	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes/skills

i. Students will be able to identify problem areas of a cultural nature in cross-border business activities, especially in transglobal situations. They can develop behavioral and communication strategies for "intercultural critical incidents" in international settings. Students will be able to develop their global intercultural competence: in particular, they will be able to train their empathy skills, their perception skills, their culturally sensitive communication and the sharpening of their transnational cultural awareness. Students deepen their knowledge of partly well-known international communication models (Iceberg Model; cultural dimensions of Hofstede, Hall, Trompenaars, Kluckhohn etc.) and learn their practical application in global business situations. The content of the seminar is the challenges of intercultural communication and its application in international work contexts. The theoretical content of the seminar will be deepened by using case studies from international business practice and business games to raise cultural awareness. Students develop the skills to identify causes of intercultural misunderstandings and to develop a better overview of possible strategies for action, especially in the international work environment.

ii. Students master the basic principles of "academic writing" as well as paraphrasing and know how to avoid plagiarism. In addition, they get to know software (e.g. Citavi) for literature management and knowledge organization.

3 Contents

- Different concepts and approaches to the phenomenon of culture
- Intercultural awareness and international cultural norms
- We will use two ethnographic approaches (Kluckhohn and Hall) and two studies based on business scenarios (Hofstede and Trompenaars) to develop coordinates for international comparisons of culture.
- Methods and problems in perceiving ourselves and others
- Specific characteristics of global cultures and value systems in business enterprises or other institutions (organisational cultures)
- Awareness of foreign cultures and international connections
- Do's and Dont's of „academic writing and research"
- Practical excersices with the Citavi software

4 Teaching methods
Seminar, group projects, tandem projects with an international partner, presentation and public speaking exercises

5 Admission requirements
None

6 Examination types
Participation. Oral/written proof of performance depending on the course commentary.

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
n/a

10	**Module leader and full-time lecturers** Eileen Küpper, M.Sc. and internal/external lecturers
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

2.5 Mathematics

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6 CP	1st sem.	Winter semester	1 semester

1	**Lectures/seminars** 5 SCH: Mathematics	**Contact hours** 5 SCH/ 75 h	**Self-learning** 105 h	**Planned group size** 45 students

2 Learning outcomes/skills

Students learn how to describe and analyse economic problems of planning, monitoring and controlling in mathematic terms and maybe optimise them. They also learn which mathematic tool to use for which business circumstances. Correct collection, evaluation, problem-focused analysis and logic linking of data prepares them for making business decisions.

3 Contents

1. Introduction to the basics and structures of business mathematics
   - 1.1 Basic mathematical functions and their main features
   - 1.2 Exponential and logarithmic functions and their main features
   - 1.3 Special properties of functions
     - 1.3.1 Bounded sets
     - 1.3.2 Monotonic behaviour/extremes
     - 1.3.3 Curvature behaviour/inflection points
     - 1.3.4 Symmetry
     - 1.3.5 Zero points
   - 1.4 Polynomials of simple and higher degrees
     - 1.4.1 3rd degree polynomials
     - 1.4.2 Biquadratic equations
     - 1.4.3 Functions without absolute term
   - 1.5 Broken rational functions and their particularities
     - 1.5.1 Determining the domain
     - 1.5.2 Non-isolated singularities
     - 1.5.3 Zero points
2. Basics and properties of economic functions and equation systems
   - 2.1 Demand function
   - 2.2 Supply function
   - 2.3 Cost functions
   - 2.4 Revenue functions
   - 2.5 Profit functions
3. Equations/inequations
   - 3.1 Linear equations/inequations
     - 3.1.1 Linear equations/inequations with one variable
     - 3.1.2 Equations/inequations with multiple variables
   - 3.2 Non-linear equations
4. Basics of combinatorics
   - 4.1 Permutations
   - 4.2 Variations
   - 4.3 Combinations
5. Differential calculus
   - 5.1 Differentiation of functions with an independent variable
     - 5.1.1 Identification of extremes and inflection points of functions with an independent variable
     - 5.1.2 Curve sketching
   - 5.2 Differentiation of functions with multiple independent variables
     - 5.2.1 First-order partial derivatives
     - 5.2.2 Higher-order partial derivatives
6. Linear optimisation methods

	6.1 Relative extremes of functions with multiple independent variables without constraints 6.2 Relative extremes of functions with multiple independent variables under constraints 7. Introduction to financial mathematics 7.1 Mathematical principles of interest calculation 7.2 Mathematical principles of annuities 7.3 Mathematical principles of repayment calculation
4	**Teaching methods** Seminar, individual and group projects
5	**Admission requirements** None
6	**Examination types** Winter term: 25% oral exam in form of an individual presentation and 75% final written exam Summer term: 100% final written exam
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** n/a
9	**Final grade weighting** 3 %
10	**Module leader and full-time lecturers** Prof. Dr. Dr. Franz W. Peren and internal/external lecturers
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

3. Modules of 2nd Semester

- Cost Accounting
- International Business Law
- Management Information Systems
- Language I
- Statistics

3.1 Cost Accounting

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester

1	**Lectures/seminars** 4 SCH: Cost Accounting	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes/skills

Students can distinguish between financial and managerial accounting and know the basic tools of managerial (internal) accounting. Understand the structure, content and application of internal accounting and its significance for business decision processes and cost efficiency management. Students can name and assess the challenges of global enterprises in this context. They know the principles, terminology and methods of cost accounting, especially on the international level. They can name and assess current developments in business accounting in an international context.

3 Contents

- Cost and revenue accounting as part of managerial accounting
- Basic concepts
- Cost accounting: cost types, cost centres and cost unit accounting
- Cost accounting instruments (job order costing, process costing, activity-based costing), including varieties in different countries
- Revenue accounting: revenue types, revenue centres and revenue unit accounting
- Profit and loss accounting: profit per unit and per period
- Controlling instruments in the management of multinational companies (cost-volume-profit analysis, pricing, budgeting, balanced scorecard)
- International varieties
- Current developments in corporate accounting in an international context

4 Teaching methods
Seminar, individual and group projects

5 Admission requirements
None

6 Examination types
Usually written and/or oral exam. For details, see §17 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017).

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
3 %

10 Module leader and full-time lecturers
Prof. Dr. Ralf Meyer and internal/external lecturers

11 Additional information
Literature recommendations will be announced when the lecture period begins.

3.2 International Business Law

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester

1	**Lectures/seminars** 4 SCH: International Business Law	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes/skills

This course deals with areas of private law of particular importance for economic activity, such as the conclusion or rescission of contracts. Students learn how to find legally compliant solutions and solve problems frequently occurring in practice.

3 Contents

This course intends to give students an overview of the principles of contract law, such as:

- The formation of a contract (offer and acceptance, interpretation)
- Defences to formation (incapacity, illegality of the contract, lack of written form or other legal requirements, errors, fraud, misrepresentation or undue influence)
- Breach of contract and existing legal remedies
- Statutory limitation

The principles of contract law will not only be explained with reference to the German Civil Code, but also to the United Nations Convention on Contracts for the International Sale of Goods (CISG). This course will also deal with the law of torts (intentional or negligent wrongs, vicarious liability), looking both at national and cross-border violations.

4 Teaching methods
Seminar; group projects with case studies

5 Admission requirements
None

6 Examination types
Final written exam

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
3 %

10 Module leader and full-time lecturers
Prof. Dr. Ralf Meyer and internal/external lecturers

11 Additional information
Literature recommendations will be announced when the lecture period begins.

3.3 Management Information Systems

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester

1	**Lectures/seminars** 4 SCH: Management Information Systems	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes/skills

Students can communicate about information systems in practice and describe the use of IT in different internal and external information systems. They can extract information from local and intercultural IT case studies and compare the abilities of IT to concrete business needs. Students can discuss and assess ideas, solutions and arguments for IT development. Students learn the skills to make decisions on selected IT management issues.

3 Contents

1. Fundamentals
   1.1 Computer and operating systems
   1.2 Networks
   1.3 Application software
   1.4 Database and data modelling
   1.5 Case studies
2. Evaluation of economic efficiency
3. Standard business software – selection and implementation
4. IT security management
5. IT outsourcing
6. Macroeconomic, intercultural and social Impacts

4 Teaching methods
Lectures with discussions, case studies, presentation and use of tools, exercises, team work and instructed self-learning

5 Admission requirements
Basic knowledge of computers, including office software and Internet browsers.

6 Examination types
Final written exam.

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
3 %

10 Module leader and full-time lecturers
Prof. Dr. Torsten Stein and internal/external lecturers

11 Additional information
Literature recommendations will be announced when the lecture period begins.

3.4 Language I

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester

1	Lectures/seminars	Contact hours	Self-learning	Planned group size
	4 SCH: Language I	4 SCH/ 60 h	120 h	max. 15 students

2 Learning outcomes/skills

Depending on the level at which students enter the three-semester Language program, different learning outcomes and competencies are achieved in each module. The common thread, however, is the goal of working through up to two levels of the Common European Framework of Reference for Languages (CEFR) over the course of three consecutive modules. The progression and the target level depend in each case on the chosen language and the entry level.

For foreign languages in which no prior knowledge is required (e.g. Chinese), basic competencies in all language skills are achieved.

For foreign languages in which students have prior knowledge (e.g., Spanish, German, French, if applicable), modular learning outcomes are achieved; these aim to improve the learner's language competence only in specific areas and for a specific purpose. In addition, learning outcomes are weighted: Language learning is emphasized in certain directions, thereby developing a particular 'profile' with a higher level of knowledge and skills in certain areas than in others (e.g., a higher level of speaking and reading competence compared to writing competence).

3 Contents

The exact course content depends on the respective level of the course according to the Common European Framework of Reference for Languages (CEFR); information on the levels and corresponding skills of the Common European Framework of Reference for Languages can be found at https://www.h-brs.de/files/ger.pdf Further information on the respective course content will be made available on LEA at the beginning of the course.

Currently, courses in Chinese, German, French, and Spanish are offered as part of the "Language I" through "Language III" module series.

4 Teaching methods

Interactive seminars, simulations, e-learning component

5 Admission requirements

Language skills according to prerequisite entry level (depending on course).

6 Examination types

Final written and/or oral performance (75%) and Lecture-accompanying partial examination (25%); the exact requirements for the partial performances will be announced at the beginning of the respective course.

7 Course credit requirements

Active participation in at least 75% of the course.

8 Final grade weighting

3 %

9 Module leader and full-time lecturers

Language Centre: Sandra Kärcher (subject management German as a Foreign Language), Albina Rogozhnikova (subject management further languages) und Claudia Ruiz Vega (subject management Spanish) as well as external lecturers

10 Additional information

Notes on course materials will be announced at the beginning of the course.

Changing the language is not possible, i.e. the modules "Language I", "Language II" and "Language III" must be completed in the same foreign language.

3.5 Statistics

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester

1	**Lectures/seminars** 4 SCH: Statistics	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes/skills

Students learn to record, analyse and develop solutions to statistical problems found in international business using suitable procedures. The course focuses on proper collection, processing and problem-focused analysis of data for descriptive statistics. Students also learn about probability analysis and inference statistics.

3 Contents

- Descriptive statistics
  - Basic principles and terms
  - Overview of official and non-official statistics
  - Frequency distributions
  - Mean values, measures of dispersion and concentration
  - Correlation measures
  - Regression analysis
- Probability theory
- Inference statistics (calculation of confidence intervals, testing hypotheses)

4 Teaching methods
Seminar, individual and group projects

5 Admission requirements
Knowledge of mathematics at secondary school level and willingness to study and apply statistical methods.

6 Examination types
Final written exam.

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
3 %

10 Module leader and full-time lecturers
Prof. Dr. Ralf Meyer and internal/external lecturers

11 Additional information
Literature recommendations will be announced when the lecture period begins.

4. Modules of 3rd semester

- International Financial Accounting/Taxation
- Language II
- Business Application Systems
- Finance
- Microeconomics

4.1 International Financial Accounting/Taxation

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	3rd sem.	Winter semester	1 semester

1	**Lectures/seminars** 4 SCH: International Financial Accounting/Taxation	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes/skills

IFRS financial statements show a company's profit and loss statement (P&L) and its balance sheet (financial position). Students can prepare annual financial statements under IFRS and interpret their core information. In addition, they know the main differences and similarities between HGB and U.S. GAAP statements and current developments in international financial accounting. They also know the principles of corporate taxation and can name challenges in international taxation.

3 Contents

- Basics of IFRS financial statements
- Balance sheet structure, accounting and valuation principles
- Accounting and valuation of fixed and current assets
- Accounting and valuation of equity and liabilities
- Differences and similarities in annual financial statements according to IFRS, HGB and U.S. GAAP
- Fundamentals of balance sheet analysis, including examination of national differences in accounting
- Challenges of preparing the financial statements for multinational companies
- Current developments in international corporate accounting (e.g. corporate social responsibility (CSR) reporting)
- Basic principles of corporate taxation
- Challenges of taxation in international situations

4 Teaching methods
Seminar, individual and group projects

5 Admission requirements
Solid basic knowledge of goods- and payment-related business processes as well as accounting.

6 Examination types
Usually written and/or oral exam. For details, see §17 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017).

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
3 %

10 Module leader and full-time lecturers
Prof. Dr. Ralf Meyer and internal/external lecturers

11 Additional information
Literature recommendations will be announced when the lecture period begins.

4.2 Language II

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Winter semester	1 semester

1	Lectures/seminars	Contact hours	Self-learning	Planned group size
	4 SCH: Language I	4 SCH/ 60 h	120 h	max. 15 students

2 Learning outcomes/skills

Depending on the level at which students enter the three-semester Language program, different learning outcomes and competencies are achieved in each module. The common thread, however, is the goal of working through up to two levels of the Common European Framework of Reference for Languages (CEFR) over the course of three consecutive modules. The progression and the target level depend in each case on the chosen language and the entry level.

For foreign languages in which no prior knowledge is required (e.g. Chinese), basic competencies in all language skills are achieved.

For foreign languages in which students have prior knowledge (e.g., Spanish, German, French, if applicable), modular learning outcomes are achieved; these aim to improve the learner's language competence only in specific areas and for a specific purpose. In addition, learning outcomes are weighted: Language learning is emphasized in certain directions, thereby developing a particular 'profile' with a higher level of knowledge and skills in certain areas than in others (e.g., a higher level of speaking and reading competence compared to writing competence).

3 Contents

The exact course content depends on the respective level of the course according to the Common European Framework of Reference for Languages (CEFR); information on the levels and corresponding skills of the Common European Framework of Reference for Languages can be found at https://www.h-brs.de/files/ger.pdf Further information on the respective course content will be made available on LEA at the beginning of the course.

Currently, courses in Chinese, German, French, and Spanish are offered as part of the "Language I" through "Language III" module series.

4 Teaching methods

Interactive seminars, simulations, e-learning component

5 Admission requirements

Language skills according to prerequisite entry level (depending on course).

6 Examination types

Final written and/or oral performance (75%) and Lecture-accompanying partial examination (25%); the exact requirements for the partial performances will be announced at the beginning of the respective course.

7 Course credit requirements

Active participation in at least 75% of the course.

8 Final grade weighting

3 %

9 Module leader and full-time lecturers

Language Centre: Sandra Kärcher (subject management German as a Foreign Language), Albina Rogozhnikova (subject management further languages) und Claudia Ruiz Vega (subject management Spanish) as well as external lecturers

10 Additional information

Notes on course materials will be announced at the beginning of the course.

Changing the language is not possible, i.e. the modules "Language I", "Language II" and "Language III" must be completed in the same foreign language.

4.3 Business Application Systems

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	3rd sem.	Winter semester	1 semester

1	**Lectures/seminars** 2 SCH: Development of Business Application Systems 2 SCH: Usage of Business Application Systems	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes

Students learn the basic approach to aligning business strategy, business processes and business information systems. Central storage and structuring of large data volumes is a major task here. Students apply methods for data modelling used worldwide to integrate database requirements into standard database software.

Since business processes are the connecting element between business strategy and business IT, students will use internationally accepted process modelling methods to model both existing and planned business operations. The results will allow students to identify potential improvements.

Students learn about software for enterprise resource planning (ERP). The market-leading software suite by SAP will serve as an example of the many available systems. Students learn to apply their theoretical knowledge of procurement, production, planning, distribution, customer service, financial accounting and controlling to an integrated, computer-based documentation and reporting system.

3 Content

Development of business application systems

- Business IT alignment
- Data modelling
- Process modelling

Using business application systems

- Introduction to SAP
- Functional areas of business and SAP modules
- Data entry and reports

4 Teaching methods

Seminar with group projects; IT-supported seminars at the computer lab

5 Admission requirements

Basic knowledge of computers, including office software and Internet browsers.

6 Examination types

Development of Business Application Systems:

non-graded examination in the form of a final written exam.

Usage of Business Application Systems:

non-graded performance of case studies

7 Course credit requirements

As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module

n/a

9 Final grade weighting

n/a

10 Module leader and full-time lecturers

Prof. Dr. Torsten Stein and internal/external lecturers

11	**Additional information** Literature recommendations will be announced when the lecture period begins.

4.4 Finance

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	3rd sem.	Winter semester	1 semester

1	**Lectures/seminars** 3 SCH: Finance 2 SCH: Investments	**Contact hours** 5 SCH/ 75 h	**Self-learning** 105 h	**Planned group size** 45 students

2 Learning outcomes/skills

Students learn to independently apply investment calculation methods to practical problems, to critically interpret verbally and classify them. They can transfer their acquired skills to new cases, especially in an international context. Students also learn the basics of international finance and apply these to practical questions. They can name and assess current developments on international financial markets.

3 Contents

Investment

- Introduction, terminology and underlying financial mathematics
- Static and dynamic investment calculation methods
- Investment calculation with integrated financing plan

Financing

- Basic questions of the international financial economy
- Financial objectives and financial decision-making processes for multinational companies
- Systematization approaches to various forms of financing
- Deposits and equity financing
- Credit financing
- Foreign trade financing

4	**Teaching methods** Seminar, individual and group projects
5	**Admission requirements** Participants are expected to have a basic knowledge of business administration, accounting and mathematics.
6	**Examination types** Usually written and/or oral exam. For details, see §17 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017).
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** n/a
9	**Final grade weighting** 3 %
10	**Module leader and full-time lecturers** Prof. Dr. Andreas Wiesehahn, Prof. Dr. Ralf Meyer and internal/external lecturers
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

4.5 Microeconomics

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	3rd sem.	Winter semester	1 semester

1	**Lectures/seminars** 4 SCH: Microeconomics	**Contact hours** 4 SCH/60 h	**Self-learning** 120 h	**Planned group size** 45 students

2 Learning outcomes/skills

Upon successful completion of the module, students will be able to ...

- solve constrained optimization problems and apply this method to decision making under scarcity
- determine the outcomes of social interactions and discuss how self-interest can lead to desirable and undesirable outcomes
- critically discuss the role of fairness in evaluating economic allocations and how institutions can improve fairness
- model the interactions between owners, managers and employees within firms
- calculate profit-maximizing prices for firms
- explain how competitive markets maximize the gains from trade and break down outcomes in competitive markets

3 Contents

This course discusses the following chapters:

Chapter 1: Scarcity, work, and choice

Chapter 2: Social interactions

Chapter 3: Property and power: Mutual gains and conflict

Chapter 4: The firm: Owners, managers, and employees

Chapter 5: The firm and its customers

Chapter 6: Supply and demand: Price-taking and competitive markets

4 Teaching methods

Lecture and seminar-based teaching with video lectures, exercises, optional online content, one or two experiments and some (small) case study discussions.

5 Admission requirements

Formal: none

Prior courses: “Mathematics”, “Statistics” and “Business Administration I” modules should have been completed.

6 Examination types

Usually written and/or oral exam. For details, see §17 of the 2017 Bachelors’ Examination Regulations for International Business (BPO-IB 2017).

7 Course credit requirements

As per §15 of the 2017 Bachelors’ Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module

n/a

9 Final grade weighting

3 %

10 Module leader and full-time lecturers

Prof. Dr. Christian Tode and internal/external lecturers

11 Additional information

The textbook for this course is "The Economy: Economics for a Changing World" by the CORE Project. The CORE project is a group of economics researchers and professors. They wrote the book to teach economics in a student-centred way that is motivated by real-world problems and real-world data. The

	ebook is available free of charge on the website https://core-econ.org/the-economy/?lang=en. there are (free) Apps for Android, Windows, MacOS, iOS and more. For those of you who prefer a physical book, there are some copies in the library.

5. Modules of 4th semester

- Language III
- Macroeconomics

5.1 Language III

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester

1	Lectures/seminars	Contact hours	Self-learning	Planned group size
	4 SCH: Language I	4 SCH/ 60 h	120 h	max. 15 students

2 Learning outcomes/skills

Depending on the level at which students enter the three-semester language program, different learning outcomes and competencies are achieved in each module. However, the common thread is the goal of achieving up to two levels of the Common European Framework of Reference for Languages (CEFR) over the course of three consecutive modules. The progression and target level depend in each case on the language chosen and the entry level.

For foreign languages in which no prior knowledge is required (e.g. Chinese), basic competencies in all language skills are achieved.

For foreign languages with prior knowledge (e.g., Spanish, German, French, if applicable), modular learning outcomes are achieved that are designed to improve learners' language competence only in specific areas and for a specific purpose. In addition, learning outcomes are weighted: Language learning is emphasized in certain directions, developing a particular "profile" with higher levels of knowledge and skills in certain areas than in others (e.g., higher levels of speaking and reading competence compared to writing competence).

3 Contents

The exact course content depends on the respective level of the course according to the Common European Framework of Reference for Languages (CEFR); information on the levels and corresponding skills of the Common European Framework of Reference for Languages can be found at https://www.h-brs.de/files/ger.pdf Further information on the respective course content will be made available on LEA at the beginning of the course.

Currently, courses in Chinese, German, French, and Spanish are offered as part of the "Language I" through "Language III" module series.

4 Teaching methods

Interactive seminars, simulations, e-learning component

5 Admission requirements

Language skills according to prerequisite entry level (depending on course).

6 Examination types

Final written and/or oral performance (75%) and Lecture-accompanying partial examination (25%); the exact requirements for the partial performances will be announced at the beginning of the respective course.

7 Course credit requirements

Active participation in at least 75% of the course.

8 Final grade weighting

3 %

9 Module leader and full-time lecturers

Language Centre: Sandra Kärcher (subject management German as a Foreign Language), Albina Rogozhnikova (subject management further languages) und Claudia Ruiz Vega (subject management Spanish) as well as external lecturers

10 Additional information

Notes on course materials will be announced at the beginning of the course.

Changing the language is not possible, i.e. the modules "Language I", "Language II" and "Language III" must be completed in the same foreign language.

5.2 Macroeconomics

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	4th sem.	Summer semester	1 semester

1	Lectures/seminars	Contact hours	Self-learning	Planned group size
	4 SCH: Macroeconomics 2 SCH: Economic Policy in Practice	6 SCH/ 90 h	90 h	45 students

2 Learning outcomes/skills

Macroeconomics

Upon successful completion of the module, students will be able to ...

- summarize the role of capitalism and technological innovation on today's living standards
- explain how the labor market determines economy-wide wages, unemployment and the distribution of income
- associate the credit market, money and Banks with opportunities for mutual gain
- classify economic booms and recessions in the business cycle
- assess fiscal policy measures by the government
- differentiate monetary from fiscal policy and explain how it impacts on inflation
- appreciate institutions and policies that support economic wellbeing

Economic policy in practice

The course uses an empirical, computer-aided economic model based on a selected country to show students the effects of economic analyses and decisions. Students will work independently on the economic relationships depicted in the model and discuss their observations to assess the effects of economic strategies, experience the complexity of economic policy, and processes and apply this knowledge to international contexts. The simulation also helps students recognize the practical effects of economic questions on everyday business and adds a crucial element to the comprehensive managerial toolkit.

3 Contents

Macroeconomics

This course discusses the following chapters:

Chapter 1: The Capitalist Revolution
Chapter 2: Technological Change, Population, and Growth
Chapter 3: The Labour Market: Wages, Profits and Unemployment
Chapter 4: Banks, Money, and the Credit Market
Chapter 5: Economic Fluctuations and Unemployment
Chapter 6: Unemployment and Fiscal Policy
Chapter 7: Inflation, Unemployment, and Monetary Policy
Chapter 8: Technological Progress, Unemployment, and Living Standards in the long run
Chapter 9: The Nation and the World Economy

Economic policy in practice

- Goals, actors and issues of global economic policy
- Modelling of current international economic policy
- Simulation model based on the Federal Republic of Germany

4 Teaching methods

Lecture and seminars; case studies, group projects

5	**Admission requirements** **Formal:** none **Prior courses:** Students should have passed the exams for the “Mathematics” and “Microeconomics” modules.
6	**Examination types** Final written exam.
7	**Course credit requirements** As per §15 of the 2017 Bachelors’ Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** n/a
9	**Final grade weighting** 3 %
10	**Module leader and full-time lecturers** Prof. Dr. Christian Tode and internal/external lecturers
11	**Additional information** The textbook for this course is "The Economy: Economics for a Changing World" by the CORE Project. The CORE project is a group of economics researchers and professors. They wrote the book to teach economics in a student-centred way that is motivated by real-world problems and real-world data. The ebook is available free of charge on the website https://core-econ.org/the-economy/?lang=en. there are (free) Apps for Android, Windows, MacOS, iOS and more. For those of you who prefer a physical book, there are some copies in the library.

6. 5th semester module: Corporate Management

6. Corporate Management					
ID no.	**Workload** 180 h	**Credits** 6	**Study semester** 5th sem.	**Course Offering Frequency** Winter semester	**Duration** 1 semester
1	**Lectures/seminars** 2 SCH: Corporate Planning 1 SCH: Business Ethics 4 SCH: Business Simulation		**Contact hours** 7 SCH/ 105 h	**Self-learning** 75 h	**Planned group size** 45 students
2	**Learning outcomes/skills** **Corporate Planning** Students learn about the crucial issues and solutions in international and intercultural corporate planning across industries and functions. They learn the newest developments in theory and practice and the various planning challenges, relevant methods, instruments and application conditions. The course focuses especially on international corporations as well as cultural and country-specific conditions that international companies must consider. **Business Ethics** Students examine international business cases to understand the criteria for social values and responsibility in business and the underlying ethical models. The course focuses on sharing the concepts of corporate social responsibility (CSR) and responsible leadership. Students also learn to look at ethical beliefs and values across cultures and countries. **Business Simulation** The business simulation game is a complex, computer-aided industrial simulation based on the reality of a market economy. Several companies pursue a self-determined strategy to manufacture and sell products on national and international virtual markets. Students work in international teams and experience how their decisions affect sales, production, sourcing, HR, investment and financing. As the game proceeds, they learn to better understand the complex interactions and use their business administration skills to adapt their decisions to the changing conditions. The game also trains their intercultural abilities and awareness for particularities across countries.				
3	**Contents** **Corporate Planning** • Basics of corporate planning • Special consideration of transnational companies and the requirements of corporate planning for different cultural regions. • Corporate policy framework planning • Strategic corporate planning, esp. multinational companies • Operational planning • Current issues in corporate planning **Business Ethics** • Basics of business thinking • Ethical concepts and their current effects • Dealing with diverging ethical ideas and values of different cultures • Comparison of ethics: German vs. foreign commercial law • Ethics in and between organisations • Fundamentals of ethically responsible management • Basic forms of ethics, morality and their origins				

	• Stages of moral development according to Kohlberg • Homo oeconomicus • The Prisoner's Dilemma • Utilitarianism • The philosophy of Kant • Discourse ethics • Business ethics according to Steinmann • Economic ethics according to Homann • Corporate culture • International case studies • Ethics management systems • Barnard's Inducement-Contribution Theory **Business Simulation** • Introduction to the game • Game phases in a team • Plenary discussions • Meeting minutes
4	**Teaching methods:** **Corporate Planning** Seminar teaching, case studies, group work **Business Ethics** Information and training sequences, case studies, individual and group projects **Business Simulation** Business simulation, group projects, plenary discussions
5	**Admission requirements** **Formal:** None **Prior courses:** Students should have completed exams for "Business Administration 1-3" modules.
6	**Examination types** Corporate Planning & Business Ethics: schriftliche Prüfung/Abschlussprüfung Business Simulation: Lecture-accompanying partial examination; oral or written final exam (§ 14 Abs. 6)
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** n/a
9	**Final grade weighting:** 3 %
10	**Module leader and full-time lecturers** Prof. Dr. Ralf Meyer and internal/external lecturers
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

7. Modules in 4th/5th semester: Specialisations

- Business-to-Business Marketing
- International Financial Management
- International Management
- Sales Management

7.1 Specialisation: Business-to-Business Marketing

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	540 h	18	4th/5th sem.	Summer semester	1 semester

1	**Lectures/seminars** 4 SCH: Strategic Marketing 1 SCH: Market Research 2 SCH: Marketing Management Control 1 SCH: Innovation Management 4 SCH: Practical Project 1 SCH: Project Management	**Contact hours** 13 SCH/ 195 h	**Self-learning** 345 h	**Planned group size** 30 students max.

2 Learning outcomes/skills

Students learn about the position and delimitation of the marketing approach. They learn to present various marketing strategies and research approaches, especially in B2B marketing, and to differentiate the components of the marketing mix. They can address customer requirements, adequately satisfy identified market needs and apply customer loyalty tools. Participants also learn market analysis methods as a prerequisite for strategic and operative marketing decisions, as well as the system behind controlling and innovation management in marketing. A practical project involving a real company allows students to apply their learned knowledge.

3 Contents

Strategic Marketing
- Basics of marketing, marketing concepts
- The course integrates international case studies.
- Particularities of B2B marketing compared to consumer goods marketing.
- Strategic marketing, especially B2B
- Discussion of selected operative aspects in marketing

Market Research
- Market research processes
- Data collection
- Applied statistical methods for data analysis
- Consumer behaviour research

Marketing Management Control
- Basics and aims
- Methodical approaches
- Strategic approaches
- Task-oriented approaches
- Case studies relating to international companies
- Marketing mix approaches

Innovation Management
- Innovation and insecurity
- Product, process and business model innovation
- Creativity techniques
- Internationalisation and digitisation

Practical Project
- Project management
- Methods of market research (SPSS)
- Independent editing and documentation of the project, e.g. the following topics:

	○ Development of market entry strategies ○ Customer satisfaction measurement ○ Market positioning of innovative products ○ Repositioning of products already on the market • Presentation of results and discussion with the management of the cooperating companies **Project Management** • Project organization & processes • Project management methods
4	**Teaching methods** Seminar, individual and group projects
5	**Admission requirements** Related knowledge from the introductory courses
6	**Examination types** Usually written and/or oral exam. For details, see §17 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017).
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** This module is also offered for the programmes in Business Psychology (BSc.) and Business Management (BSc.).
9	**Final grade weighting** 16%
10	**Module leader and full-time lecturers** Prof. Dr. Jens Böcker, Prof. Dr. Daniel Assmus
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

7.2 Specialisation: International Financial Management

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	540 h	18	4th/5th sem.	Summer semester	1 semester

1	**Lectures/seminars** 4 SCH: International Financial Reporting Standards/ Analysis of International Financial Statements 3 SCH: Management Accounting and Management Control 3 SCH: International Finance 3 SCH: Case Studies in Management Accounting and Management Control	**Contact hours** 13 SCH/ 195 h	**Self-learning** 345 h	**Planned group size** 30 students max.

2 Learning outcomes/skills

International Financial Reporting Standards/Analysis of International Financial Statements

Students understand consolidated accounting under IFRS and know the differences between HGB and U.S. GAAP accounting. They also know the relevant voting rights and discretionary powers and can assess their effect on the analysis of international consolidated statements. Students also learn to independently identify current developments in financial accounting and their relationship to the current state of research and literature. They learn to present research findings in an academic format and draw conclusions.

Management Accounting and Management Control

Students can explain the basics and different concepts of management control and can independently apply the central instruments of operative controlling to international situations after critical assessment. They know the difference between controlling and managerial accounting. They can name and assess current developments in international business accounting.

International Finance

Students learn about the international financial system and financing of international companies. They learn to identify and analyse the particularities of global financial markets from the perspective of international companies. Students also learn about the workings of foreign exchange markets and the relevant instruments for financing foreign trade.

Case Studies in Management Accounting and Management control

Students can independently apply managerial accounting tools to real-life situations, interpret the results, derive recommended actions and defend their results in group sessions.

3 Contents

International Financial Reporting Standards/Analysis of International Financial Statements

- Fundamentals of consolidated financial statements and corporate law
- Consolidated financial statements: reporting duty and consolidation group
- Consolidations (e.g. capital consolidation and debt consolidation, at-equity accounting, purchase price allocation, goodwill impairment test)
- IFRS accounting: principles, approach, presentation, valuation
- Analysing annual financial statements and key figures
- Impact analysis of new accounting standards (e.g. IFRS 15 and IFRS 16)
- Identification of current developments in external accounting and the current state of research

Management Accounting and Management Control

- Basic concepts of controlling

	• Differences and similarities of managerial accounting and controlling in an international context • Basics of operative and strategic controlling • Operative planning and controlling processes • Basics of variance analysis • Controlling key figures in global corporations • Activity-based costing • Basics and selected instruments of cost management, including regional characteristics • The balanced scorecard • Risk controlling and corporate governance • Identification of current developments in external accounting and the current state of research **International Finance** • The international financial system • Currency theory and markets • Financing of international companies • International investment **Case Studies in Management Accounting and Management Control** • The controlling process • Organizational structure of controlling • Variance analysis • Forecasting • Key figure analysis • Activity-based costing • Target costing • Investment controlling
4	**Teaching methods** Lectures, seminars, individual and group projects
5	**Admission requirements** Solid basic knowledge of accounting, investment calculation and corporate financing as well as international accounting
6	**Examination types** Written or oral exam
7	**Course credit requirements** Passing a term paper or project to be admitted for the oral/written exam and passing the oral/written exam.
8	**Use of the module** This module is also offered for the programmes in Business Psychology (BSc.) and Business Administration (BSc.).
9	**Final grade weighting** 16%
10	**Module leader and full-time lecturers** Prof. Dr. Ralf Meyer, Prof. Dr. Andreas Wiesehahn as well as internal/external lecturers
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

7.3 Specialisation: International Management

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	540 h	18	4th/5th sem.	Every semester	1 semester

1	**Lectures/seminars** 3 SCH: International Strategy, Organisation & Leadership 2 SCH: International Marketing 2 SCH: International Trade, Finance & Investment 3 SCH: Project & Cases in International Management 3 SCH: Current Issues in International Management	**Contact hours** 13 SCH/ 195 h	**Self-learning** 345 h	**Planned group size** 30 students max.

2 Learning outcomes/skills

International Strategy, Organisation & Leadership

Students develop an understanding of strategic issues and methods businesses use to "go international" or "be international." In this context, they also learn aspects of international corporate organisation, HR management and leadership.

International Marketing

Students learn to understand the challenges in international marketing. They will analyse and discuss real business cases (executive decisions, marketing mix of real international companies). This will permit students to compare and assess different strategies in international marketing and the influence of different cultures.

International Trade, Finance & Investment

Students learn about the historical development of international trade. They study the political and economic framework and the theories behind current national and international trade and investment policies. In addition, students analyse the influence of global financing systems and the role of international organisations. This will enable them to discuss the current and future status of global "economy zones".

Project & Cases in International Management

Students will work on a real management case with an intercultural team to learn the concepts of case handling and methods of intercultural communication and knowledge sharing. This develops their critical thinking and problem-solving skills. Students will present results before a management audience to develop their public speaking skills.

Current Issues in International Management

Students train their independent literature research skills. This permits them to decide which information and data is useful and solution-focused, how to handle time management and which planning steps are necessary. Students learn how to write meaningful, convincing academic documents (papers, presentations) in a foreign language.

3 Contents

International Strategy, Organisation & Leadership

- Current International Corporate Strategies
- Country analysis, market entry strategies and entry modes, timing strategies, market entry barriers
- Corporate strategy systems
- International corporate organisation models
- Influence of cultures and intercultural communication in international organisations
- Corporate international HR organisation and HR strategies
- International recruitment, training, and assignment
- Intercultural leadership & management development

	• International unions & works council policy **International Marketing** • The scope and challenge of international marketing • International marketing research, planning process and strategies • Products and services for international consumer/business markets • International marketing channels • Exporting and logistics • "Export" case study; workshop with an international marketing manager • International marketing communication • Excursion "International Marketing in 3 countries" • Personal selling and sales management • Pricing for international markets **International Trade, Finance & Investment** • History and current trends in international trade • Theories in international trade & investment • Areas & results for economic integration • The international finance system • The role of international organisations and NGOs **Project & Cases in International Management** • Introduction to the seminar and presentation of topics • Lecture: "Corporate communication" • Lecture: "Presentation of cases and projects" • Independent communication, preparation and group discussions • Presentation of reports **Current Issues in International Management** • Introduction to topics • Lecture: "Research methods" • Submission of final project outline and draft report structure • Team discussion session with instructor Presentations: Half-term presentation, final results
4	**Teaching methods** Seminar, individual and group projects
5	**Admission requirements** **Formal:** None **Prior knowledge:** Related knowledge from the introductory courses
6	**Examination types** Written or oral final examination, assignment incl. presentation
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** This module is also offered for the programmes in Business Psychology (BSc.) and Business Administration (BSc.)
9	**Final grade weighting** 16%
10	**Module leader and full-time lecturers** Prof. Dr. Jürgen Bode and internal/external lecturers
11	**Additional information**

	Literature recommendations will be announced when the lecture period begins.

7.4 Specialisation: Sales Management

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	540 h	18	4th/5th sem.	Winter semester	1 semester

1	**Lectures/seminars** 4 SCH: Sales Projects 2 SCH: Sales Strategy 4 SCH: Sales Operational Aspects 2 SCH: Sales Performance Management	**Contact hours** 12 SCH/ 180 h	**Self-learning** 360 h	**Planned group size** 30 students max.

2 Learning outcomes/skills

The students learn the classification and differentiation of the operational function "sales" in an international context. They will be able to present strategic aspects, analyse them and implement them in various industries.

Furthermore, the students get to know methods as a prerequisite for operative management in the area of "sales and marketing", in particular with regard to the manifold aspects of communication and their importance for a successful performance. In addition, insights into the management of "sales and marketing", e.g. via controlling, should be imparted.

Within the framework of a practical project in collaboration with a company, students are encouraged to implement the knowledge they have learnt.

3 Contents

Strategic distribution/sales
- Basics of strategic sales management / international sales management
- Distribution channels/multichannel strategies
- Customer prioritization
- Aspects of price management

Operational aspects of distribution/sales
- Sales organisation
- Personnel management, competencies and the "sales personality" in the sales department
- Incentive and compensation systems
- Customer orientation/customer loyalty

Sales and distribution controlling
- - Basics and goals
- - Strategic and operative controlling approaches

Practical sales project
- Aspects of project management
- Independent processing and documentation of the project, e.g:
  - Organization of sales and distribution units
  - Procedural topics (process descriptions, reorganisations)
  - Market research of selected countries/regions for defined products
  - Development of competence patterns for the training and further education of sales and distribution personnel
- Presentation and discussion of results with the management of the cooperating companies

4 Teaching methods

	Seminar, project work and group projects
5	**Admission requirements** Related knowledge from the introductory courses
6	**Examination types** • Lecture-accompanying partial examination (25%), with presentation and follow-up group feedback, as well as an assignment tin the lecturer "Sales Projects" • final examination (75%) in form of a written examination in the lecturers Sales Strategy, Sales Operational Aspects und Sales Performance Management
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** This module is also offered for the programmes in Business Psychology (BSc.) and Business Management (BSc.).
9	**Final grade weighting** 16 %
10	**Module leader and full-time lecturers** Prof. Dr. Stephan Tank, Prof. Dr. Daniel Assmus
11	**Additional information** Literature recommendations will be announced when the lecture period begins.

8. Modules in 5th and 7th semester: Methodological Electives

- Methodological Elective 1
- Methodological Elective 2

8.1 Methodological Elective 1					
ID no.	**Workload** 180 h	**Credits** 6	**Study semester** 5th sem.	**Course Offering Frequency** Winter semester	**Duration** 1 semester
1	**Lectures/seminars** 4 SCH: Statistics II, Theory of Science, Research Methods		**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned group size** 45 students
2	**Learning outcomes/skills** This course teaches research techniques for entrepreneurial decisions, e.g. in international marketing. For example, the Statistics II course teaches procedures of both inference statistics and multivariate methods. Students describe the theory and application of the procedures and learn to choose the right scientific procedures for different issues, to apply them and to adequately interpret the results. In addition, students critically describe academic research and international popular science literature and can classify it accordingly.				
3	**Contents** • Quantitative and qualitative research methods • Testing hypotheses • Multivariate analysis methods: introduction and overview, detailed: conjoint analysis, multiple regression • Foundations and current developments in the theory of science				
4	**Teaching methods** Combination of seminar, individual and group projects				
5	**Admission requirements** **Formal:** None **Prior knowledge:** Contents of “Statistics” and “Business Administration 1-3” modules.				
6	**Examination types** Usually written and/or oral exam. For details, see §18 of the 2017 Bachelors’ Examination Regulations for International Business (BPO-IB 2017).				
7	**Course credit requirements** As per §15 of the 2017 Bachelors’ Examination Regulations for International Business (BPO-IB 2017)				
8	**Use of the module** n/a				
9	**Final grade weighting** n/a				
10	**Module leader and full-time lecturers** Prof. Dr. Ralf Meyer and internal/external lecturers				
11	**Additional information** Literature recommendations will be announced when the lecture period begins.				

8.2 Methodological Elective 2

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	7th sem.	Winter semester	1 semester

1	**Lectures/seminars** 4 SCH: Applied International Project Management	**Contact hours** 4 SCH/ 60 h	**Self-learning** 120 h	**Planned Group size** 45 students

2 Learning outcomes/skills

Students receive an overview of systematic approaches, especially to international projects. Particular attention is given to improving students' methodological approach; they learn which management techniques to apply in each project phase. Students also learn intercultural skills for more successful work in international project teams. The course will focus on country-specific and cultural particularities of the individual project phases. The challenges of leading international teams will be explained and demonstrated. Students can test their knowledge in international student projects in cooperation with the department's partner universities.

3 Contents

- Basics of international project management
- Differences and similarities between different project management methods
- Methodological step-by-step planning of international projects
- Project monitoring and controlling
- Particularities/challenges in intercultural teams compared to purely national teams
- Particularities in the management of international teams; cultural dimensions/norms

4 Teaching methods
Combination of seminar, individual and group projects

5 Admission requirements
Formal: None
Prior knowledge: Contents of "Business Administration 1-3" modules

6 Examination types
Participation in at least two-thirds of the total duration of a course and ungraded subject examination.

7 Course credit requirements
As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Use of the module
n/a

9 Final grade weighting
n/a

10 Module leader and full-time lecturers
Prof. Dr. Torsten Stein (provisional) and internal/external lecturers

11 Additional information
Literature recommendations will be announced when the lecture period begins.

9. Internship and Study Abroad Semester

- **Internship**

In the 6th semester, students can either complete an internship in Germany or abroad, or they can complete a study abroad semester.

- **Study Abroad Semester**

Students may complete a study abroad semester in the 5th, 6th and 7th study semester. If completed in the 5th or 7th semester, the coursework completed abroad replaces the same semester's coursework at H-BRS. If completed in the 6th semester, the study abroad semester replaces the internship.

9.1 Internship (6th semester)

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	900 h	30	6th sem.	Every semester	1 semester

1	**Lectures/seminars** No information	**Contact hours**	**Self-learning** 900 h	**Planned group size** ---

2	**Learning outcomes/skills** Working in an international company and participating in daily organizational tasks, students learn not just about business issues, but about the social, ecological and intercultural issues in an international environment. They learn about the professional world, apply their learned skills to concrete international tasks and work with guidance on international business problems. This strengthens the relationship between theory and professional practice. The internship can be completed in Germany or abroad. Students are encouraged to spend the internship abroad to improve their international employability. This allows students to learn about the cultural differences in working environments in various business disciplines.
3	**Contents** The contents and task depend on the employer and must be discussed with them in advance.
4	**Teaching methods** Practical activities with guidance
5	**Admission requirements** Students who have completed at least four study semesters and achieved at least 70 ECTS in exams graded according to §15 para. 3.
6	**Examination types** Final report signed by the employer (around 3,000 words) and a qualified certificate from the employer.
7	**Course credit requirements** Submission of the signed final report and the internship certificate The practical activity fulfilled the purpose of the internship and the student has completed the assigned tasks.
8	**Use of the module** n/a
9	**Final grade weighting** This grade is not taken into account in the calculation of the final grade.
10	**Module leader and full-time lecturers** Organisational in Sankt Augustin: Dipl.-Betriebswirtin (FH) Sonja Atai (internship coordinator) Organisational in Rheinbach: Dipl.-Kff. (FH) Antje Röbbert (internship coordinator) Academic responsibility: Lecturers of at H-BRS with authorized examiner status
11	**Additional information** As an alternative to the internship, students may complete a study abroad semester. The internship coordinators offer an information session at their campus once per semester.

9.2 Study Abroad Semester (6th semester)

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	900 h	30	6th sem.	Summer semester	1 semester

1	**Lectures/seminars** No information	**Contact hours** ---	**Self-learning** 900 h	**Planned group size** ---

2 Learning outcomes/skills

Students earn international experience by completing their study abroad semester, as intended for this degree programme. The specialisations they choose here improve their international employability.

During the semester, they improve their skills in the language of instruction or the host country language (specialised vocabulary in particular) and their intercultural skills. They learn how to work with students from various countries with different work approaches, allowing them to improve their intercultural team spirit. They learn additional skills by completing modules with international or country-specific subjects. Students may take courses in business administration which complement their previous coursework.

3 Contents

- Learn, describe and evaluate international experience.
- Learn about different ways to teach, examination forms and working in international teams.
- Encounter different mentalities and cultures and take relevant courses.

4 Teaching methods

Join courses, workshops, group projects, presentations and other teaching formats commonly used at the host institution.

5 Admission requirements

Formal: To be admitted for the study abroad semester, students must have completed at least four semesters in their degree programme and have earned at least 70 credits in the examinations graded according to §15 para. 3. In addition, they must prove that their proficiency in the language of instruction at their host institution is sufficient for them to successfully complete the programme. The required language proficiency level is specified either by the host institution or by the partnership agreement between H-BRS and the host institution.

Prior knowledge: Content of previously completed modules.

6 Examination types

Students must complete the required courses and examinations at their host institution. At the end of the study abroad semester, students must submit a report (around 3,000 words) on their experiences and skills learned abroad as well as a transcript of their coursework and examination results.

7 Course credit requirements

- Completion of relevant coursework amounting to 30 ECTS credits at an international host institution.
- Proof of passed examinations amounting to a minimum of 22 ECTS credits.
- Written report of around 3,000 words.

8 Use of the module

n/a

9 Final grade weighting

This grade is not taken into account in the calculation of the final grade.

10 Module leader and full-time lecturers

Sankt Augustin: For organizational questions and course selection:
Dipl.-Betriebswirtin (FH) Sonja Atai

Rheinbach: For organisational questions and course selection:
Dipl.-Betriebswirtin (FH) Stefanie Drügg

	For academic questions: ask the responsible supervisor (lecturer/authorized examiner)
11	**Additional information** As an alternative to the study abroad semester, students can complete an internship. The department offers an information session at each campus once per semester.

9.3 Study Abroad Semester (5th/7th semester)

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	900 h	30	5th/7th sem.	Winter semester	1 semester

1	**Lectures/seminars** Modules of the 5th/7thstudy semester	**Contact hours** ---	**Self-learning** 900 h	**Planned group size** ---

2 Learning outcomes/skills

Students earn international experience by completing their study abroad semester, as intended for this degree programme. The specialisations they choose here improve their international employability. During the semester, they improve their skills in the language of instruction or the host country language (specialised vocabulary in particular) and their intercultural skills.

If students go abroad in their 5th semester, they acquire 18 ECTS credits in their subject of specialisation. They take additional business-related courses to complete the other coursework required for the 5th semester ("Corporate Management" and "Methodological Elective I" with 6 ECTS each).

If students go abroad in their 7th semester, they complete this semester's coursework abroad ("Final Thesis", "Colloquium/Tutorial", "Methodological Elective II", "Elective or Project").

In addition to the subjects studied abroad, students learn how to work with students from various countries with different work approaches and thus improve their intercultural team skills. Students can take business administration courses abroad that match their previous coursework.

3 Contents

- Learn, describe and evaluate international experience
- Learn about different ways to teach, examination forms and working in international teams
- Get to know different mentalities and cultures
- Complete the coursework of the 5th or 7th semester abroad

4 Teaching methods

Join courses, workshops, group projects, presentations and other teaching formats commonly used at the host institution.

5 Admission requirements

The host institution can define admission requirements for individual courses.

6 Examination types

- Complete the required examinations and coursework at the host institution.
- Submit a transcript of grades

7 Course credit requirements

As per §8 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)

8 Final grade weighting

According to examinations of the 5th and 7th semester

9 Module leader and full-time lecturers

Sankt Augustin: For organisational questions or course selection (in coordination with Examination Board and responsible lecturers):
Dipl.-Betriebswirtin (FH) Sonja Atai

Rheinbach: For organisational questions or course selection (in coordination with Examination Board and responsible lecturers):
Dipl.-Betriebswirtin (FH) Stefanie Drügg

For academic questions: ask the responsible supervisor (lecturer/authorized examiner)

10 Additional information

The department offers an info event at each campus once per semester.

10. Modules of 7th semester

- Elective or Project
- Final Thesis
- Colloquium/Tutorial

10.1 Elective or Project

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	7th sem.	Winter semester	1 semester

1	**Lectures/seminars** 4 SCH: Project **or** 4 SCH: 2 Electives, 2 SCH each	**Contact hours** Project: 4 SCH/ 60 h Elective: 4 SCH/ 60h	**Self-learning** Project: 120 h Elective: 120 h	**Planned group size** 30 students

2	**Learning outcomes/skills** **Elective** The electives give students insight into complex international issues in fields related to their core specialisation. In addition to social, intercultural and environmental skills, students also learn various ways to use their creativity and hone their international teamwork and interdisciplinary collaboration skills. Working with students from different fields and intercultural backgrounds develops employment-relevant soft skills such as interdisciplinary thinking and cooperation. **Project** The practical project deals with international problems found in business life or application-focused research on the micro- and macroeconomic levels. Lecturers provide guidance as students analyse and find solutions to these problems. The result is presented and discussed with the project initiators from cooperating international companies. The project's design and implementation enable students to later apply their learning outcomes to similar international business scenarios. This enables students to analyse complex, international, practical or research-focused problems, develop solutions, assess the outcomes of different options and make an informed decision. They use real-life business methods, organise with their team, lead and moderate discussions, and document and present their approach and solutions.
3	**Contents** Challenges in international business administration or related/interdisciplinary fields.
4	**Teaching methods** Students work independently for the most part. The lecturer's role is to explain the project task or case study, moderate the process and ensure the quality of outcomes.
5	**Admission requirements** Comprehensive knowledge especially in the subjects of the first four semesters and good MS Office skills
6	**Examination types** Usually written and/or oral exam. For details, see §18 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017).
7	**Course credit requirements** As per §15 of the 2017 Bachelors' Examination Regulations for International Business (BPO-IB 2017)
8	**Use of the module** n/a
9	**Final grade weighting** This grade is not taken into account in the calculation of the final grade.
10	**Module leader and full-time lecturers** Prof. Dr. Ralf Meyer (provisional) and internal/external lecturers
11	**Additional information** Students must find the literature to match their case.

10.2 Final Thesis

ID no.	Workload	Credits	Study-semester	Course Offering Frequency	Duration
	360 h	12	7th sem.	Winter semester	1 semester

1	**Lectures/seminars** n/a	**Contact hours**	**Self-learning** 360 h	**Planned group size** n/a

2	**Learning outcomes/skills** The bachelor's thesis proves that students are able to describe both the technical details and the interdisciplinary relationships of a practical international issue from their field in an understandable, knowledgeable manner using scientific and professionally adequate methods within a given deadline. Students may write their final thesis in collaboration with a company in another country. Students may also write their final paper while studying abroad and with the support of a partner institution of their home department. This allows students to strengthen their intercultural skills with a view to entering the international labour market.
3	**Contents** Challenging issues from business administration and related fields as well as interdisciplinary subjects with an international focus.
4	**Teaching methods** n/a
5	**Admission requirements** **Formal:** Proof of 140 ECTS credits from the coursework of the 1st to 5th semesters. **Prior knowledge:** Content of previously completed modules
6	**Examination types** The bachelor's thesis should be between 15,000 and 17,000 words long and observe the format specified by the Examination Board.
7	**Course credit requirements** Successful completion of the bachelor's thesis
8	**Use of the module** n/a
9	**Final grade weighting** 15%
10	**Module leader and full-time lecturers** The first examiner of the bachelor's thesis must be a professor or full-time instructor (*Lehrkraft für besondere Aufgaben*; LfbA).
11	**Additional information** Students may write their thesis in collaboration with a company in Germany or abroad.

10.3 Colloquium/Tutorial

ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	Tutorial: 2 Colloquium: 4	7th sem.	Winter semester	1 semester

1	**Lectures/seminars** 1 SCH: Tutorial 0 SCH: Colloquium (self-learning only)	**Contact hours** 1 SCH/ 15 h	**Self-learning** 165 h	**Planned Group size** 45 students max./ individual

2 Learning outcomes/skills

Tutorial

After completing the seminar, students have more in-depth theoretical and methodological knowledge in the subject field. They will also be able to describe the process of academic learning using an example and to deal with abstract theoretic categories. They can also explain the difference between non-scientific, pre-scientific and scientific statements. Their supervising lecturers will accompany students individually throughout the tutorial and provide professional guidance.

Colloquium

After completing the colloquium, the students present the method and results of their bachelor's thesis and can tell the difference between non-scientific, pre-scientific and scientific statements. They can categorize their bachelor's thesis within the wider field of business studies and apply their acquired knowledge.

3 Contents

Tutorial
Subjects of bachelor's theses (by multiple students) supervised by a first examiner.

Colloquium
Subject of the bachelor's thesis supervised by a first examiner.

4 Teaching methods

Tutorial
Seminar with students presenting (intermediate) results of their research

Colloquium
Talk/discussion or written summary about the procedure and results of the bachelor's thesis and the related subjects.

5 Admission requirements
Formal: Tutorial: Admission to bachelor's thesis
Colloquium: Successful completion of all examinations and bachelor's thesis
Prior knowledge: Content of previously completed modules

6 Examination types
Tutorial: Coursework in the form of presentation of (intermediate) findings
Colloquium: Colloquium of 30-45 minutes

7 Course credit requirements
Tutorial: Attendance and presentation
Colloquium: Completion of the colloquium

8 Use of the module
n/a

9 Final grade weighting
Tutorial: 0 %
Colloquium: 5 %

10 Module leader and full-time lecturers

	First examiner of the bachelor's thesis
11	**Additional information** -