

Faculty of Business and Management

Bachelor of Science Marketing and International Business

Module Manual

Table of Contents

Explanation of different types of modules	3
Module competence matrix	4
Curriculum	4
Required modules	5
Restricted elective modules	56

Explanations of different types of modules

Required Modules

Required modules are courses that all students must take. Successfully completing these modules is a mandatory requirement for graduation. Typically, required modules provide foundational knowledge. These modules are assigned ECTS credits.

Restricted Elective Modules

Restricted elective modules are modules chosen by students from a specific range of subjects. They complement the bachelor's curriculum by, for example, enhancing the content of specialization modules through the delivery of specific subject matter. Frequently, soft skills are also incorporated into the range of restricted elective modules. Restricted elective modules are assigned ECTS credits and are essential for obtaining a successful degree completion.

The listed restricted elective modules are extensive, and additional options may be updated each semester. Students are asked to follow the semester planning for all modules due to consecutive content and limited capacities (group size). Please note that Mathematics II is the only elective offered in the German language that may be chosen; all other electives must be taken in the English language.

Free Elective Modules (Voluntary Courses)

Free Elective Modules (Voluntary Courses) are modules that students can take on an entirely optional basis. These are additional modules for which no ECTS credits are awarded. After completing their studies, students can request an overview of their voluntary coursework as part of their transcript documents. Completing a voluntary course is not required for the successful completion of a degree.

Module Competence Matrix Bachelor Program Marketing and International Business	specific	general	Problem Analysis / Solution, including the Use of Case Study Methodology	Transfer Ability	Project Management	Scientific Work and Applied Research	Communication and Presentation Skills	Social Competence	Further Education Opportunities / Qualification for Master's Studies	Language Competence (English)	Time Management	Self-Motivation
Module Label												
Required Modules												
Applied AI & New Technologies		x	x	x	x	x			x	x		x
Applied Digital Marketing Practices	x		x	x	x	x	x	x	x	x	x	x
B2B Marketing	x		x	x			x		x	x		x
Bachelor thesis	x		x			x				x	x	x
Business Math	x		x	x					x	x	x	
Consumer Research	x		x	x		x	x		x	x		x
Current Trends in International Business (e.g., Sustainable Management)	x		x	x	x	x	x	x	x	x	x	x
Digital Marketing	x		x	x		x	x	x	x	x	x	x
Digital Transformation		x	x	x		x			x	x		x
Economics I (Microeconomics)	x		x	x						x	x	x
Economics II (Macroeconomics)		x	x	x					x	x	x	x
Finance, Investing, Accounting, Taxation	x		x	x				x	x	x	x	x
Integrated Marketing Communications	x		x	x			x		x	x		x
International Business I	x		x	x		x		x	x	x		x
International Business Law	x		x	x						x	x	
International Business II	x		x	x		x		x	x	x		x
Introduction to Business Administration		x	x	x			x	x		x	x	
Market Research	x		x	x		x	x		x	x		x
Marketing Basics	x		x	x			x	x		x	x	x
Operations Management	x		x	x						x	x	x
Organization & HR Management	x		x	x			x	x	x	x		x
Project Management		x	x	x	x	x	x	x	x	x	x	x
Social Media Marketing	x		x	x			x		x	x		x
Statistics	x		x	x					x	x	x	
Work-integrated Learning		x	x	x	x	x	x	x	x	x	x	x
Restricted Elective Modules												
Intercultural Communication		x				x	x	x		x		x
Marketing Controlling	x		x	x		x	x	x		x		x
Global Sourcing & Supplier Management	x		x	x		x	x	x		x		x
Negotiation		x		x		x	x	x		x		x
Business English Concepts and Correspondence		x		x		x	x	x		x		x
English Presentations and Public Speaking		x				x	x	x		x		x
Mathematik II (Dynamische Modellierung und Lineare Optimierung)	x		x								x	

6 th semester	Project Management 3 ECTS	Work-integrated Learning 15 ECTS			Bachelor Thesis (in English) 12 ECTS	
5 th semester	Semester abroad (Electives beyond marketing and international business) 30 ECTS					
4 th semester	Social Media Marketing 5 ECTS	Integrated Marketing Communications 5 ECTS	B2B Marketing 5 ECTS	International Business 2 (Case Studies) 5 ECTS	Applied Digital Marketing Practices 5 ECTS	Electives International Business (e.g. Intercultural Communication, Negotiation, Business English) 5 ECTS
3 rd semester	Consumer Research 5 ECTS	Digital Marketing 5 ECTS	Market Research 5 ECTS	International Business 1 5 ECTS	Current Trends in International Business (e.g., Sustainable Management) 5 ECTS	Electives Marketing (e.g., Marketing-Controlling, Mathe II) 5 ECTS
2 nd semester	Operations Management 5 ECTS	Finance, Investing, Accounting, Taxation 5 ECTS	Economics II 5 ECTS	Organization & HR Management 5 ECTS	Applied AI & New Technologies 5 ECTS	Statistics 5 ECTS
1 st semester	Introduction to Business Administration 5 ECTS	Business Math 5 ECTS	Economics I 5 ECTS	Marketing Basics 5 ECTS	Digital Transformation 5 ECTS	International Business Law 5 ECTS

Required Modules

Bachelor Program Marketing and International Business

Introduction to Business Administration					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture/Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: <p>Professional skills:</p> <ul style="list-style-type: none">- Students are able to illustrate basic business decisions.- Students are able to define and describe business functions and their interdisciplinary interplay.- Students are able to identify and analyze business problems and develop proposals for solutions.- Students are aware of the challenges of theory-to-practice transfer.- Students are aware of market-relevant trends (especially about AI, digitalization and sustainability) <p>Methodological skills:</p> <ul style="list-style-type: none">- Students are enabled to improve their abilities in problem-solving, academic transfer and analysis. <p>Social skills:</p> <ul style="list-style-type: none">- Students understand links of business and sustainability challenges and are enabled to conceptualize solutions.- Students build skills in arguing and discussing about given topics. <p>Self-competence:</p> <ul style="list-style-type: none">- The module encourages students in their capabilities of self-management. For instance, in regard to self-studying and time-management of the exam preparation process.- The module contributes to the development of ethical consciousness in regard to the social responsibility of market players, in particular the sustainability of companies and consumers.					

Course Content:

- Key terms, components and objectives of business administration (e.g., economic principle, sustainability, competition, market forms)
- Interdisciplinarity of basic business functions (in particular, finance, investment, organization, HR, marketing, procurement, production, logistics, accounting, controlling).
- Initial business decision (e.g., location decisions, objectives, legal forms of organizations)
- Management basics (e.g., planning process, strategic management)
- Sustainability and ethics in business
- Business administration as a science (research methods in business administration)
- Megatrends (globalization, digitalization, artificial intelligence, augmented/virtual reality and more)

Knowledge transfer by wall board, presentations, scripts, text-based information, tasks, case studies, discussions

Course Formats (Type of Interaction / Teaching Methods):

Lectures and seminaristic sessions with speeches, presentations, discussions and working tasks

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Written exam (90 minutes)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Faculty teaching staff, external lecturers

Recommended Reading:

- Bryman, A. (2016). Social research methods. Oxford University Press.
- Drucker, P. (1954). The Practice of Management, Harper, New York.
- Hesse, A. & Höhmann, K. (2019). Management Basics – Einführung in die ABWL. Litello-Verlag Bonn.
- Jenkins, M.; Ambrosini, V.; & Collier, N. (2015): Advanced Strategic Management – A Multi-Perspective Approach. 2nd Edition, Palgrave MacMillan Verlag.
- Porter, M. E. (1985). The Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press.
- Ries, E. (2017). The Lean Startup. How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency International Edition.
- Westerman, G.; Bonnet, D. & McAfee, A. (2014). Leading Digital. Turning Technology into Business Transformation. Harvard Business Review Press.

Business Math						
	Workload 150 h	Credits 5	Planned Semester 1st semester		Frequency each semester	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h	Self-study 86 h		Planned Class Size 50 students	
Language of Instruction English						
Applicable Bachelor Programs:						
<div><input type="checkbox"/> Bachelor-Studiengang: Business Administration</div> <div><input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)</div> <div><input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)</div> <div><input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual</div> <div><input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)</div> <div><input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business</div> <div><input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen</div> <div><input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen</div>						
Learning Outcomes and Competencies						
Expertise/ professional skills:						
<div><div>– After successfully completing this module, students have acquired fundamental mathematical knowledge relevant to marketing and international business. This includes the understanding and application of concepts such as exchange rates, invoicing with terms of payment and discounts, pricing strategies, cost–revenue–net income relationships, break-even analysis, and net present value.</div><div>– Furthermore, they are able to apply mathematical concepts and Excel-based tools to analyze and interpret marketing and business data, assess performance metrics and key performance indicators (KPIs), and make informed business decisions.</div><div>– They recognize the importance and complexity of bridging the gap between theory and practice.</div><div>– The module aids students in developing both a better understanding of mathematical methods and the ability to reflect critically on data-driven insights.</div></div>						
Methodological skills:						
<div><div>– Students proficiently grasp the scientific methodology of mathematical analysis and its applications to address specific, real-world business and marketing issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way.</div><div>– They enhance and broaden their analytical, quantitative, and critical thinking abilities as well as their data literacy, along with refining their skills in knowledge transfer and problem-solving.</div><div>– They develop their academic skills, including constructing and structuring mathematical arguments related to marketing and international business issues, and presenting their findings in a concise and scholarly manner.</div></div>						
Social skills:						
<div><div>– After successfully participating in this module, students will enhance their ability to work in teams, present their mathematical results to their fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork and cooperation skills.</div><div>– Furthermore, they enhance their ability to discuss, present, and argue about given mathematical concepts and business issues.</div></div>						
Self-competences:						
<div><div>– Participation in this module fosters self-management skills, including effective self-study techniques and competences, and the ability to better organize and manage time when preparing for examinations.</div></div>						
Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected, and globalized world.						

<p>Business Math:</p> <p>Course Content:</p> <ul style="list-style-type: none"> - Percentages and percent change - Exchange rates and currency exchange - Invoicing: terms of payment and discounts - Distribution and merchandising - Setting the regular and sale price - Cost-revenue-net income analysis - Break-even analysis - Net present value - Basics of Excel in marketing analysis - Metrics and key performance indicators
<p>Course Formats (Type of Interaction / Teaching Methods): Seminar with presentations, discussions, working tasks, and exercise elements</p>
<p>Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: No specific requirements</p>
<p>Type of Examination: Portfolio examination or written exam (90 minutes)</p>
<p>Credit Requirements Passed course examination</p>
<p>Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.</p>
<p>Module Coordinator: Andreas Hesse</p> <p>Lecturers: Faculty teaching staff, external lecturers</p>
<p>Recommended Literature (latest editions):</p> <ul style="list-style-type: none"> - Dancy, Margaret (2023), Introduction to Business Math. Fanshawe College Pressbooks, London Ontario. - Haeussler, Ernest, Paul, Richard & Wood, Richard (2018), Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 14th edition, Addison-Wesley/ Pearson. - Kaurav, Rahul Pratap Singh, & Thomas, Asha (2025), Marketing Analytics Using Excel: A Beginner's Guide. SAGE Publications Limited. - Lis, Piotr & Rosser, Mike (2025), Basic Mathematics for Economists, 4th edition, Routledge. - May, Mike (2024), Business Calculus with Excel. University of Minnesota's College of Education and Human Development. - Olivier, Jean-Paul (2023), Business Math: A Step-by-Step Handbook. Lyryx Learning Inc. - Pemberton, Malcolm & Rau, Nicholas (2023), Mathematics for economists: An introductory textbook, 5th edition, Manchester University Press. - Pena-Levano, L. Moises (2021), Mathematical Methods for Business, Economics, and Finance (Schaum's Outlines), 2nd edition, McGraw-Hill Education. - Peren, Franz W. (2025), Math for Business and Economics Compendium of Essential Formulas (4th ed. 2025). Springer Berlin Heidelberg.

Economics I (Microeconomics)					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: <p>Expertise/ professional skills:</p> <ul style="list-style-type: none">- After successfully completing this module, students have basic knowledge of the following areas: fundamentals in microeconomics and the subject matter of microeconomics, and consumer, firm, market, and price theories.- Furthermore, they are able to apply microeconomic models to economic issues and in real-world economic scenarios in order to present, explain, and interpret economic relationships and phenomena.- They gain first-hand experience in analyzing microeconomic issues in an international context by applying theoretical knowledge to different economic contexts. They recognize the importance and complexity of bridging the gap between theory and practice.- The module aids students in developing and cultivating an economic awareness of ethical considerations within economic decision-making and actions. <p>Methodological skills:</p> <ul style="list-style-type: none">- Students proficiently grasp the scientific methodology of microeconomic analysis and its applications to address specific, real-world economic issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way.- They enhance and broaden their analytical and critical thinking abilities, along with refining their skills in knowledge transfer and problem-solving in an international context.- They develop their academic writing skills, including constructing and structuring evidence-based economic arguments, properly citing relevant literature, and presenting their findings in a concise and scholarly manner. <p>Social skills:</p> <ul style="list-style-type: none">- After successfully participating in this module, students will enhance their ability to work in international teams, present their microeconomic findings to their international fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork, cross-cultural communication and cooperation skills.- Furthermore, they enhance their ability to discuss, present, moderate, debate on and argue about given microeconomic concepts and issues, improving their capacity to engage in meaningful economic discourse. <p>Self-competence:</p> <ul style="list-style-type: none">- Participation in this module fosters self-management skills, including effective self-study techniques and competencies, and the ability to better organize and manage time when preparing for examinations.- Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected, and globalized world.					

Economics I:

Course Content:

Selected topics in Introduction to Economics/ Microeconomics:

- Introduction to Microeconomics
- Consumer Theory
- Theory of the Firm
- Market Theory
- Firm Behavior and the Organization of Industry
- Markets and Welfare
- Market Inefficiency and Market Failure
- Topics for Further Study

Course Formats (Type of Interaction / Teaching Methods):

Seminar with presentations, discussions, working tasks and quizzes, and exercise elements

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: No specific requirements

Type of Examination:

Portfolio examination or written exam (90 minutes)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Prof. Dr. Margareta Teodorescu

Lecturers:

Prof. Dr. Margareta Teodorescu, faculty teaching staff, external lecturers

Recommended Literature (latest editions):

- Jehle, A. Geoffrey & Reny, J. Philip (2011), Advanced Microeconomic Theory, 3rd edition, Pearson.
- Krugman, Paul & Wells, Robin (2024), Economics, 7th edition, Macmillan Learning.
- Mankiw, N. Gregory (2017), Principles of Economics, 8th edition, Cengage.
- Nicholson, Walter & Snyder, Christopher (2021), Intermediate Microeconomics and Its Application, Cengage.
- Perloff, Jeffrey M. (2023), Microeconomics, 9th edition, Pearson.
- Pindyck, Robert & Rubinfeld, Daniel (2017), Microeconomics, 9th edition, Pearson.
- Samuelson, P. Anthony & Nordhaus, D. William (2009), Economics, international edition, 19th edition, McGraw-Hill Higher Education.
- Smith, Adam (2018), An Inquiry into the Nature and Causes of the Wealth of Nations, Classic Reprint.
- Varian, R. Hal (2021), Intermediate Microeconomics: A Modern Approach, international edition, 9th edition, Norton.

Marketing Basics					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies:					
Learning outcomes <p>The teaching module is a basic introduction of marketing as a business function. Students learn how organizations may use marketing strategies and marketing activities in competitive markets. Students know important marketing decision making challenges and are able to develop proposals with interdisciplinary methods.</p>					
Professional skills: <ul style="list-style-type: none">- Students get to know various marketing strategies and are methodologically enabled to develop such strategies- Students get a solid knowledge to interpret and apply marketing vehicles (e.g. price, product, promotions, placement) as well as digital marketing vehicles (e.g., website marketing, search engine marketing, social media marketing, e-commerce, retail media marketing)- Students get to know specific challenges and implications of B2B, B2C and international marketing- Students get to know topical marketing trends and examine marketing-specific business decisions, for instance in regard to sustainability marketing, social marketing and AI marketing- Students get to know an overview of data-driven marketing					
Methodological skills: <p>Self-studying, teamwork, discussions, application of strategic marketing methods</p>					

Marketing Basics:
Course Content: <ul style="list-style-type: none"> - Key terms of marketing (market, market players, marketing, marketing instruments, strategic marketing, B2B, B2C, international marketing) - Introduction to consumer behavior - Marketing strategies (incl. situational analysis, competitive landscape analysis, SWOT analysis, market segmentation, marketing metrics (e.g., net promotor score)) - Product marketing (incl. innovation management and brand management) - Pricing (e.g., dynamic pricing) - Promotion (i.e., marketing communication, digital marketing) - Placement, sales channel management - Overview of data-driven marketing - Examination of marketing trends (i.e., social media, AI marketing etc.)
Knowledge transfer <ul style="list-style-type: none"> - by presentations, scripts, text-based information, tasks, case studies, discussions, quizzes
Course Formats (Type of Interaction / Teaching Methods): Lecturing incl. seminaristic elements with speeches, presentations, discussions and working tasks
Admission Requirements: Formal: Admission to the Bachelor's degree program MIB Content-specific: no specific requirements
Type of Examination: Written exam (90 minutes)
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: Faculty teaching staff, external lecturers
Recommended Reading: <p>Course participants will be provided with articles and lecture notes during the course. In addition, it's recommended to use the following sources in order to deepen the understanding of marketing</p> <ul style="list-style-type: none"> - Ansoff, H. I. (1957). Strategies for diversification. Harvard Business Review, 35(5), 113-124. - Charter, M.; Peattle, K.; Ottman, J. & Polonsky, M. (2002). Marketing and Sustainability, BRASS - Dibb et al. (2012). Marketing. Concepts & Strategies (6th Ed.). - Meffert, M.; P. Kenning; M. Kirchgeorg (Hrsg.) (2014). Sustainable Marketing Management. Wiesbaden. - Porter, M. E. (1985). The Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press. - Sorger, S. (2013). Marketing Analytics. Strategic Models and Metrics. AdmiralPress. - Roger, E.M. (1995). Diffusion of innovations, Free Press, New York. - Tuten, T. (2020). Social Media Marketing. 4th Edition. Sage Publications. - Westerman, G.; Bonnet, D. & McAfee, A. (2014). Leading Digital. Turning Technology into Business Transformation. Harvard Business Review Press

Digital Transformation					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none">- Understand and apply key concepts and terminology from information systems to solve business-related problems.- Analyze the drivers, challenges, and opportunities of digital transformation in business and society.- Explain how selected digital technologies—such as cloud computing, big data and artificial intelligence (AI)—function and can be used strategically.- Identify and assess digital business models and develop original approaches to creating digital value.- Understand how digitalization and AI transform the marketing discipline- Critically reflect on the ethical, legal, and societal implications of digital transformation.					
Competencies: <ul style="list-style-type: none">- Digital Literacy & Technical Skills<ul style="list-style-type: none">• Understanding of core digital technologies (e.g., AI, cloud computing, data analytics)• Ability to use digital tools and platforms relevant to business and innovation (e.g., identify use cases)• Basic skills in data interpretation and digital process mapping- Analytical & Critical Thinking<ul style="list-style-type: none">• Ability to analyze the impact of digital trends on organizations and industries• Critical evaluation of digital business models and transformation strategies• Reflection on opportunities and risks of digital innovation- Strategic & Entrepreneurial Thinking<ul style="list-style-type: none">• Capability to design and propose digital strategies and solutions• Understanding of how digitalization enables new value propositions• Awareness of digital disruption and how to respond to it from a business perspective- Ethical & Societal Awareness<ul style="list-style-type: none">• Sensitivity to ethical challenges related to AI, automation, and data use• Consideration of digital inclusion and sustainability					

<p>Digital Transformation:</p> <p>Course Content:</p> <ul style="list-style-type: none"> - Introduction to information systems: systems, data, and processes - Digitalization of business processes and models (platform economy, networks, sharing economy, crowd strategies and others) - New forms of value creation - Fundamentals of artificial intelligence and machine learning - Digital transformation and change management - Ethical, legal, and societal aspects of digital transformation
<p>Course Formats (Type of Interaction / Teaching Methods): Lecturing with presentation and interactions</p>
<p>Admission Requirements: Formal: Admission to the Bachelor's degree program MIB Content-specific: no requirements</p>
<p>Type of Examination: Written exam</p>
<p>Credit Requirements Passed course examination</p>
<p>Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.</p>
<p>Module Coordinator: Andreas Hesse Lecturers: Faculty teaching staff, external lecturers</p>
<p>Recommended Reading:</p> <ul style="list-style-type: none"> ▪ Westerman, G., Bonnet, D., & McAfee, A. (2014). <i>Leading digital: Turning technology into business transformation</i>. Harvard Business Press. ▪ Rogers, D. L. (2016). <i>The digital transformation playbook: Rethink your business for the digital age</i>. Columbia University Press. <p>Temporary literature sources will be provided within the lectures.</p>

International Business Law					
	Workload 150 h	Credits 5	Planned Semester 1st semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- At the end of the course, students should have developed a basic understanding of law.- Students are familiar with legal issues that arise in the context of internationalization (e.g., CSDDD).- Students are familiar with important marketing-relevant legislation (e.g. GDPR, Digital Markets Act, Digital Service Act, AI Act, competition law).- Students know basic German legislation in the context of business life (e.g. BGB incl. contract law, damages, liability; HGB incl. regulations for merchants, commercial transactions, company law).					
Competencies: <ul style="list-style-type: none">- Students can develop an awareness of business law issues.					

Course Content:

- Overview of international business law. Key legal systems, civil vs common law. International treaties
- Legal frameworks of international trade and trade law, international transportation and international billing and foreign currencies
- Export and import laws, restrictions, customs, tariffs, and taxes
- International free trade agreements and organizations
- Contracts, dispute resolutions, intellectual property
- International corporate law, employment law, and competition law
- Ethics, social responsibility, and codes of conduct.
- European business legislation (competition, advertising, permission marketing (outbound call, email, retargeting, cookies)
- Marketing specific EU laws (Digital Markets Act, Digital Services Act, AI Act)
- Internationalization specific laws (CSDDD)

Course Formats (Type of Interaction / Teaching Methods):

In the classroom and online: seminar-like class (depending on number of participants) with presentation, discussion, group and exercise elements; guest lectures; independent study

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Mark Frost, faculty teaching staff

Recommended Reading:

Carr, I; Stone, P: International Trade Law: London

Folsom, R; Van Alstine, M; Ramsey, M: Principles of International Business Transactions: St. Paul

Schaffer, R; Agusti, F; Dhooze, L; Berger-Walliser: International Business Law and Its Environment: Boston

Students will be informed of additional literature in class as needed.

Operations Management					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <p>Teaching skills for designing and managing operational organizations in industry and trade, including their connection to procurement logistics. Students should learn about and understand the importance, tasks and goals of the operational functions in a company.</p>					
Competencies: <p>Understanding how complex procurement, production and logistics functions work. Being able to apply what you have learned to a practical task in the operations environment. The transfer of skills takes place via a targeted mix of lecture, group work and reflection tasks. The exam includes elements of transfer and skills reflection.</p>					

<p>Operations Management:</p> <p>Course Content:</p> <ul style="list-style-type: none"> - A. Fundamentals: overall context Procurement/Production/Logistic - B. Fundamentals of procurement, functional integration in the company - B.1. Procurement markets: demand and market analyses - B.2. Procurement portfolio and goals - C. Fundamentals of production - C.1. Production in the corporate context - C.2. Fundamentals of production management - D. Fundamentals of logistics - D.1 Strategic leadership of logistics. Push/pull & supply-inventory strategies - D.2 Lean logistics
<p>Course Formats (Type of Interaction / Teaching Methods): Lecturing with presentations, discussions and exercise element</p>
<p>Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements</p>
<p>Type of Examination: Written exam (90 minutes)</p>
<p>Credit Requirements Passed course examination</p>
<p>Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.</p>
<p>Module Coordinator: Elmar Bräkling Lecturers: Elmar Bräkling, Bert Leyendecker</p>
<p>Recommended Reading:</p> <ul style="list-style-type: none"> - Keith Wright (2024). The Power of Professional Procurement: How to Unlock the Hidden Profit Potential of Your Business - Wolfgang M. Schäfer (2020): Procurement 4.0: The Digitalization of Procurement" - Robert M. Monczka, Robert B. Handfield und Larry C. Giunipero (2019): Strategic Procurement: Organizing Suppliers and Supply Chains for Competitive Advantage" - Martin Christopher (2020). Logistics and Supply Chain Management" - John J. Coyle, C. John Langley Jr. und Robert A. Novack (2019). Transportation and Logistics: A Practical Approach - Paul Schönsleben (2023). Handbook Integral Logistics Management: Operations and Supply Chain Management Within and Across Companies - Slack, Nigel; Brandon-Jones, Alistair, Operations management, Pearson, 2019 - Heizer, Jay H.; Render, Barry; Operations management sustainability and supply chain management, Pearson, 2014 - Starr, Martin K.; Managing production and operations, Prentice-Hall, 1989 <p>Journal of Purchasing and Supply Management (JPSM)</p>

Finance, Investing, Accounting, Taxation					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Knowledge in Finance, Investing, Accounting, and Taxation forms the foundation for the successful financial management and development of a company.- By the end of the module, students should have gained an insight of the essential basics and relationships concerning these areas. They will also know important financial market participants along with their functions and goals.- In addition, they will be able to place subject information into wider contexts, follow discussions, and begin to contribute selectively to their first subject-area discussions.					
Competencies: <ul style="list-style-type: none">- Students should have the ability to apply what they have learned and follow discussions with the CFO of a company.- Social competence: Students' teamwork and cooperation skills are improved through groupwork. Additionally, their discussion and argumentation skills are expanded through participation in discussion sessions and group work.- Self-competence: Module participation promotes personal time management and self-learning skills. These are a prerequisite for active participation during lecture times and successfully completing exam preparation.- Subject competence: Attainment of knowledge regarding the integration of financing and investing, accounting and taxation into business management functions. Knowledge of important financial management objectives. Acquisition of knowledge of key concepts and methods in both financing and investing, accounting and taxation theory and calculations.					

Finance, Investing, Accounting, Taxation:

Course Content:

- Investing-Time value of money, risk vs return, the basics of portfolio theory, internal rate of return. Project evaluation methods
- Finance-Corporate finance basics. Liquidity, capital structure, raising capital, understanding different types of equity and debt. Financial markets and intermediaries, Stocks, bonds, and real estate financing
- Cryptocurrencies and decentralized finance.
- Taxation-types of taxes, tax systems and basic tax planning strategies. International taxation and transfer pricing
- Accounting-Overview of the financial statements. Understanding key accounting principles, understanding the role of accounting in decision making. Budgeting

Course Formats (Type of Interaction / Teaching Methods):

In the classroom and online: seminar-like class (depending on number of participants) with presentation, discussion, group and exercise elements; guest lectures; independent study.

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Mark Frost

Lecturers:

Mark Frost, faculty teaching staff

Recommended Reading:

Brealey, R.; Myers, S.; Allen, F.; Edmans, A.: Principles of Corporate Finance, London
Graham, B.: The Intelligent Investor; New York
Graham, B; Dodd, D; Security Analysis; Berkshire
Hillier, D.; Ross, S.; Westerfield, R.; Jaffe, J.; Jordan, B.: Corporate Finance, Berkshire
Helbaek et. al: Corporate Finance; Berkshire
Hull, J: Options, Futures, and Other Derivatives: New Jersey
Oats, L. Principles of International Taxation: London
Smith, B: Introductory Financial Accounting and Reporting; Berkshire
Weygandt, J; Kimmel, D; and Kieso, D: Financial Accounting: New Jersey

Students will be informed of additional literature in class as needed

Economics II (Macroeconomics)					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: <p>Expertise/ professional skills:</p> <ul style="list-style-type: none">- After successfully completing this module, students know the areas of application of macroeconomic theories and are able to apply macroeconomic methods and concepts to analyze economic issues and facts.- They are able to holistically analyze markets (goods, money, and labor markets) in the short, medium, and in the long run, and understand how these markets interact.- Furthermore, they understand the effects of economic policy measures such as monetary and fiscal policy on the individual markets and are able to apply macroeconomic models to economic issues and in real-world economic scenarios in order to present, explain, and interpret macroeconomic relationships and phenomena.- They gain first-hand experience in analyzing macroeconomic issues in an international context by applying theoretical knowledge to different economic contexts and comparing policy implications across various economic environments. They recognize the importance and complexity of bridging the gap between theory and practice. <p>Methodological skills:</p> <ul style="list-style-type: none">- Students proficiently grasp the scientific methodology of macroeconomic analysis and its applications to address specific, real-world economic issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way.- They enhance and broaden their analytical and critical thinking abilities, along with refining their skills in knowledge transfer and problem-solving in an international context.- They develop their academic writing skills, including constructing and structuring evidence-based economic arguments, properly citing relevant literature, and presenting their findings in a concise and scholarly manner. <p>Social skills:</p> <ul style="list-style-type: none">- After successfully participating in this module, students will enhance their ability to work in international teams, present their macroeconomic findings to their international fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork, cross-cultural communication and cooperation skills.- Furthermore, they enhance their ability to discuss, present, moderate, debate on and argue about given macroeconomic concepts and issues, improving their capacity to engage in meaningful economic discourse. <p>Self-competences:</p> <ul style="list-style-type: none">- Participation in this module fosters self-management skills, including effective self-study techniques and competencies, and the ability to better organize and manage time when preparing for examinations.- Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected and globalized world.					

Economics II:

Course Content:

Selected topics in Introduction to Macroeconomics/ Economic Policy:

- Introduction to Macroeconomics
- Macroeconomics in the Short Run
 - Keynesian Goods and Financial Markets
 - The IS-LM Model
- Macroeconomics in the Medium Run
 - Keynesian and Neoclassical Labor Economics
 - Business Cycle Models
- Macroeconomics of the Long Run
 - Stylized Facts
 - Neoclassical Growth Theory

Course Formats (Type of Interaction / Teaching Methods):

Seminar with presentations, discussions, working tasks and quizzes, and exercise elements

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: Successfully completed module: Economics I (Microeconomics)

Type of Examination:

Portfolio examination or written exam (90 minutes)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Prof. Dr. Margareta Teodorescu

Lecturers:

Prof. Dr. Margareta Teodorescu

Recommended Literature (latest editions):

- Aghion, Philippe & Howitt, W. Peter (2008), The Economics of Growth, MIT Press.
- Bade, Robin & Parkin, Michael (2018), Foundations of Macroeconomics, global edition, 8th edition, Pearson.
- Blanchard, Olivier, Macroeconomics (2016), 7th edition, Pearson.
- Krugman, Paul & Wells, Robin (2024), Economics, 7th edition, Macmillan Learning.
- Krugman, Paul & Wells, Robin (2024), Macroeconomics, 7th edition, Macmillan Learning.
- Mankiw, N. Gregory (2017), Principles of Economics, 8th edition, Cengage.
- Mankiw, N. Gregory (2022), Macroeconomics, 11th edition, Macmillan Learning.
- Obstfeld, Maurice & Rogoff, Kenneth (1996), Foundations of International Macroeconomics, MIT Press.
- Romer, David (2018), Advanced Macroeconomics, 5th edition, McGraw-Hill Higher Education.
- Samuelson, P. Anthony & Nordhaus, D. William (2009), Economics, 19th edition, McGraw-Hill Higher Education.

Organization & HR Management					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: <p>By completion of this module students will:</p> <ul style="list-style-type: none">- know the basics of human resources management and, in particular, have internalized the holistic overall human resources management process in a company.- be able to apply and critically reflect on individual human resources management instruments.- be able to classify and evaluate the role and tasks of personnel management in the interaction of the functional areas of business management.- know the basics of organizational theory.- be able to question the impact of ecological and social sustainability on organizational design.- have a sound understanding of the behaviour of individuals and teams in organizations and can draw conclusions from this for their self-management.- understand and critically reflect on leadership techniques.					

Organization & HR Management:

Course Content:

HR Management

- Strategic and operational personnel management: between theory and practice
- Personnel requirements planning as the ultimate starting point for modern HR work
- From employer branding to personnel marketing and e-recruiting
- Working time models today and the future of work
- From remuneration design to payroll accounting
- Personnel development: qualifications, skills and tools
- Laying off staff: Group-related / individual cases and the legal framework

Organization

- Definition, importance and development of organizations
- Sustainability in organizations - from the goal of profit maximization to social, ecological and financial balance
- Behaviour of individuals and teams in organizations
- Motivation and leadership
- Organizational design
- Change and corporate culture

Course Formats (Type of Interaction / Teaching Methods):

Lecturing incl. seminaristic elements with speeches, presentations, discussions and working tasks

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no specific requirements

Type of Examination:

Written exam (90 min.)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Faculty teaching staff, external lecturers

Recommended Reading:

- Daft, Richard L.; Murphy, Jonathan; Willmoth, Hugh (2020): Organization Theory & Design, 4. Auflage, Cengage Learning.
- Neubert, Mitchell J.; Dyck, Bruno (2021): Organizational Behavior: for a better tomorrow, 2. Auflage, John Wiley & Sons.
- Slocum, John W.; Hellriegel, Don (2011): Principles of Organizational Behavior, 13. Auflage, Cengage Learning.

Applied AI & New Technologies					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Practice Class		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Students know basic terms, elements, mechanisms of artificial intelligence in business.- Students know how AI tools are implemented in marketing practices (e.g., personalizing offerings, generating content, conducting data analysis).- Students know how to make decisions about AI implementation in business.- Students know basics of prompting AI tools.- Students know technological trends beyond generative AI- Students know ethical issues and limitations of AI incl. how to set up AI projects in a compliant way. <p>Methodological skills:</p> <ul style="list-style-type: none">- Students can present, discuss (e.g., in online forums) and argue in the context of AI.- Students see and reflect on ethical limits. <p>Competencies:</p> <ul style="list-style-type: none">- Students make first practical experiences in solving issues with AI tools					

Applied AI & New Technologies
Course Content: <ul style="list-style-type: none"> - Elements of AI in business - How-to: Prompt engineering - Bias, misuse and in compliant implementation - Legal framework (AI act) adapted in business - Setting up AI projects - Students work on practical challenges and draft AI-oriented solutions
Course Formats (Type of Interaction / Teaching Methods): Seminaristic input sessions, e-learning, group work, presentations, guest speakers, practical classes
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements
Type of Examination: PORTFOLIO EXAMINATION
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: Andreas Hesse, teaching staff
Recommended Reading: <ul style="list-style-type: none"> - Aline F.S. Borges, Fernando J.B. Laurindo, Mauro M. Spínola, Rodrigo F. Gonçalves, Claudia A. Mattos (2021). The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions, in: International Journal of Information Management, Vol. 57, https://doi.org/10.1016/j.ijinfomgt.2020.102225. - McAfee, A.; Rock, D.; Brynjolfsson, E. (2023). How to Capitalize on Generative AI. Harvard Business Review, November-December, p. 43-48 - Szedlak, C., Leyendecker, B., Reinemann, H., Kschischo, M., & Pötters, P. (2021). Risks and benefits of artificial intelligence in small-and-medium sized enterprises. In Proceedings of the International Conference on Industrial Engineering and Operations Management (pp. 195-205). - Venkatesan, R.; Lecinski, J. (2021). The AI Marketing Canvas. Stanford Business Books

Statistics					
	Workload 150 h	Credits 5	Planned Semester 2nd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: <p>Expertise/ professional skills:</p> <ul style="list-style-type: none">- After successfully completing this module, students know the areas of application of statistical methodology and are able to demonstrate the ability of using methods of descriptive statistics to analyze empirical facts.- Furthermore, they are able to carry out statistical data analyses, interpret quantitative data and apply statistical concepts and methods to international business and economic issues and in real-world economic scenarios in order to present, explain, and interpret economic relationships and phenomena.- They gain first-hand experience in analyzing statistical issues in an international context by applying theoretical knowledge to different economic issues across various economic environments. They recognize the importance and complexity of bridging the gap between theory and practice.- The module aids students in developing a better understanding of statistical methods in connection with ethical considerations within economic decision-making and actions. <p>Methodological skills:</p> <ul style="list-style-type: none">- Students proficiently grasp the scientific methodology of statistical analysis and its applications to address specific, real-world business and economic issues and scenarios. In doing so, they develop their ability to think abstractly and in an interconnected way.- They enhance and broaden their analytical, quantitative, and critical thinking abilities as well as their data literacy, along with refining their skills in knowledge transfer and problem-solving.- They develop their academic skills, including constructing and structuring evidence-based statistical arguments related to marketing and international business issues, and presenting their findings in a concise and scholarly manner. <p>Social skills:</p> <ul style="list-style-type: none">- After successfully participating in this module, students will enhance their ability to work in international teams, present their statistical findings to their international fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork, cross-cultural communication and cooperation skills.- Furthermore, they enhance their ability to discuss, present, moderate, debate on and argue about given statistical concepts and issues, improving their capacity to engage in meaningful economic discourse. <p>Self-competences:</p> <ul style="list-style-type: none">- Participation in this module fosters self-management skills, including effective self-study techniques and competencies, and the ability to better organize and manage time when preparing for examinations.- Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected and globalized world.					

<p>Statistics:</p> <p>Course Content: Selected topics in Introduction to Statistics:</p> <ul style="list-style-type: none"> - Statistical univariate analysis: frequency distributions, statistical parameters (mean, median, measures of statistical dispersion) - Statistical multivariate analysis: multivariate distributions, regression analysis, correlation analysis
<p>Course Formats (Type of Interaction / Teaching Methods): Seminar with presentations, discussions, working tasks and quizzes, and exercise elements</p>
<p>Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no specific requirements</p>
<p>Type of Examination: Portfolio examination or written exam (90 minutes)</p>
<p>Credit Requirements Passed course examination</p>
<p>Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.</p>
<p>Module Coordinator: Andreas Hesse Lecturers: Teaching staff of the faculty, external lecturers</p>
<p>Recommended Reading:</p> <ul style="list-style-type: none"> - Agresti, Alan, Franklin, Christine & Klingenberg, Bernhard (2022), Statistics – The Art and Science of Learning from Data, 5th edition, Pearson. - Anderson, R. David et al. (2023), Statistics for Business and Economics, 15th edition, Cengage. - Mann, S. Prem (2024), Introductory Statistics, 10th edition, international adaptation, Wiley & Sons. - McClave, T. James, Benson, P. George & Sincich, L. Terry (2021), Statistics for Business and Economics, 14th edition, international edition, Pearson. - Newbold, Paul, Carlson, William & Thorne, Betty (2023), Statistics for Business and Economics, 10th edition, global edition, Pearson. - Rice, A. John (2013), Mathematical Statistics and Data Analysis, 3rd edition, international edition, Cengage. - Sharpe, D. Norean, de Veaux, D. Richard & Velleman, F. Paul (2021), Business Statistics, 4th edition, global edition, Pearson. - Witte, S. Robert & Witte, S. John (2021), Statistics, 11th edition, Wiley & Sons. - Wood, N. Simon (2015), Core Statistics, Cambridge University Press.

Consumer Research					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64h		Self-study 86h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <input type="checkbox"/> Bachelor-Studiengang: Business Administration <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual <input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) <input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business <input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: By the end of the module, students will have learned to <ul style="list-style-type: none">- Analyze consumer behavior theories and apply them to real-world marketing challenges- Design and implement qualitative and quantitative consumer research studies- Apply consumer insights to develop targeted and effective marketing strategies Methodological skills: <ul style="list-style-type: none">- Students are expected to acquire methodological skills that enable them to effectively analyze, interpret, and apply insights into consumer behavior. Furthermore, students will have to present their findings through clear, impactful visualizations and reports. Professional skills: <ul style="list-style-type: none">- Students will develop methodological expertise that equips them for success in professional environments, i.e. critical thinking, working effectively in teams and articulating ideas clearly and effectively in presentations.					

Course Content:

- This module provides an in-depth understanding of consumer behaviour and its significance within marketing and international business. It analyses the psychological, social, cultural, and economic determinants of consumer decision-making, with a focus on applying these insights to the development of effective marketing strategies. Attention is given to contemporary issues, including the circular economy and consumer responses to circular business models. In addition, the module equips students with methodological competencies in data collection and analysis, enabling them to translate empirical findings into evidence-based marketing strategies.

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, group work and discussions will be used to achieve the learning outcomes. Individual tutoring and feedback sessions are an important element of this course.

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Axel Schlich

Lecturers:

Axel Schlich, teaching staff of the faculty

Recommended Reading:

- Hackett, P. M. W., Schwarzenbach, J. B., & Jürgens, U. M. (2016). Consumer Psychology: A Study Guide to Qualitative Research Methods. Opladen: Barbara Budrich Publishers
- Karunia, E. (2024). Consumer Trends: Exploring Shifts and Patterns in Contemporary Consumer Behavior. The Journal of Business and Management Research. <https://doi.org/10.55098/tjbmr.v6i2.662>
- Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. (2020). The past, present, and future of consumer research. Marketing letters, 31(2-3), 137–149. <https://doi.org/10.1007/s11002-020-09526-8>
- Solomon, M. R., Bamossy, G.J., Askegaard, S. & Hogg, M. K. (2016). Consumer Behaviour. A European Perspective. 6th ed. Pearson.

Depending on the main topic, students receive an additional literature review featuring specialist articles from professional journals.

Digital Marketing					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Upon successful completion of this module, students should have gathered first insights into digital marketing. The course has been designed to give students an introduction to means of digital marketing and online marketing focussing on website marketing, search engine marketing, retail media marketing, e-commerce and web analytics.- Hence, students grow in their abilities to understand and apply digital marketing.- Students are able to develop a digital marketing concept based on a situational analysis.					
Methodological skills: <ul style="list-style-type: none">- Students will work on real-life single cases throughout the semester. Doing so, they build methodological expertise in the application of theory.- Since the course builds on online learning management platforms, students further develop their digital literacy.- Since students have to write academic reports, they further develop their ability of academic writing.- Students are encouraged to apply AI tools in the module so that they further develop their digital literacy.					
Professional skills: <ul style="list-style-type: none">- At the same time, course participants will improve their ability to work in teams as well as critical investigation, and self-motivating study skills.					

Course Content:

- Introduction to strategic and operative challenges of digital marketing
- Microanalysis of competitors' and customers' digital activities and behavior
- Channels of digital marketing (e.g., websites, retail media, search engines, apps)
- Performance marketing (including web analytics, digital marketing metrics)
- Formats of digital marketing (e.g., video marketing, mobile marketing, UGC, viral marketing)
- Omnichannel marketing and e-commerce
- Artificial intelligence in marketing (e.g., content generation, enhanced data analysis, conversational customer experience, hyper-personalized offerings)

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, task work and discussions, will be used to achieve the learning outcomes. Individual tutoring and feedback sessions will also play a role.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Andreas Hesse, NN, teaching staff of the faculty

Recommended Reading:

Course participants will be provided with case studies, articles and lecture notes during the course. In addition, it's recommended to use the following sources in order to deepen the understanding of digital marketing.

- Dibb, S./Simkin, L./Pride, W.M./Ferrell, O.C. (2012): Marketing concepts & strategies, 6th edition.
- Mangold, B. (2018). Learning Google AdWords and Google Analytics. Loves Data.
- Meffert, M.; P. Kenning; M. Kirchgeorg (Hrsg.) (2014). Sustainable Marketing Management. Wiesbaden.
- Quesenberry, K.A. (2019). Social Media Strategy. Marketing, Advertising, and Public Relations in the Consumer Revolution. 2nd Edition. Rowman & Littlefield.
- Roger, E.M. (1995). Diffusion of innovations, Free Press, New York.
- Sorger, S. (2013). Marketing Analytics. Strategic Models and Metrics. AdmiralPress.
- Tuten, T. (2020). Social Media Marketing. 4th Edition. Sage Publications.

Market Research					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <input type="checkbox"/> Bachelor-Studiengang: Business Administration <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual <input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) <input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business <input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Develop a solid understanding of market research principles and their application in business.- Learn how to design, conduct, and analyze market research studies.- Gain hands-on experience with quantitative and qualitative research methods.- Understand ethical considerations and challenges in market research.- Apply market research techniques to international business contexts					
Methodological skills: <ul style="list-style-type: none">- Ability to clearly define research questions and select appropriate methods (qualitative/quantitative) for different business problems.- Understanding of exploratory, descriptive, and causal research approaches.- Competence in developing and applying sampling strategies (e.g., random vs. quota sampling).- Hands-on experience with data collection methods such as surveys, interviews, focus groups, and observations.- Ability to apply descriptive and inferential statistical methods (e.g., correlation, regression, hypothesis testing).- Proficiency in using software tools like SPSS, R, or Excel for data analysis.- Capability to critically assess data sources (e.g., validity, reliability, and biases in research).- Identification and avoidance of common errors in market research.- Competence in structuring, visualizing, and presenting research findings for decision-makers.					
Professional skills: <ul style="list-style-type: none">- Creation of convincing reports with clear visualizations and management summaries.- Professional presentation of market research results to management practitioners with data-based recommendations for action.- Learning to work in small research teams					

Market Research
Course Content: <ul style="list-style-type: none"> - Research Design & Method Selection - Data Collection & Sampling Techniques - Data Analysis & Interpretation - Critical Evaluation of Market Research - Reporting & Communication of Research Findings
Course Formats (Type of Interaction / Teaching Methods): A range of methods including interactive lectures, task work and discussions, will be used to achieve the learning outcomes. Individual tutoring and feedback sessions will also play a role.
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements
Type of Examination: Portfolio examination or written exam
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: NN, teaching staff of the faculty
Recommended Reading: <ul style="list-style-type: none"> ▪ Sarstedt, M., Mooi, E. (2019): A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics. Springer (latest edition). ▪ Kumar, V. (2024): International Marketing Research - A Transformative Approach. Springer (latest edition). ▪ Malhotra, N. (2019): Marketing Research: An Applied Orientation. Pearson (latest edition). ▪ Masengu, R., Chiwaridzo, O. T., Dube, M. (2024): AI-Driven Marketing Research and Data Analytics. IGI Global (latest edition).

International Business I					
	Workload 150 h	Credits 5	Planned Semester 4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <input type="checkbox"/> Bachelor-Studiengang: Business Administration <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual <input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) <input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business <input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Upon completion of this module students should have made first experiences of developing an internationalization concept based on a market assessment.					
Methodological skills: <ul style="list-style-type: none">- Application of situational analysis and concept development.- Presentation skills- Group working, collaboration.					
Professional skills: <ul style="list-style-type: none">- In addition, students will improve their problem-solving skills, presentation skills and communication skills, as well as the ability to work in a team					

Course Content:

- Which region should the company target for internationalization?
- Which country should the company enter as part of its internationalization strategy?
- What decision criteria does the company use to determine its choice?
- With which products or services should the company internationalize?
- Which market entry strategy seems appropriate?
- What communication objectives must the company prioritize to ensure a successful market entry?
- What marketing measures can the company implement to facilitate a successful market entry?

Students develop a concept for a single case and present their concept in class.

Course Formats (Type of Interaction / Teaching Methods):

Seminar with input sessions, group work, group presentations.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific:

Type of Examination:

Portfolio Examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

- Kotabe, M. & Helsen, K. (2022): Global Marketing Management, 9th edition, New York.
- Usunier, Jean-Claud & Lee, Julie Anne (2013): Marketing Across Cultures, 6th edition, Harlow.
- Philip R. Cateora, Mary C. Gilly and John L. Graham (2020). International Sales and Marketing: A Global Perspective
- David A. Aaker and V. Kumar (2019). Global Sales and Marketing: A Guide to Success
- Donald J. Bowersox, David J. Closs and M. Bixby Cooper (2018). International Logistics and Supply Chain Management
- S. K. Singh and A. K. Singh (2019). International Sales Organization: A Review of the Literature"
- J. M. C. Silva and A. M. R. Sousa (2018). The Role of Sales Enablement in International Sales Organizations"
- Martin Christopher (2020). Logistics and Supply Chain Management"
- John J. Coyle, C. John Langley Jr. and Robert A. Novack (2019). Transportation and Logistics: A Practical Approach
- Paul Schönsleben (2023). Handbook Integral Logistics Management: Operations and Supply Chain Management Within and Across Companies

Current Trends in International Business (e.g., Sustainable Management)					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes and Competencies: <p>Expertise/ professional skills:</p> <ul style="list-style-type: none">- Upon successfully completing this module, students are able to analyze the opportunities, challenges, and constraints that international businesses face within the broader economic, political, ecological, cultural, and social environment in which they operate.- Furthermore, they are able to understand and evaluate the factors influencing business decision-making from an international economic perspective and to examine the central issues and trends shaping the international business environment.- At the end of this module, students are able to investigate and assess current international trends, issues, and developments to explain the underlying forces driving international business strategies and behavior.- In addition, they are able to explore the impact of globalization on business operations and international market dynamics, developing a deeper understanding of how businesses navigate challenges and opportunities in an evolving international landscape. <p>Methodological skills:</p> <ul style="list-style-type: none">- Students proficiently grasp the scientific methodology of economic analysis and its applications to address current, real-world economic issues and scenarios at a global level. In doing so, they develop their ability to think abstractly and in an interconnected way.- They enhance and broaden their analytical and critical thinking abilities, along with refining their skills in knowledge transfer and problem-solving in an international context.- They develop and improve their academic writing skills, including constructing and structuring evidence-based economic arguments, properly citing relevant literature, and presenting their findings in a concise and scholarly manner. <p>Social skills:</p> <ul style="list-style-type: none">- After successfully participating in this module, students will enhance their ability to work in international teams, present their economic findings to their international fellow students, and actively engage in critical discussions. This process contributes to the development of their teamwork, cross-cultural communication, and cooperation skills.- Furthermore, they enhance their ability to discuss, present, moderate, debate on and argue about given real-world, current economic trends, challenges, concepts, and issues in international business, improving their capacity to engage in meaningful economic discourse. <p>Self-competence:</p> <ul style="list-style-type: none">- Participation in this module fosters self-management skills, including effective self-study techniques and competences, and the ability to better organize and manage time when preparing for examinations.- Students develop a critical awareness of the challenges of an economically dynamic, highly interconnected, and globalized world.					

Current Trends in International Business
<p>Course Content:</p> <p>The content and topics of this module will be regularly updated to reflect and ensure alignment with the latest trends, challenges, and developments which shape businesses that operate in an international business environment.</p> <p>The focus lies on analyzing international businesses and markets, exploring the key factors influencing business decisions and behavior. Among others, these include sustainable management issues (economic, environmental and social considerations), competitive international market dynamics, the rise of emerging markets, increased global competition, regulatory and policy frameworks, geopolitical developments, innovation, as well as the transformative impact of new technologies.</p>
<p>Course Formats (Type of Interaction / Teaching Methods):</p> <p>A range of methods including interactive seminars, presentations, discussions, working tasks and quizzes accompanied by exercise elements will be used to achieve the learning outcomes. Academic writing is an integral part of the module. Individual tutoring and feedback sessions will also play a role.</p>
<p>Admission Requirements:</p> <p>Formal: Admission to the Bachelor degree program MIB</p> <p>Content-specific: no requirements</p>
<p>Type of Examination:</p> <p>Term paper or portfolio examination</p>
<p>Credit Requirements</p> <p>Passed course examination</p>
<p>Weight of the Grade in the Final Grade</p> <p>The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.</p>
<p>Module Coordinator:</p> <p>Prof. Dr. Margareta Teodorescu</p> <p>Lecturers:</p> <p>Prof. Dr. Margareta Teodorescu</p>
<p>Recommended Reading:</p> <p>Given the dynamic nature of the international business environment, the literature for this module will be constantly updated, corresponding to the respective current trends. It includes a combination of textbooks, academic and industry journals, current business news and industry reports, and real-time business insights/ case-studies.</p> <p>Textbooks (latest editions):</p> <ul style="list-style-type: none"> - Cavusgil, S. Tamer, Knight, Gary & Riesenberger, John (2019), International Business: The New Realities, 5th edition, global edition, Pearson. - Collison, Simon, Narula, Rajneesh & Qamar, Amir (2024), International Business, 9th edition, Pearson. - Griffin, W. Ricky & Pustay, Michael (2010), International Business, 6th edition, Pearson Education. - Hill, W. L. Charles & Hult, G. Thomas (2021), International Business: Competing in the Global Marketplace, 14th edition, McGraw Hill. - Peng, Mike & Meyer, Klaus (2022), International Business, 4th edition, Cengage.

Social Media Marketing					
	Workload 150 h	Credits 5	Planned Semester 4th semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- This course enables students to explore social media strategies and tactics by using contemporary and emerging new-media channels. Within the context of social media, they learn how to establish communications objectives, how to integrate communications platforms and technologies into existing marketing plans, how to systematically evaluate new technologies and delivery platforms to determine an optimal marketing mix, how to implement a detailed social media marketing strategy, and how to evaluate results. After successfully completing this course, students will be able to:<ul style="list-style-type: none">- Explain key social media concepts.- Identify and understand best practices of social media sites and new media technologies that are pertinent to contemporary marketing.- Describe how new media technologies are changing and challenging traditional media formats.- Evaluate traditional, digital, mobile, internet and new media communications channels to build brand awareness and position products/services in specific target markets.- Develop a social media SWOT analysis.- Define social media marketing goals that are appropriate for a brand/organization.- Research, develop and present a detailed social media marketing plan that aligns with an organization's business goals.					
Methodological skills: <ul style="list-style-type: none">- The module has been designed to introduce students to theory, but also to give them a chance to apply theory in marketing communications on a selection of real-life scenarios. Students will have to interact constructively in working groups in order to develop and present a social media plan to help brands and companies achieve their social media marketing goals.					
Professional skills: <ul style="list-style-type: none">- In addition, students will improve their capability for critical investigation, problem-solving skills, presentation and communication skills, as well as the ability to work in a team.					

Course Content:

- The role of Social Media Marketing
- SMM goals and strategies
- Identifying target audiences in social media
- Rules of engagement for SMM and social media governance
- Social media platforms and social networking sites
- Paid social and influencers
- Content creation and sharpening: Blogs, podcasting, and webinars
- Visual storytelling
- Content marketing: Publishing articles, white papers, and e-books
- Virtual communities
- Mobile marketing on social networks
- Social media monitoring and management tools
- Managing and staffing the organisation for social media marketing
- Social media marketing plan
- Ethical and legal issues of SMM

Knowledge transfer

- Learning materials include textbooks, articles, lecture notes, and videos

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, problem-based learning, group work and discussions, will be used to achieve the learning outcomes. Individual tutoring and feedback sessions will also play an important role.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination or written exam

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

Zahay, Roberts, Parker, Barker, Barker. (2013). Social Media Marketing: A Strategic Approach. Cengage Learning (always the current edition).

Tuten, T. L. (2023). Social Media Marketing. Sage (latest edition).

Sutherland, K. E. (2024). Strategic Social Media Management. Theory and Practice. Palgrave MacMillan (latest edition).

Integrated Marketing Communication					
	Workload 150 h	Credits 5	Planned Semester 4th semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- After this module, students will have the essential professional competencies to perform qualified tasks in the field of brand management and marketing communication. They are also aware of the opportunities and challenges of the integration of marketing communication instruments. This implies knowledge about the management of brands, about operating principles of marketing communication as well as about strategies and instruments in the fields of brand management, media advertising, outdoor advertising, public relations, sales promotion, direct marketing, social media marketing, event and trade fair marketing and sponsoring. Issues of budgeting, media planning, comparative advertising and as well as ethical and legal aspects of marketing communication are also covered.- In addition, students will be able to assess the contribution of marketing communications to the achievement of marketing and business objectives in relation to specific situations and industries. Finally, they build their personal skills in the areas of communication and presentation.					
Methodological skills: <ul style="list-style-type: none">- The module has been designed to introduce students to theory, but also to give them a chance to apply theory in marketing communications on a selection of real-life scenarios. Students will have to interact constructively in working groups in order to develop an integrated marketing communication concept for a business case					
Professional skills: <ul style="list-style-type: none">- In addition, students will improve their capability for critical investigation, problem-solving skills, presentation and communication skills, as well as the ability to work in a team					

Course Content:

- Integrated marketing communications
- Branding
- How marketing communications work (marketing communications and the consumer)
- Marketing communication planning (campaign objectives, segmenting, targeting, positioning)
- Media and outdoor advertising
- Media planning
- Public relations
- Brand activation
- Direct marketing
- Social media marketing
- Event management, exhibitions and trade fairs
- Sponsorship
- Measuring campaign effectiveness
- Ethical and legal issues
- Outlook

Knowledge transfer

- Learning materials include textbooks, articles, lecture notes, and videos

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, problem-based learning, group work and discussions, will be used to achieve the learning outcomes. Individual tutoring and feedback sessions will also play an important role.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination or written exam

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

De Pelsmacker / Geuens / v. d. Bergh (2007): Marketing Communications: A European Perspective, Essex (always the current edition).

Smith, P. R., Zook, Z. (2024). Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies. Kogan Page (latest edition).

Fill, Chr., Sarah Turnbull, S. (2022). Marketing Communications. Pearson (latest edition)

B2B-Marketing					
	Workload 150 h	Credits 5	Planned Semester 4th semester	Frequency each term	Course Length 1 semester
Course Formats open		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- By the end of this module, students will have a comprehensive understanding of the principles and practices of B2B marketing within diverse industries and global markets. They will be able to critically analyze B2B strategies and their impact on organizational success. Students will develop the ability to assess customer needs and create value propositions in business markets. Additionally, they will be equipped to evaluate the role of digital transformation and sustainability in B2B contexts.-					
Methodological skills: <ul style="list-style-type: none">- Students will learn to develop and present strategic B2B marketing plans based on data-driven insights.- The module will also enable students to leverage tools such as customer segmentation and targeting frameworks in real-world scenarios.- Moreover, they will practice evaluating case studies to identify effective marketing solutions					
Professional skills: <ul style="list-style-type: none">- Participants will strengthen their communication and negotiation skills, critical for B2B client and stakeholder interactions. They will gain experience in crafting persuasive presentations tailored to professional business audiences.- The module will also prepare students to collaborate effectively within cross-functional teams to address B2B marketing challenges.- Furthermore, students will cultivate an understanding of the ethical and cultural considerations essential in international B2B relationships					

Course Content:

- The module will cover key topics including the fundamentals of B2B markets, buyer behavior, and decision-making processes. It will delve into strategic tools such as customer relationship management (CRM), value chain analysis, and salesforce management.
- Special emphasis will be placed on the influence of technological advancements, such as digitalization, AI and big data, on B2B marketing strategies.
- Case studies and examples from various industries will be integrated to illustrate practical applications and contemporary challenges in B2B marketing.

Course Formats (Type of Interaction / Teaching Methods):

A range of methods including interactive lectures, task work and discussions, will be used to achieve the learning outcomes.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

- Miller, M. (2012). B2B Digital Marketing. Using the Web to Market Directly to Businesses. Quepublishing.com
- Anderson, J. C., & Narus, J. A. (1998). Business marketing: understand what customers value. *Harvard Business Review*, 76, 53-67.

International Business II					
	Workload 150 h	Credits 5	Planned Semester 3rd semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <p>Teaching of skills for designing and managing international sales organizations in industry and trade, including their connection to delivery / logistics functions. Students should learn about and understand the importance, tasks and goals of the sales organization in international business approaches.</p>					
Competencies: <p>Understanding how complex sales and delivery organizations work. Being able to apply what you have learned to a practical task in the sales and delivery environment. The transfer of skills takes place via a targeted mix of lecture, group work and reflection tasks. The exam includes elements of transfer and skills reflection.</p>					

Course Content:

- A. Foundation of International Sales and Delivery
- B Sales in International Business Concepts
- B1. Set-up of a sales strategy (markets, customers, products, pricing, points of sales)
- B2. Design and implementation of an effective Sales Organization (centralized / decentralized / hybrid)
- B3. Leadership KPI in Sales / Sales Planning and Reporting
- B4. Sales Forecasting and Implementation
- B5. Special aspects in B2B and B2C Concepts
- C. Delivery
- C1. Delivery strategy of goods and services
- C2. Delivery and warehousing concepts
- C3. Set-up Delivery Network / last mile management
- C4. Push/Pull Delivery implementation
- D. Customer Service and Feedback concept. Management of complains.
- E. After Sales Management and growth initiatives
- F. Internal conflict management with procurement, production and logistics

Course Formats (Type of Interaction / Teaching Methods):

Lectures, discussions, case studies, group sessions

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: Successful completion of International Business I

Type of Examination:

Written examen or portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

- Philip R. Cateora, Mary C. Gilly und John L. Graham (2020). International Sales and Marketing: A Global Perspective
- David A. Aaker und V. Kumar (2019). Global Sales and Marketing: A Guide to Success
- Donald J. Bowersox, David J. Closs und M. Bixby Cooper (2018). International Logistics and Supply Chain Management
- S. K. Singh und A. K. Singh (2019). International Sales Organization: A Review of the Literature"
- J. M. C. Silva und A. M. R. Sousa (2018). The Role of Sales Enablement in International Sales Organizations"
- Martin Christopher (2020). Logistics and Supply Chain Management"
- John J. Coyle, C. John Langley Jr. und Robert A. Novack (2019). Transportation and Logistics: A Practical Approach
- Paul Schönsleben (2023). Handbook Integral Logistics Management: Operations and Supply Chain Management Within and Across Companies

Applied Digital Marketing Practices					
	Workload 150 h	Credits 5	Planned Semester 4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar, Practical Class		Contact Hours 4 hours per week/64 h		Self-study 86 h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <p>At the end of this module:</p> <ul style="list-style-type: none">- Students made initial practical experiences with the use of digital marketing tools (e.g., ad manager, website creation, web analytics, UI/UX optimization, e-commerce platforms).- Students lose their fear of contact and increase their willingness to use DM tools.- Students gather some impression of real-life marketing practice. <p>Methodological skills:</p> <ul style="list-style-type: none">- Project management methods were applied.- Digital literacy of students is increased. <p>Professional skills:</p> <ul style="list-style-type: none">- In addition, students will improve their problem-solving skills, presentation skills and communication skills, as well as the ability to work in a team					

Course Content:

- Project set-up (i.e., project assignment, project plan)
- Work-integrated phase with digital marketing practitioners, agencies, consultancies or corporations. Students are integrated in external teams (4 SWS per week or en bloc). Students use digital marketing software actively in practice.
- Presentation and reflection:
 - o Presenting the work
 - o Referring to tools and experiences
- Feedback

Course Formats (Type of Interaction / Teaching Methods):

The course has seminaristic elements while preparing phase and while setting up the collaboration of students with agencies. Besides, there are offsite elements when students visit agencies. Teaching is realized by navigating and guide students in weekly touch points.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: Successful completion of the specialization module Digital Marketing

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

Andreas Hesse

Recommended Reading:

- Tool handbooks and video tutorials (e.g., Google Marketing Platform, Meta ad manager)
- Mangold, B. (2018). Learning Google AdWords and Google Analytics. Loves Data.

Project Management					
	Workload 112,5h	Credits 3	Planned Semester 6th semester	Frequency each term	Course Length 1 semester
Course Formats Lecture		Contact Hours 45h/3 hours per week		Self-study 67,5h	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- At the end of the module, students will be able to carry out smaller projects.- Students know the position of project management within the corporate structure and can define projects (project assignment) and draw up a corresponding project plan.- They are familiar with the tools required for successful project implementation and project controlling.					
Competencies: <ul style="list-style-type: none">- Thinking in project structures- Mastering the complexity associated with projects, both professionally and personally- Moderating, leading, deciding and presenting from and in projects- Mastering interdisciplinary approaches in project management.					

Project Management
Course Content: <ul style="list-style-type: none"> - Introduction to project management: definitions, project types, project phase models, project organizations. - The four-phase model with start phase, planning phase, implementation phase and completion phase. - Start phase with portfolio management, project assignment, sponsor & project manager, project team and stakeholders. - Planning phase incl. planning tools - Implementation phase with team management, creativity techniques, problem-solving methods, project controlling and project progress report. - Closing phase with final project report, final meeting, handover to process owner, critical reflection of results and approach and project presentation
Course Formats (Type of Interaction / Teaching Methods): Lecturing with exercise elements
Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements
Type of Examination: Written exam
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Bert Leyendecker Lecturers: Bert Leyendecker, teaching staff of the faculty
Recommended Reading: <ul style="list-style-type: none"> - Müller, Ralf; Drouin, Nathalie; Sankaran, Shankar; Organizational project management theory and implementation Edward Elgar Publishing, 2019 - Kerzner, Harold; Project management a systems approach to planning, scheduling, and controlling, Wiley, 2013 - Project Management Institute; A guide to the project management body of knowledge, Project Management Institute, 2017

Work-integrated Learning					
	Workload 450 h	Credits 15	Planned Semester 6th semester	Frequency each term	Course Length 1 semester
Course Formats Project-Based Course		Contact Hours 2 hours per week/32h		Self-study 418h	Planned Class Size Groups of 4-7
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- At the end of the module, students will be able to carry out smaller projects.- Students know the uncertainties of projects.- Students made first experiences in managing a project.					
Competencies: <ul style="list-style-type: none">- Mastering the complexity associated with projects, both professionally and personally- Moderating, leading, deciding and presenting from and in projects- Mastering teamwork challenges.- Learning how to ensure project deliverables.					

Course Content: <ul style="list-style-type: none"> - Methods: <ul style="list-style-type: none"> o multiple methods meetings where students present their application of project assignment, risk analysis, stakeholder management, time plan, monitoring o 40% of the grade - Project content: <ul style="list-style-type: none"> o Working on a real-life project o Application of project management methods o Interacting with a client o Presenting and illustrating project deliverables o 60% of the grade
Course Formats (Type of Interaction / Teaching Methods): Project-based course with project meetings, students' presentations and further interaction with clients
Admission Requirements: Formal: 90 ECTS at the time of registration Content-specific: Passed course project management at the starting time
Type of Examination: Portfolio examination
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Bert Leyendecker Lecturers: Bert Leyendecker (methods meetings), faculty teaching staff, external lecturers
Recommended Reading: <ul style="list-style-type: none"> - Müller, Ralf; Drouin, Nathalie; Sankaran, Shankar; Organizational project management theory and implementation Edward Elgar Publishing, 2019 - Kerzner, Harold; Project management a systems approach to planning, scheduling, and controlling, Wiley, 2013 - Project Management Institute; A guide to the project management body of knowledge, Project Management Institute, 2017

Bachelor Thesis					
	Workload 360 h	Credits 12	Planned Semester 6th semester	Frequency each term	Course Length 1 semester
Course Formats Written thesis		Contact Hours 5h		Self-study 355h	Planned Class Size 1
Language of Instruction English					
Applicable Bachelor Programs: <input type="checkbox"/> Bachelor-Studiengang: Business Administration <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert) <input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual <input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen) <input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business <input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Proof of ability to work independently- Analysis of scientific texts/textbooks (methodological competence)- Goal-oriented activity under supervision within a limited time frame- Writing economic texts- Students can carry out scientific work, including empirical primary data collection if necessary.					
Competencies: <ul style="list-style-type: none">- Personal time and self-management- Data collection and data analysis- Summarization and written preparation of findings					

Course Content: <ul style="list-style-type: none"> - Content stems from research questions - Topics of Bachelor's thesis can be suggested by students and will be provided by supervisors
Course Formats (Type of Interaction / Teaching Methods): Written thesis
Admission Requirements: Formal: 90 ECTS at the time of registration/issuing of the topic
Type of Examination: Written thesis (oral presentation and discussion can be integrated)
Credit Requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Andreas Hesse Lecturers: Faculty teaching stuff, external lecturers
Recommended Reading: <ul style="list-style-type: none"> ▪ Klaus Backhaus, Bernd Erichson, Sonja Gensler, Rolf Weiber, Thomas Weiber (2025), <i>Multivariate Analysis - An Application-Oriented Introduction</i>. Springer-Nature. ▪ Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. <i>Organizational research methods</i>, 16(1), 15-31. ▪ Kumar, V. (2024), <i>International Marketing Research – A transformative Approach</i>, Palgrave Macmillan Cham ▪ Malhotra, N. (2019): <i>Marketing Research: An Applied Orientation</i>. Pearson (latest edition) ▪ Mayring, P. (2014). <i>Qualitative content analysis: theoretical foundation, basic procedures and software solution</i>. ▪ Ridder, H. G. (2012). <i>Case Study Research. Design and Methods</i> 4th ed.

Restricted Elective Modules

Bachelor Program Marketing and International Business

This module handbook presents a selection of the restricted elective modules of all bachelor programs as well as the restricted elective modules that are offered specifically for the Marketing and International Business degree program. Further electives are presented on a semester-by-semester basis, depending on demand and availability.

Marketing Controlling					
	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4SWS/64h		Self-study 86	Planned Class Size 50 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none"><input type="checkbox"/> Bachelor-Studiengang: Business Administration<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration - dual (praxisintegriert)<input type="checkbox"/> Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)<input checked="" type="checkbox"/> Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- By the end of this module, students will understand the role and importance of marketing controlling in achieving organizational goals. They will be able to critically evaluate marketing performance metrics and their implications for decision-making.- Students will gain the ability to design and interpret dashboards for monitoring marketing activities.- Additionally, they will develop a comprehensive understanding of how marketing controlling contributes to strategic planning and operational (financial) efficiency.					
Methodological Skills: <ul style="list-style-type: none">- Students will learn to apply analytical frameworks to assess the effectiveness and efficiency of marketing efforts.- They will acquire skills in creating and utilizing dashboards for visualizing and interpreting key marketing data. The module will train students to evaluate case studies and real-world scenarios using structured performance measurement approaches.- Furthermore, they will practice linking marketing KPIs to financial business objectives.					
Professional Skills: <ul style="list-style-type: none">- Participants will enhance their ability to communicate insights derived from marketing controlling to both marketing and non-marketing stakeholders. They will develop practical skills in identifying performance gaps and recommending actionable improvements. The module will also prepare students to collaborate within interdisciplinary teams to align marketing metrics with business strategies.- Moreover, students will strengthen their ability to approach marketing controlling with an ethical and data-driven mindset.					

Course Content:

- This module covers essential topics such as the fundamentals of marketing controlling, key performance indicators (KPIs), and reporting structures. A significant focus will be on the development and interpretation of dashboards to support data-driven decision-making.
- Students will explore best practices in budgeting, forecasting, and ROI analysis specific to marketing activities.
- Case studies and practical exercises will provide hands-on experience in addressing challenges in marketing controlling across various industries
- Students will work practically with software to create dash-boards.

Course Formats (Type of Interaction / Teaching Methods):

Lecturing incl. seminar elements with speeches, presentations, discussions and working tasks. Individual and Group work.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Andreas Hesse

Lecturers:

NN, teaching staff of the faculty

Recommended Reading:

Farris, P. W., Bendle, N. T., Pfeifer, P. E., & Reibstein, D. J. (2010). Marketing metrics: The definitive guide to measuring marketing performance (2nd ed.). Pearson Education.
Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
McDonald, M., & Mouncey, P. (2011). Marketing accountability: How to measure marketing effectiveness (2nd ed.). Kogan Page.
Tellis, G. J., & Ambler, T. (2007). Handbook of marketing performance: How to measure and manage your marketing effectiveness. Springer.

Business English					
	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar Tutorial		Contact Hours 2 hours per week/32h 2 hours per week/32h		Self-study 86h	Planned Class Size 25 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none">✓ Bachelor-Studiengang: Business Administration✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert)✓ Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)✓ Bachelor Program: Marketing and International Business✓ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen✓ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Students are divided into small groups based on the results of an English language placement test given at the start of the semester. The module is split into two components, business vocabulary and business communication.- On successful completion of the course, participants should have reached a minimum level of CEFR B2, however, this is dependent on their respective language level on entry.- Students should also have developed:<ul style="list-style-type: none">• confidence in using the English language while speaking in business situations. Including asking for information and comprehending the answer.• their vocabulary for working in an English-speaking environment. Including vocabulary related to the different legal forms a business can take, the departments within a business, and to a limited extent common and current issues facing these businesses. Students should be able to express their opinions and take part in a discussion in a business context.• skills in reading related to business issues. This includes understanding the general meaning of reports, emails, letters and other commonly found business texts.• writing standard forms of business correspondence. Including emails, reports, letters, and other commonly found business texts.• their overall ability to communicate in English in business settings.					

Course Content:

- Legal entities
- Company culture, departments and organisational structures
- Factors affecting successful businesses- examples of,
- Successful management and teamwork
- Number work - Interpreting statistics, describing trends
- Business writing-reports & emails
- Suitable register for business situations

Course Formats (Type of Interaction / Teaching Methods):

Case studies, group work, discussions, exercises, online study course.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Exam or written assignment

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Mark Frost

Lecturers:

Mark Frost, teaching staff of the faculty

Recommended Reading:

Ashford, Stephanie (2010). Business Proficiency, Klett, ISBN: 3128000212

Murphy, Raymond (1985) English Grammar in Use, ISBN: 978-1-108-45765-1 (5th Ed)

Additional literature to be given over the course of the semester

Business English Presentations					
	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar Tutorial		Contact Hours 2 hours per week/32h 2 hours per week/32h		Self-study 86h	Planned Class Size 25 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none">✓ Bachelor-Studiengang: Business Administration✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert)✓ Bachelor-Studiengang: Business Administration Steuern dual□ Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)✓ Bachelor Program: Marketing and International Business✓ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen✓ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- Participants will learn how to present ideas, arguments and information with clarity and reasonable accuracy both orally and in written form using appropriate register and conventions at the CEFR B2 level.- Students should be able to conduct presentations. Systematically selecting and organizing suitable information, planning the structure, highlighting important information and relevant supporting details, and effectively delivering the content. Both individually and as part of a group. <p>On successful completion of this module, participants should be able to:</p> <ul style="list-style-type: none">- give a presentation on a prepared business topic giving clear and detailed descriptions of the topic with appropriate supporting points and examples.- work effectively with others as a member of a team in a business setting in a written and oral context.- express their own opinions and present evidence-based arguments in both written and oral form.					
Competences <ul style="list-style-type: none">- Groupwork, negotiating, communication, problem solving, and debating.					

Course Content:

- Presenting in English. Differences between the written and spoken English language.
- Presenting ideas- written. Using persuasive language, reasoning, and evidence-based arguments to convince the reader in a business context.
- Presenting ideas- spoken. Including formal business presentations, elevator pitches, and other more specialized presentation forms.
- Oral presentations techniques- structure, language and register, transitions, Controlling and altering the tone, melody, pitch, speed, and volume of the voice of the speaker to aid in natural and engaging oral presentations.
- Software tools critical to presentation preparation and execution in both in-person and digital forms.
- Citations, referencing, and research tools and methods. Including APA referencing

Tutorial:

Case studies, group work and exercises.

Course Formats (Type of Interaction / Teaching Methods):

Lecturing incl. seminar elements with speeches, presentations, discussions and working tasks. Individual and Group work.

Admission Requirements:

Formal: Admission to the Bachelor's degree program MIB

Content-specific: no requirements

Type of Examination:

Written assignment or portfolio examination

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Mark Frost

Lecturers:

Mark Frost, teaching staff of the faculty

Recommended Reading:

- Bell, Douglas (2008) Passport to Academic Presentations. Reading: Garnet Publishing Ltd. ISBN 978-1-85964- 400-3
- Lowe, Susan; Pile, Louise (2006). Presenting. Surrey: Delta Publishing. ISBN 1-900783-95-9
- Sant, Tom (2012). Persuasive Business Proposals, Third Edition. New York: American Management Association. ISBN 978-0-8144-1785-0

Additional literature to be given over the course of the semester

Intercultural Communication					
	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar Tutorial		Contact Hours 3 hours per week / 48 h 1 hours per week / 16 h		Self-study 86h	Planned Class Size 25 students
Language of Instruction English					
Applicable Bachelor Programs: <ul style="list-style-type: none">✓ Bachelor-Studiengang: Business Administration✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert)✓ Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)✓ Bachelor Program: Marketing and International Business✓ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen✓ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <p>By focusing on the practical aspects of cross-cultural communication in the era of globalization this course serves as an introduction to intercultural communication field. The course will cover a variety of general topics such as identity, perception, communication skills, culture, and linguistics.</p>					
Course overview <p>Intercultural Communication focuses on the impact of culture on communication. This course is intended to raise student awareness of the complexities of intercultural communication skills in real-world situations. They will develop a greater acceptance and understanding of cross-cultural differences while studying intercultural communication foundations and processes as well as intercultural communication applications.</p>					
Course objectives <ul style="list-style-type: none">- Exploring in detail key aspects of intercultural communication- Understanding foundations of intercultural communication- Understanding intercultural communication processes- Intercultural communication applications- Exercising academic writing skills					
Learning Outcomes <p>Participants should have gained knowledge and understanding of:</p> <ul style="list-style-type: none">- their own personal culture- how culture influences our behaviour and understanding of the world- how the communication process works- both verbally and non-verbally- how to minimise misunderstandings in a multicultural context- how to find and synthesise key information from written and spoken sources- how to engage in analytical and critical thinking- how to present ideas and information to multicultural audiences- how to think and work independently					
Competencies <p>Communication, problem solving, group work, time management</p>					

<p>Intercultural Communication</p> <p>Course Content:</p> <ul style="list-style-type: none"> - foundations of intercultural communication - intercultural communication processes - intercultural communication applications <p>Tutorial Case studies, group work, exercises, debates, simulations and presentations – academic writing</p>
<p>Course Formats (Type of Interaction / Teaching Methods): Lecturing and classroom based teaching, student presentations, student-led discussions, activities. Students are expected to conduct independent reading/research/international team activities.</p>
<p>Admission Requirements: Formal: Admission to the Bachelor degree program MIB Content-specific: no requirements</p>
<p>Type of Examination: Portfolio examination</p>
<p>Credit Requirements Passed course examination</p>
<p>Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.</p>
<p>Module Coordinator: Andreas Hesse Lecturers: NN, teaching staff of the faculty</p>
<p>Recommended Reading:</p> <ul style="list-style-type: none"> - Martin, M., Nakayama, T. (2022): "Intercultural Communication In -Contexts", ISBN 978-1-260-83745-2, McGraw Hill, 8th edition. - Halualani, R. (2018): "Intercultural Communication: A Critical Perspective" 1st edition Cognella. ISBN: 978-1-5165-4526-1. - Bowman, N., Park, J. (2015): "Not All Diversity Interactions Are Created Equal: Cross-Racial Interaction, Close Interracial Friendship, And College Student Outcomes", Research In Higher Education, 56(6), 601–621. - Haskollar, E., Bagwe, T.K. (2022): "Do Demographics Matter? The Relationship Between Student Characteristics and Intercultural Competence", Journal of Intercultural Communication Research, https://doi.org/10.1080/17475759.2022.2102059. - Additional sources will be provided throughout the semester

Negotiation					
Modul	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency each term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 SWS 64h		Self-study 86h	Planned Class Size 15
Language of Instruction English / German					
Applicable Bachelor Programs: <ul style="list-style-type: none">✓ Bachelor-Studiengang: Business Administration✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert)✓ Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)✓ Bachelor Program: Marketing and International Business✓ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen✓ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <p>Teaching of skills for designing and conducting of complex business negotiations in procurement and sales organizations. Implement the efforts of EU regulations in negotiation and communication set ups with customers/suppliers The students should learn about and understand the importance, tasks and goals of business negotiations and the European regulations due to CSSSD e.g..</p>					
Competencies: <p>Understanding how complex the implementation of successful international business negotiations can be. Being able to apply what you have learned to a practical negotiation task in the sales/procurement environment. The transfer of skills takes place via a targeted mix of lecture, group work, case studies and reflection tasks. The exam includes elements of transfer and skills reflection.</p>					

<p>Negotiation</p> <p>Course Content:</p> <ul style="list-style-type: none"> - A Negotiation - Basics of negotiation – important disruptive factors for fair negotiations - Analyzing the interests of the negotiating partner. Using interests in negotiations (embedding – push – freedom) - Analyzing bargaining power. Conclusions for the exercise of power. Preparation and implementation of sanctions. - Design and calibration of negotiation goals – overlaying cost analytics and market power to determine target pricing - Designing negotiation behavior and defining the negotiation strategy – synchronizing styles with the negotiation power - Preparing negotiation tactics and operationalizing them - negotiation phase - from constructive give and take to escalation - B EU Business Regulations - Basics - Structure of CSSSD Requirements - Organizational and reporting requirements - Influence of regulations on the supplier dialog - Key negotiation topics due to EU regulations (CSSSD e.g.) - Integration of EU regulations in Business Negotiations
<p>Course Formats (Type of Interaction / Teaching Methods): Lecturing incl. seminar elements with speeches, presentations, discussions and working tasks. Individual and Group work.</p>
<p>Admission Requirements: Formal: Admission to the Bachelor study program MIB e.g. Content-specific: no requirements</p>
<p>Type of Examination: Portfolio examination</p>
<p>Credit requirements Passed course examination</p>
<p>Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.</p>
<p>Module Coordinator: Elmar Bräkling Lecturers: Elmar Bräkling</p>
<p>Recommended Reading:</p> <p>Getting to Yes: Negotiating Agreement Without Giving In von Roger Fisher, William Ury und Bruce Patton (2011). The Art of Negotiation" von Michael Wheeler (2013). Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond von Deepak Malhotra und Max Bazerman (2007) Never Split the Difference: Negotiating As If Your Life Depended On It von Chris Voss und Tahl Raz (2016) CSSSD Guidelines: A Practical Guide von Wolfgang M. Schäfer (2020). CSSSD Guidelines: A Framework for Success von David A. Aaker und V. Kumar (2019)</p>

Global Sourcing & Supplier Management					
Modul	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency winter term	Course Length 1 semester
Course Formats Seminar		Contact Hours 4 SWS 64h		Self-study 86h	Planned Class Size 15
Language of Instruction English / German					
Applicable Bachelor Programs: Applicable Bachelor Programs: <ul style="list-style-type: none">✓ Bachelor-Studiengang: Business Administration✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert)✓ Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)✓ Bachelor Program: Marketing and International Business<input type="checkbox"/> Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen<input type="checkbox"/> Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <p>Students will learn how to design and implement global supply networks. They will learn how to evaluate the opportunities and risks of global markets. Furthermore, they will understand the specific challenges of international cooperation with suppliers in global procurement markets and learn how to design and manage international supplier relationships.</p>					
Competencies: <p>Understanding how complex the implementation of a successful global supplier network will be. Being able to analyze procurement markets, search for and allocate top suppliers and integrate them into the own value chain. The transfer of skills takes place via a targeted mix of lecture, group work, case studies and reflection tasks. The exam includes elements of transfer and skills reflection.</p>					

Global Sourcing & Supplier Management
Course Content: <ul style="list-style-type: none"> - A Introduction - B Global Sourcing <ul style="list-style-type: none"> - Global procurement markets - Balancing of chances and risks - Specific challenges in ASIA, NAFTA, EMEA and RoW - Evaluation of Supply Chain risks - Evaluation of political risks - Procurement Market Decision Making - C Supplier Management <ul style="list-style-type: none"> - Market research and Supplier identification - Supplier Assessments - Supplier ramp up - Supplier performance evaluation - Supplier development - Supplier execution - Crisis management
Course Formats (Type of Interaction / Teaching Methods): Lecturing incl. seminar elements with speeches, presentations, discussions and working tasks. Individual and Group work.
Admission Requirements: Formal: Admission to the Bachelor study program MIB e.g. Content-specific: no requirements
Type of Examination: Portfolio examination
Credit requirements Passed course examination
Weight of the Grade in the Final Grade The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.
Module Coordinator: Elmar Bräkling Lecturers: Elmar Bräkling
Recommended Reading: Strategic Global Sourcing Best Practices. Fred Sollish, Fred Semaik (2011). Supplier Relationship Management: How to Maximize Vendor Value and Opportunity von Stephen Easton (Author), Michael D. Hales (Author), Christian Schuh (Author), Michael F. Strohmer (Author), (2014). Global Sourcing and Supply Management Excellence in China: Procurement Guide for Supply Experts. Marc Helmold, Brian Terry (2016) The Handbook of Global Outsourcing and Offshoring. Ilan Oshri , Julia Kotlarsky , Leslie P. Willcocks (2023) Innovative Supplier Management: Value Creation in Global Supply Chains, Marc Helmold (2023) Supplier Relationship Management: Unlocking the Value in Your Supply Base. Jonathan O'Brian (2023) Supplier Relationship Management: Building Strategic Partnerships for Success: Enhance Efficiency, Drive Innovation, and Gain a Competitive Edge with Effective Supplier Relationship Management. Jai San (2024)

Mathematik II (Dynamische Modellierung und Lineare Optimierung)					
	Workload 150 h	Credits 5	Planned Semester 3rd/4th semester	Frequency summer term	Course Length 1 semester
Course Formats Seminar Excercise		Contact Hours 3 hours per week/48h 1 hours per week/16h		Self-study 86h	Planned Class Size 25 students
Language of Instruction Deutsch					
Applicable Bachelor Programs: <ul style="list-style-type: none">✓ Bachelor-Studiengang: Business Administration✓ Bachelor-Studiengang: Business Administration - dual (ausbildungsintegriert)✓ Bachelor-Studiengang: Business Administration - dual (praxisintegriert)✓ Bachelor-Studiengang: Business Administration Steuern dual<input type="checkbox"/> Bachelor-Studiengang: Business Administration (berufsbegleitendes Studium für VWA-Absolvent*innen)✓ Bachelor Program: Marketing and International Business✓ Bachelor-Studiengang: Bau-Wirtschaftsingenieurwesen✓ Bachelor-Studiengang: Wirtschaftsingenieurwesen					
Learning Outcomes: <ul style="list-style-type: none">- After this module, students will be able to deal with advanced topics in mathematical modeling. This includes in-depth topics in the field of analysis and dynamic modelling (difference and differential equations) and advanced topics in linear algebra (linear optimization).					
Competencies: <ul style="list-style-type: none">- Teaching technical and methodological skills					

Course Content:

- Advanced mathematics - Analysis
- Differential equations
- Advanced Integral Calculus Advanced Mathematics - Linear Algebra
- Linear Optimization
- Economic Applications

Exercise:

- Case studies and practical cases for Mathematics II.

Course Formats (Type of Interaction / Teaching Methods):

Seminar-based teaching with interactive lecture and discussion elements as well as exercises.

Admission Requirements:

Formal: Admission to the Bachelor degree program MIB

Content-specific: no requirements

Type of Examination:

Written exam (90 min)

Credit Requirements

Passed course examination

Weight of the Grade in the Final Grade

The weight of this grade in the final grade is proportional to the number of ECTS credits assigned to the module.

Module Coordinator:

Marc Sellenthin

Lecturers:

Marc Sellenthin

Recommended Reading:

- Sellenthin, M.: Volkswirtschaftslehre – mathematisch gedacht, Springer Verlag.
- Matthäus & Matthäus: Mathematik für BWL-Master, Vieweg + Teubner, Wiesbaden.
- Schwarze: Mathematik für Wirtschaftswissenschaftler, Band 1, 2 und 3, akt. Aufl

Additional literature to be given over the course of the semester