



**Hochschule
Bonn-Rhein-Sieg**
University of Applied Sciences

Department of Management
Sciences

Module catalogue

for the examination regulations BPO 2025
(BPO International Business B.Sc.)

International Business Bachelor of Science (B.Sc.)

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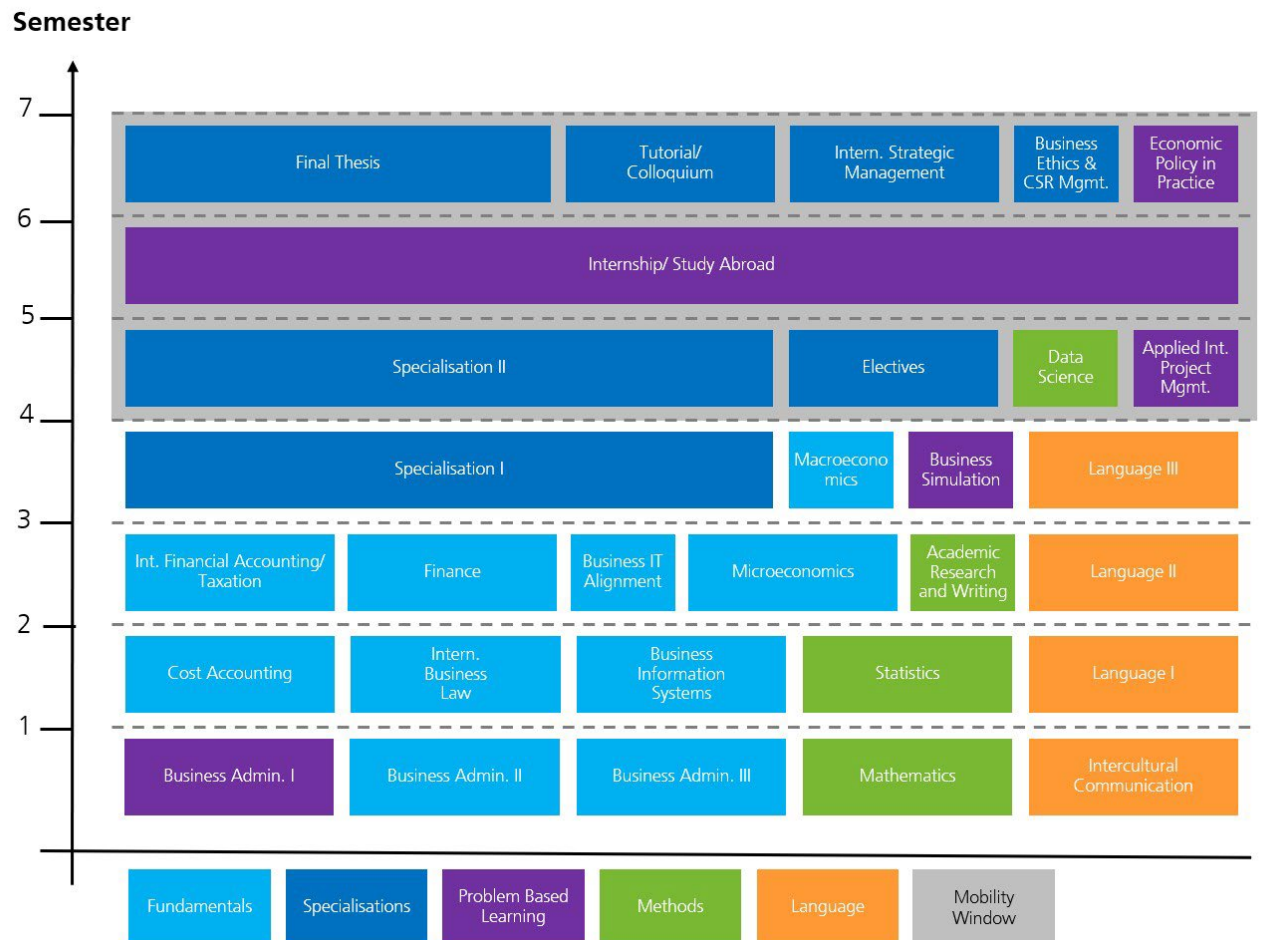
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1. Curriculum

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	Business Fundamentals & Entrepreneurship	5	5						
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 Human Resource Management	3	3						
				Principles of Marketing	2	2						
Intercultural Communication	E2	4	6	Intercultural Communication	4	4						
Mathematics	E1	5	6	Mathematics	5	5						
Cost Accounting	E1	4	6	Cost Accounting	4		4					
Business Information Systems	E1	4	6	Business 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				
Academic Research & Writing	E2	2	3	Academic Research & Writing	2			2				
Business IT Alignment	E2	4	3	Development of Business Application Systems	2			2				
				Usage of Business Application Systems	2			2				
Specialisation 1	E1	13	18	Specialisation 1	13				13			
Macroeconomics	E1	4	4	Macroeconomics	4				4			
Business Simulation	E2	4	2	Business Simulation	4				4			
Language III	E1	4	6	Language III	4				4			
Data Science	E1	3	3	Business Application Programming	2					2		
				Data Literacy	1					1		
Applied International Project Management	E2	3	3	Applied International Project Management	3					3		
Specialisation 2	E1	13	18	Specialisation 2	13					13		
Elective	E2	4	6	Elective	4					4		
Internship or Study Abroad	E2		30	Internship								
International Strategic Management	E2	4	6	International Strategic Management	4							4
Business Ethics & CSR Management	E2	2	3	Business Ethics & CSR Management	2							2
Economic Policy in Practice	E1	2	3	Economic Policy in Practice	2							2
Final Thesis	E1		12	Final Thesis								
Colloquium/Tutorial	E1	1	6	Colloquium								
	E2			Tutorial	1							1
		124	210	Total hours	124	24	20	23	25	23		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	
Sustainability Management	13	18
Corporate Sustainability Strategies and Sustainable Business Models	3	
Case Studies in Sustainability Management	3	
ESG-Reporting and -Controlling	3	
Principles of Sustainability and Corporate Social Responsibility (CSR)	2	
Global Challenges for Sustainability	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 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 5 SCH Business Fundamentals & Entrepreneurship		Contact hours 5 SCH/ 75 h	Self-learning 105 h	Planned group size 70 students
2	<p>Learning outcomes/skills</p> <p>Business Fundamentals This course provides students with a foundational understanding of business theory and professional business terminology across key areas, including entrepreneurship, organizational structure, product development, innovation, marketing, sales, and start-up funding. Through a blended learning approach, students explore Corporate Social Responsibility (CSR), the United Nations Sustainable Development Goals (SDGs), and sustainable business practices. A core component of the course is participation in an international virtual exchange project, where students collaborate with peers from partner universities to discuss global sustainability challenges, business ethics, and cultural diversity. The course combines weekly topics with group simulation tasks to develop an entrepreneurial mindset, while also preparing students for academic writing and professional business presentations.</p> <p>Entrepreneurship and Social Innovation A key component of this course is an active learning simulation (Ambrose et al., 2010; Tanner, 2013; McGuire, 2015), in which students develop a start-up from ideation to comprehensive business planning. Students undertake entrepreneurial tasks such as writing a company history, designing an organizational structure, and creating a marketing strategy. They then apply their strategies by selling products and services at a simulated CSR Trade Fair, where they gain hands-on experience in business operations and sustainable business practices. To support innovation and digital literacy, students use generative AI tools for selected tasks such as logo creation, mission statement drafting, market research, and preparing their business pitch. Following the trade fair, students critically analyze and reflect on their sales performance, drawing insights to refine their business strategies. Throughout the simulation, students integrate principles of social innovation by designing business models that address societal or environmental challenges aligned with the UN Sustainable Development Goals (SDGs). They apply concepts of ethical entrepreneurship and responsible business practices while developing financial strategies for their ventures. This experiential learning approach deepens their understanding of business fundamentals and professional terminology, effectively bridging the gap between theoretical knowledge and real-world application.</p>				

3	Contents Fundamentals of Business <ul style="list-style-type: none"> • Entrepreneurship: Key principles and real-world applications • Corporate Social Responsibility, Sustainable Development Goals (SDGs), and sustainable business practices • Company Structure: Organizing and leading an entrepreneurial venture • Products and Innovation: Understanding product development, market needs, and sustainable innovation strategies • Global Marketing Strategies: traditional and current micro vs macro marketing • Start-up Funding and Ethical Investments Entrepreneurship <ul style="list-style-type: none"> • Explain core entrepreneurship concepts and key skills for entrepreneurial success • Develop a start-up simulation company, including a logo, mission statement, and organizational/marketing/pricing structure • Design a CSR and SDG strategy • Plan and participate in a simulated CSR Trade Fair • Collaborate in an international virtual exchange • Attend or present in an online international student conference
4	Teaching methods Seminar, individual and group projects
5	Admission requirements None
6	Examination types Oral and Written examination
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting 3 %
10	Module leader and full-time lecturers Regina Brautlacht, Presidential Commissioner for Global Digital Learning, Senior Lecturer in Business Communication and Entrepreneurship and internal/external lecturers
11	Additional information LMS & Digital Requirements: Students will use LEA to access materials, submit assignments, and collaborate on the virtual exchange project. A laptop is required for research, project work, and digital collaboration.

2.2 Business Administration 2					
ID no.	Workload 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 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 70 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module Study Programme International Business B.Sc.
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 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 2 SCH: Principles of Marketing 3 SCH: Principles of Human Resource Management		Contact hours 5 SCH/ 75 h	Self-learning 90 h	Planned group size 70 students
2	Learning outcomes/skills 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. 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 Marketing <ul style="list-style-type: none"> • Fundamentals of marketing • Marketing concept • Basics of the marketing mix: <ul style="list-style-type: none"> ○ Product policy ○ Pricing policy ○ Distribution policy ○ Communication policy • Current developments in marketing • International case studies from the marketing environment Principles of Human Resource Management <ul style="list-style-type: none"> • Organisation 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 Final written exam
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module Study Programme International Business B.Sc.
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.

2.4 Intercultural Communication					
ID no.	Workload 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Intercultural Communication		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 students
2	Learning outcomes/skills Students will be able to identify problem areas of a cultural nature in cross-border business activities, especially in transglobal situations. They will develop behavioural and communication strategies for "intercultural critical incidents" in international settings. Students will be able to develop their global intercultural competence which includes recognition and appreciation of one's own and others' multiplicities and how they come into play in different situations. Not prescriptive solutions for 'specific cultures' but a focus on preparing for the unexpected, careful perception and dealing with uncertainty. In particular, they will be able to train their empathy skills, their perception skills, their culturally sensitive communication, conflict resolution skills, tolerance of ambiguity, flexibility 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. The learning comes from the experience triggered by the activity and the conscious reflection that happens afterwards. In this way 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. These skills are further enhanced through a semester long intercultural project with an international student.				
3	Contents <ul style="list-style-type: none"> • 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 • Intercultural project with an international student "learning by doing" • International guest lectures 				
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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting Study Programme International Business B.Sc.
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 180 h	Credits 6	Study - semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 5 SCH: Mathematics		Contact hours 5 SCH/ 75 h	Self-learning 105 h	Planned group size 70 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				

	<p>5.1 Differentiation of functions with an independent variable</p> <p>5.1.1 Identification of extremes and inflection points of functions with an independent variable</p> <p>5.1.2 Curve sketching</p> <p>5.2 Differentiation of functions with multiple independent variables</p> <p>5.2.1 First-order partial derivatives</p> <p>5.2.2 Higher-order partial derivatives</p> <p>6. Linear optimisation methods</p> <p>6.1 Relative extremes of functions with multiple independent variables without constraints</p> <p>6.2 Relative extremes of functions with multiple independent variables under constraints</p> <p>7. Introduction to financial mathematics</p> <p>7.1 Mathematical principles of interest calculation</p> <p>7.2 Mathematical principles of annuities</p> <p>7.3 Mathematical principles of repayment calculation</p>
4	<p>Teaching methods</p> <p>Seminar, individual and group projects</p>
5	<p>Admission requirements</p> <p>None</p>
6	<p>Examination types</p> <p>Winter term: 25% oral exam in form of an individual presentation and 75% final written exam</p> <p>Summer term: 100% final written exam</p>
7	<p>Course credit requirements</p> <p>As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)</p>
8	<p>Use of the module</p> <p>Study Programme International Business B.Sc.</p>
9	<p>Final grade weighting</p> <p>3 %</p>
10	<p>Module leader and full-time lecturers</p> <p>Prof. Dr. Ralf Meyer and internal/external lecturers</p>
11	<p>Additional information</p> <p>Literature recommendations will be announced when the lecture period begins.</p>

3. Modules of 2nd Semester

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

3.1 Cost Accounting					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Cost Accounting		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 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 <ul style="list-style-type: none"> • 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 2022 Bachelors' Examination Regulations for International Business (BPO-IB 2022).				
7	Course credit requirements As per §15 of the 2022 Bachelors' Examination Regulations for International Business (BPO-IB 2022)				
8	Use of the module Study Programme International Business B.Sc.				
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 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: International Business Law		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 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: <ul style="list-style-type: none"> • 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
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 Business Information Systems					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Business Information Systems		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 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 1.5 Artificial Intelligence 1.6 Case studies 2. Evaluation of economic efficiency 3. Standard business software – selection and implementation 4. IT security management 5. IT outsourcing				
4	Teaching methods Lectures with discussions, case studies, presentation and use of tools, exercises, teamwork 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
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 Statistics					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Statistics		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 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 theory and inference statistics.				
3	Contents <ul style="list-style-type: none"> • Descriptive statistics <ul style="list-style-type: none"> ◦ Basic principles and terms ◦ Frequency distributions ◦ Location parameters, 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 Formal: none Prior courses: A prior completion of "Mathematics" is recommended.				
6	Examination types Final written exam.				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Thomas Deckers and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

3.5 Language I					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Language I		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size max. 15 students
2	Learning outcomes/skills Depending on the level at which students enter the three-semester language programme, different learning outcomes and competencies are achieved in each module. The common goal, however, is to work 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 or French, if applicable), modular learning outcomes are achieved; these aim to improve the learner's language competency only in certain 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 compared to others (e.g. a higher level of speaking and reading competency compared to writing competency).				
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 http://bit.ly/3FqTBLE . 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; additional languages can be added upon request and in consultation with the Language Centre.				
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 exam (75%) and assignments throughout the semester (25%); the exact requirements for the assignments will be announced at the beginning of the respective course.				
7	Course credit requirements Active participation in at least 75% of the course.				
8	Use of the module Study Programme International Business B.Sc.				

9	Final grade weighting 3 %
10	Module leader and full-time lecturers Language Centre: Sandra Kärcher (coordinator of the German courses), Albina Rogozhnikova (coordinator for languages other than English, German or Spanish) und Claudia Ruiz Vega (coordinator of the Spanish courses) as well as external lecturers
11	Additional information Information 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. The foreign languages offered are determined on the basis of a survey in which students can indicate their preferences. The Language Centre offers a session to inform students about the language programme during the first semester.

4. Modules of 3rd semester

- International Financial Accounting/Taxation
- Business IT Alignment
- Finance
- Microeconomics
- Academic Research and Writing
- Language II

4.1 International Financial Accounting / Taxation					
ID no.	Workload 180 h	Credits 6	Study - semester 3rd sem.	Course Offering Frequency Winter semester	Duration 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 <ul style="list-style-type: none"> 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
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 Business IT Alignment					
ID no.	Workload 180 h	Credits 3	Study semester 3rd sem.	Course Offering Frequency Winter semester	Duration 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 <p>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.</p> <p>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.</p> <p>Based on a mix of theory and practical exercises, students learn basics of prominent business application development programming languages such as Java or Python. In doing so, they acquire basic practical programming skill and learn about basic concepts of programming languages, including installation and usage, data types, operators, loops, object-oriented concepts, as well as standard libraries and tool chains/CASE tools.</p>				
3	Content Development of business application systems <ul style="list-style-type: none"> • Business IT alignment • Data modelling • Process modelling Using business application systems <ul style="list-style-type: none"> • Adapting and implementing business application systems • Basic principles of application programming • Tool chains and code management 				
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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				

9	Final grade weighting n/a
10	Module leader and full-time lecturers Prof. Dr. Torsten Stein, Prof. Dr. Alexander Boden and internal/external lecturers
11	Additional information Literature recommendations will be announced when the lecture period begins.

4.3 Finance					
ID no.	Workload 180 h	Credits 6	Study semester 3rd sem.	Course Offering Frequency Winter semester	Duration 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 <ul style="list-style-type: none"> • Introduction, terminology and underlying financial mathematics • Static and dynamic investment calculation methods • Investment calculation with integrated financing plan Financing <ul style="list-style-type: none"> • 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Andreas Wieseahn, Prof. Dr. Ralf Meyer and internal/external lecturers				
11	Additional information				

	Literature recommendations will be announced when the lecture period begins.
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4.4 Microeconomics					
ID no.	Workload 180 h	Credits 6	Study - semester 3rd sem.	Course Offering Frequency Winter semester	Duration 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 <p>Upon successful completion of the module, students will be able to ...</p> <ul style="list-style-type: none"> • 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 <p>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</p>				
4	Teaching methods <p>Lecture and seminar-based teaching with video lectures, exercises, optional online content, one or two experiments and some (small) case study discussions.</p>				
5	Admission requirements Formal: none Prior courses: "Mathematics", "Statistics" and "Business Administration I" modules should have been completed.				
6	Examination types <p>Usually written and/or oral exam. For details, see §17 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).</p>				
7	Course credit requirements <p>As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)</p>				
8	Use of the module <p>Study Programme International Business B.Sc.</p>				
9	Final grade weighting <p>3 %</p>				
10	Module leader and full-time lecturers <p>Prof. Dr. Christian Tode and internal/external lecturers</p>				

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-centered 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.

4.5 Academic Research and Writing

ID no.	Workload 180 h	Credits 3	Study semester 3rd sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 2 SCH: Academic Research and Writing		Contact hours 2 SCH/ 30 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 <ul style="list-style-type: none"> Quantitative and qualitative research methods Testing hypotheses Multivariate analysis methods: multiple regression, omitted variable bias, non-linear models Foundations and current developments in the theory of science 				
4	Teaching methods Combination of seminar, individual and group projects				
5	Admission requirements Formal: None				
6	Examination types Usually written and/or oral exam. For details, see §18 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025). Statistics II: Implementation, documentation and presentation of an empirical study.				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
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.				

4.6 Language II					
ID no.	Workload 180 h	Credits 6	Study semester 3rd sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Language I		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size max. 15 students
2	Learning outcomes/skills Depending on the level at which students enter the three-semester language programme, different learning outcomes and competencies are achieved in each module. The common goal, however, is to work 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 or French, if applicable), modular learning outcomes are achieved; these aim to improve the learner's language competency only in certain 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 compared to others (e.g. a higher level of speaking and reading competency compared to writing competency).				
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 http://bit.ly/3FqTBLE . 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; additional languages can be added upon request and in consultation with the Language Centre.				
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	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting 3 %
10	Module leader and full-time lecturers Language Centre: Sandra Kärcher (coordinator of the German courses), Albina Rogozhnikova (coordinator for languages other than English, German or Spanish) und Claudia Ruiz Vega (coordinator of the Spanish courses) as well as external lecturers
11	Additional information Information 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. The foreign languages offered are determined on the basis of a survey in which students can indicate their preferences. The Language Centre offers a session to inform students about the language programme during the first semester.

5. Modules of 4th semester

- Macroeconomics
- Business Simulation
- Language III

5.1 Macroeconomics					
ID no.	Workload 180 h	Credits 4	Study semester 4th sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Macroeconomics		Contact hours 4 SCH/ 60 h	Self-learning 60 h	Planned group size 45 students
2	Learning outcomes/skills Macroeconomics Upon successful completion of the module, students will be able to ... <ul style="list-style-type: none"> • 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 inflation • appreciate institutions and policies that support economic wellbeing 				
3	Contents This course discusses the following chapters: Chapter 1: Economic Growth Chapter 2: Economic Fluctuations and Unemployment Chapter 3: The Labour Market: Wages, Profits and Unemployment Chapter 4: Money and Banks Chapter 5: Fiscal Policy Chapter 6: Inflation and Monetary Policy				
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: 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				

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-centered 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.

5.2 Business Simulation					
ID no.	Workload 180 h	Credits 2	Study semester 4th sem.	Course Offering Frequency Summer Semester	Duration 1 semester
1	Lectures/seminars Business Simulation		Contact hours 4 SCH/ 60 h	Self-learning 60 h	Planned group size 45
2	Learning outcomes/skills 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 <ul style="list-style-type: none"> • Introduction to the game • Game phases in a team • Plenary discussions • Meeting minutes 				
4	Teaching methods Seminar teaching, information and training sequences, case studies, individual and group projects, business simulation, group projects, plenary discussions				
5	Admission requirements Formal: None Prior courses: Students should have completed exams for "Business Administration 1&2" modules.				
6	Examination types Lecture-accompanying partial examination; oral or written final exam (§ 14 Abs. 6)				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Management (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
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				

5.3 Language III					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Language I		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size max. 15 students
2	Learning outcomes/skills Depending on the level at which students enter the three-semester language programme, different learning outcomes and competencies are achieved in each module. The common goal, however, is to work 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 or French, if applicable), modular learning outcomes are achieved; these aim to improve the learners' language competency only in certain 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 compared to others (e.g. a higher level of speaking and reading competency compared to writing competency).				
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 http://bit.ly/3FqTBLE . 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.; additional languages can be added upon request and in consultation with the Language Centre.				
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	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting 3 %
10	Module leader and full-time lecturers Language Centre: Sandra Kärcher (coordinator of the German courses), Albina Rogozhnikova (coordinator for languages other than English, German or Spanish) und Claudia Ruiz Vega (coordinator of the Spanish courses) as well as external lecturers
11	Additional information Information 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. The foreign languages offered are determined on the basis of a survey in which students can indicate their preferences. The Language Centre offers a session to inform students about the language programme during the first semester

6. Modules of the 5th semester:

- Electives
- Data Science
- Applied International Project Management

6.1 Elective					
ID no.	Workload 180 h	Credits 6	Study - semester 5th sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: 2 Electives, 2 SCH each		Contact hours Elective: 4 SCH/ 60h	Self-learning 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.				
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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc., Study Programme Business Administration B.Sc.				
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.				

6.2 Data Science					
ID no.	Workload 180 h	Credits 3	Study semester 5 th	Course Offering Frequency Summer Semester	Duration 1 semester
1	Lectures/seminars <ul style="list-style-type: none"> Business Application Programming (2 SWS) Data Literacy (1 SWS) 		Contact hours 3 SCH/60 h	Self-learning 120 h	Planned group size 45
2	Learning outcomes/skills Students have to select two out of the three selectable subjects to complete the Quantitative Methods module				
3	Contents Business Application Programming: Learning the basics of programming with Java, the most prominent business application language Acquiring basic practical programming skills and understanding basic concepts Data Literacy: Students have the skills to collect, manage, evaluate, and apply data in critical ways. (Ridsdale et al., 2015) Data ethics and values play a central role here.				
4	Teaching methods Combination of seminar, individual and group projects				
5	Admission requirements None				
6	Examination types Usually written and/or oral exam. For details, see §18 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3%				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer (provisional) and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

6.3 Applied International Project Management					
ID no.	Workload 180 h	Credits 3	Study semester 5th sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 3 SCH: Applied International Project Management		Contact hours 3 SCH/ 45 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 <ul style="list-style-type: none"> 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
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.				

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 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Summer semester	Duration 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Market research processes Data collection Applied statistical methods for data analysis Consumer behaviour research Marketing Management Control <ul style="list-style-type: none"> Basics and aims Methodical approaches Strategic approaches Task-oriented approaches Case studies relating to international companies Marketing mix approaches Innovation Management <ul style="list-style-type: none"> Innovation and insecurity Product, process and business model innovation Creativity techniques 				

	<ul style="list-style-type: none"> • Internationalisation and digitisation <p>Practical Project</p> <ul style="list-style-type: none"> • Project management • Methods of market research (SPSS) • Independent editing and documentation of the project, e.g. the following topics: <ul style="list-style-type: none"> ◦ 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 <p>Project Management</p> <ul style="list-style-type: none"> • Project organisation & processes • Project management methods
4	<p>Teaching methods</p> <p>Seminar, individual and group projects</p>
5	<p>Admission requirements</p> <p>Related knowledge from the introductory courses</p>
6	<p>Examination types</p> <p>Written or oral final exam.</p>
7	<p>Course credit requirements</p> <p>Passing of the module exam, successful participation in the practical project.</p>
8	<p>Use of the module</p> <p>This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).</p>
9	<p>Final grade weighting</p> <p>16%</p>
10	<p>Module leader and full-time lecturers</p> <p>Prof. Dr. Jens Böcker, Prof. Dr. Daniel Assmus</p>
11	<p>Additional information</p> <p>Literature recommendations will be announced when the lecture period begins.</p>

7.2 Specialisation: International Financial Management					
ID no.	Workload 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Summer semester	Duration 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				

	<p>International Financial Reporting Standards/Analysis of International Financial Statements</p> <ul style="list-style-type: none"> • 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 <p>Management Accounting and Management Control</p> <ul style="list-style-type: none"> • 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 <p>International Finance</p> <ul style="list-style-type: none"> • The international financial system • Currency theory and markets • Financing of international companies • International investment <p>Case Studies in Management Accounting and Management Control</p> <ul style="list-style-type: none"> • The controlling process • Organizational structure of controlling • Variance analysis • Forecasting • Key figure analysis • Activity-based costing • Target costing • Investment controlling
4	<p>Teaching methods</p> <p>Lectures, seminars, individual and group projects</p>
5	<p>Admission requirements</p> <p>Solid basic knowledge of accounting, investment calculation and corporate financing as well as international accounting</p>
6	<p>Examination types</p> <p>Written or oral exam</p>
7	<p>Course credit requirements</p>

	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 International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).
9	Final grade weighting 16%
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer, Prof. Dr. Andreas Wieseahn 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 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Every semester	Duration 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 <ul style="list-style-type: none"> Current International Corporate Strategies 				

	<ul style="list-style-type: none"> • 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 <p>International Marketing</p> <ul style="list-style-type: none"> • 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 <p>International Trade, Finance & Investment</p> <ul style="list-style-type: none"> • 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 <p>Project & Cases in International Management</p> <ul style="list-style-type: none"> • 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 <p>Current Issues in International Management</p> <ul style="list-style-type: none"> • Introduction to topics • Lecture: "Research methods" • Submission of final project outline and draft report structure • Team discussion session with instructor <p>Presentations: Half-term presentation, final results</p>
4	<p>Teaching methods</p> <p>Seminar, individual and group projects</p>
5	<p>Admission requirements</p> <p>Formal: None</p> <p>Prior knowledge: Related knowledge from the introductory courses</p>
6	<p>Examination types</p> <p>Written or oral final examination, assignment incl. presentation</p>

7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).
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 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Sales Projects 2 SCH: Sales Strategy 2 SCH: Sales Product Mgmt 4 SCH: Sales Performance Mgmt			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 <ul style="list-style-type: none"> • Basics of strategic sales management / international sales management • Distribution channels/multichannel strategies • Customer prioritization • Aspects of price management • Product management Operational aspects of distribution/sales <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • - Basics and goals • - Strategic and operative controlling approaches • Practical sales project <ul style="list-style-type: none"> • Aspects of project management • Independent processing and documentation of the project, e.g: • Organization of sales and distribution units 					

	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Lecture-accompanying partial examination (25%), with presentation and follow-up group feedback, as well as an assignment in 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 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).
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.

7.5 Specialisation: Sustainability Management

ID no.	Workload 540h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Every semester	Duration 1 semester
1	Lectures/seminars 2 SCH: Principles of Sustainability and Corporate Social Responsibility (CSR) 3 SCH: Corporate Sustainability Strategies and Sustainable Business Models 3 SCH: ESG-reporting and -controlling 2 SCH: Global Challenges for Sustainability 3 SCH: Case Studies in Sustainability Management		Contact hours 13 SCH/ 195h	Self-learning 345 h	Planned group size 30 students max.
2	Learning outcomes/skills Principles of Sustainability and Corporate Social Responsibility (CSR) Students will understand the core principles of sustainability and CSR, including their historical development and relevance in modern business practices. They will critically assess the impact of corporate actions on environmental and social systems according to the triple bottom line and will be able to articulate the ethical implications of business decisions. Students will learn how sustainability affects society and politics and will gain an overview into the most important standards and regulations. Corporate Sustainability Strategies and Sustainable Business Models Students will understand the importance of strategic planning for sustainability efforts. They will be equipped to develop strategic recommendations that align sustainability goals with overall business objectives, goals of different stakeholders and other contextual factors. Students will analyze various corporate sustainability strategies and sustainable business models with a focus on the tradeoff between digitalization and sustainability. ESG-reporting and -controlling Students will gain proficiency in sustainability controlling and reporting frameworks, learning to measure and assess the sustainability performance of organizations. They will understand relevant reporting standards (e.g., GRI, SASB) and learn to analyze sustainability reports that communicate impacts to stakeholders. Critical evaluation of sustainability metrics and their implications for business decision-making will be emphasized. Operational On the basis of the knowledge they have acquired and understood, students should be able to: <ul style="list-style-type: none"> – categorise ESG reporting and controlling in the overall context of sustainability and global and national frameworks 				

Learning outcomes/skills

Principles of Sustainability and Corporate Social Responsibility (CSR)

Students will understand the core principles of sustainability and CSR, including their historical development and relevance in modern business practices. They will critically assess the impact of corporate actions on environmental and social systems according to the triple bottom line and will be able to articulate the ethical implications of business decisions. Students will learn how sustainability affects society and politics and will gain an overview into the most important standards and regulations.

Corporate Sustainability Strategies and Sustainable Business Models

Students will understand the importance of strategic planning for sustainability efforts. They will be equipped to develop strategic recommendations that align sustainability goals with overall business objectives, goals of different stakeholders and other contextual factors. Students will analyze various corporate sustainability strategies and sustainable business models with a focus on the tradeoff between digitalization and sustainability.

ESG-reporting and -controlling

Students will gain proficiency in sustainability controlling and reporting frameworks, learning to measure and assess the sustainability performance of organizations. They will understand relevant reporting standards (e.g., GRI, SASB) and learn to analyze sustainability reports that communicate impacts to stakeholders. Critical evaluation of sustainability metrics and their implications for business decision-making will be emphasized.

Operational

On the basis of the knowledge they have acquired and understood, students should be able to:

- categorise ESG reporting and controlling in the overall context of sustainability and global and national frameworks
- acquire fundamental background and knowledge of topics and approaches in ESG reporting and controlling
- get to know and understand key reporting obligations
- understand and apply methods in ESG reporting and controlling
- be able to integrate ESG reporting and controlling into the company organisation

Business cases

On the basis of the knowledge they have acquired and understood, students should be able to carry out project work independently and present the results in a meaningful way.

Global Challenges for Sustainability

Students will explore global challenges related to sustainability, such as climate change, resource scarcity, and social inequality. They will analyze the role of governments, NGOs, and businesses in addressing these challenges and assess the effectiveness of international policies and agreements. Students will learn to propose actionable solutions for mitigating these global issues within a corporate context.

Case Studies in Sustainability Management

	<p>Students will apply theoretical knowledge through the analysis of real-world case studies in sustainability management. They will assess sustainability initiatives and develop strategic recommendations in panel discussions. They will engage in collaborative problem-solving, fostering critical thinking and teamwork skills.</p>
3	<p>Contents</p> <p>Principles of Sustainability and Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> – Definition and evolution of sustainability, historical background – The role of ethics in sustainability – Sustainability in society and politics – Importance of sustainability in business; triple bottom line – Overview of international sustainability standards and regulations (e.g., UN SDGs, ISO 26000) – Emerging trends and innovations in sustainability <p>Corporate Sustainability Strategies and Sustainable Business Models</p> <ul style="list-style-type: none"> – Necessity of strategic planning for CSR efforts – Developing a CSR strategy: processes and tools – Stakeholder and contextual factors of CSR strategies – Challenges in implementing CSR strategies – Sustainable business models; business model canvas and sustainability – Tradeoff between digitalization and sustainability <p>ESG-reporting and -controlling</p> <ul style="list-style-type: none"> – Understanding legal frameworks and regulatory requirements for ESG-reporting. – Practically applying ESG-reporting standards. – Analysing and evaluating company reports. – Learning about the organisation of ESG-controlling, including the use of key performance indicators (KPIs), metrics, and relevant norms and standards. – Gaining familiarity with IT application tools for ESG-reporting and -controlling. – Understanding the practical application of ESG-reporting and -controlling in businesses. – Engaging with real-life company scenarios. <p>Contents</p> <p>Principles of Sustainability and Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> – Definition and evolution of sustainability, historical background – The role of ethics in sustainability – Sustainability in society and politics – Importance of sustainability in business; triple bottom line – Overview of international sustainability standards and regulations (e.g., UN SDGs, ISO 26000) – Emerging trends and innovations in sustainability <p>Corporate Sustainability Strategies and Sustainable Business Models</p> <ul style="list-style-type: none"> – Necessity of strategic planning for CSR efforts – Developing a CSR strategy: processes and tools – Stakeholder and contextual factors of CSR strategies – Challenges in implementing CSR strategies

	<ul style="list-style-type: none"> – Sustainable business models; business model canvas and sustainability – Tradeoff between digitalization and sustainability <p>ESG-reporting and -controlling</p> <ul style="list-style-type: none"> – Understanding legal frameworks and regulatory requirements for ESG-reporting. – Practically applying ESG-reporting standards. – Analysing and evaluating company reports. – Learning about the organisation of ESG-controlling, including the use of key performance indicators (KPIs), metrics, and relevant norms and standards. – Gaining familiarity with IT application tools for ESG-reporting and -controlling. – Understanding the practical application of ESG-reporting and -controlling in businesses. – Engaging with real-life company scenarios. – Involving students in discussions and solutions around actual ESG practices. <p>Global Challenges for Sustainability</p> <ul style="list-style-type: none"> – Importance of addressing sustainability in a global context – Establishing the facts: major global challenges (e.g., climate change, biodiversity and pollution, resource scarcity, poverty and social inequality): – Responses to global challenges: cooperation mechanism on UN level, the Paris Agreement and its market-based mechanisms (§ 6), emission trading system, mitigation and adaptation and the respective policy processes the European Green Deal and its components recent political developments technology (power and end use sector, enablers) and innovation (hydrogen, CCS, CCU, electricity 4.0 etc.) and digitalization bioeconomy and circularity sufficiency role of private sector and green investments economic opportunities of decarbonization mechanisms to fight poverty and inequality: public policies, macroeconomic management and development cooperation respective roles of private sector and civil society. <p>Case Studies in Sustainability Management</p> <ul style="list-style-type: none"> – Real-world case studies on current topics in sustainability management – Introduction into different topics will be prepared by students – Case study analysis as panel discussions
4	<p>Teaching methods</p> <p>lecture, seminar, individual and group assignments</p>
5	<p>Admission requirements</p> <p>Basic knowledge from prior courses</p>
6	<p>Examination types</p> <p>written or oral exam, assignment with presentation</p>
7	<p>Course credit requirements</p> <p>As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)</p>

8	Use of the module This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).
9	Final grade weighting 16 %
10	Module leader and full-time lecturers Prof. Dr. Simone Bernatzky, Prof. Dr. Ralf Meyer
11	Additional information Literature recommendations will be announced when the lecture period begins.

8. 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.

8.1 Internship (6th semester)					
ID no.	Workload 900 h	Credits 30	Study - semester 6th sem.	Course Offering Frequency Every semester	Duration 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) Academic responsibility: Lecturers of at H-BRS with authorised 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.				

8.2 Study Abroad Semester (6th semester)					
ID no.	Workload 900 h	Credits 30	Study - semester 6th sem.	Course Offering Frequency Summer semester	Duration 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 Study Programme International Business (B.Sc.)				

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 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.

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

ID no.	Workload 900 h	Credits 30	Study - semester 5th/7th sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars Modules of the 5th/7th study 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 "Research Methods" with 6 ECTS each). If students go abroad in their 7th semester, they complete this semester's coursework abroad ("Final Thesis", "Colloquium/Tutorial", "Applied International Project Management", "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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Complete the required examinations and coursework at the host institution. • Submit a transcript of grades 				
7	Course credit requirements As per §8 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business (B.Sc.)				
9	Final grade weighting According to examinations of the 5th and 7th semester				

10	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 For academic questions: ask the responsible supervisor (lecturer/authorized examiner)
11	Additional information The department offers an info event at each campus once per semester.

9. Modules of 7th semester

- International Strategic Management
- Business Ethics & CSR Management
- Economic Policy in Practice
- Final Thesis
- Colloquium/Tutorial

9.1 International Strategic Management					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	7 th semester	Summer semester	1 semester
1	Lectures/seminars International Strategic Management		Contact hours 4 SCH / 60	Self-learning 120	Planned group size 45
2	Learning outcomes/skills Students learn about the crucial issues and solutions in international and intercultural strategic management 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.				
3	Contents <ul style="list-style-type: none"> • Basics of strategic management • Special consideration of transnational companies and the requirements of strategic management for different cultural regions. • Corporate policy framework planning • Strategic corporate planning, esp. multinational companies • strategic planning • Current issues in strategic planning 				
4	Teaching methods Seminar teaching, case studies, group work				
5	Admission requirements none				
6	Examination types Written exam				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Final grade weighting 3 %				
9	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers				
10	Additional information Literature recommendations will be announced when the lecture period begins.				

9.2 Business Ethics & CSR Management					
ID no.	Workload 120 h	Credits 3	Study semester 7 th	Course Offering Frequency Summer Semester	Duration 1 semester
1	Lectures/seminars Business Ethics and CSR Management		Contact hours 2 SCH/30h	Self-learning 80 h	Planned group size 45
2	Learning outcomes/skills 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. CSR Management Students should be able to reflect the CSR approach in small and medium-sized (even family owned) companies as well as bigger ones and multinationals. They can differentiate the role of CSR in the emerging world and industrialized countries. They can adopt a CSR strategy to a specific company with its own history, market and responsible sustainability.				
3	Contents Business Ethics <ul style="list-style-type: none"> • 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 CSR Management <ul style="list-style-type: none"> • A brief history of CSR and the relevant values • The growing national and international importance of CSR • ISO 26000 as a standard guideline 				

	<ul style="list-style-type: none"> • “Communal activities” in a supporting function of public goods • The important role of ILO/International Labor Organization • Practical experience with the implementation and evaluation of CSR • NGOs as a critical observer and admonisher of CSR • Trust, criticism and anti-corruption measures as central elements of CSR • CSR as a driver for financial sustainability
4	Teaching methods Business Ethics & CSR Management Information and training sequences, case studies, individual and group projects
5	Admission requirements None
6	Examination types tbd
7	Course credit requirements As per §15 of the 2025 Bachelors’ Examination Regulations for International Business (BPO-IB 2025)
8	Final grade weighting 3 %
9	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers
10	Additional information Literature recommendations will be announced when the lecture period begins.

9.3 Economic Policy in Practice					
ID no.	Workload 80 h	Credits 3	Study semester 7 th	Course Offering Frequency Summer Semester	Duration 1 semester
1	Lectures/seminars 2 SCH: Economic Policy in Practice		Contact hours 2 SCH/ 30 h	Self-learning 30 h	Planned group size 45 students
2	Learning outcomes/skills 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 <ul style="list-style-type: none"> • 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 seminar-based teaching with video lectures, exercises, optional online content, one or two experiments and some (small) case study discussions.				
5	Admission requirements none				
6	Examination types n.n.				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Final grade weighting 3 %				
9	Module leader and full-time lecturers Prof. Dr. Christian Tode and internal/external lecturers				
10	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.				

9.4 Final Thesis					
ID no.	Workload 360 h	Credits 12	Study - semester 7th sem.	Course Offering Frequency Winter semester	Duration 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 (<i>Lehrkraft für besondere Aufgaben; LfbA</i>) or academic staff with teaching assignment.				
11	Additional information Students may write their thesis in collaboration with a company in Germany or abroad.				

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