Program Handbook

of the

Bachelor Program
International Business and Economics

at the
Otto- von- Guericke- Universität Magdeburg
Fakultät für Wirtschaftswissenschaft/
Faculty of Economics and Management

10.10.2016
What are the objectives of this study program?
This program is intended for students seeking a first academic degree in the sector of management and economic studies. It will provide preparation for the many career opportunities in the diverse fields of management, including, for ex., managerial communication, organisational behaviour, international management, human resource management, and economics, including banking and finance. Beyond the teaching of basics in economics and management, the program emphasizes international aspects. In addition, students receive language training on scientific level in “English for Management and Economics” and a second foreign language. The language of instruction is English, and the student community is international, German and international to equal halves.

Degree conferred: Bachelor of Science (B.Sc.)
Course duration: 6 semester
Enrollment: Winter semester (October)
Entry requirements:
- University entrance qualification (Abitur certificate, or other)
- English language proficiency (TOEFL, or other equivalent certificate as accepted by the program)

Career perspectives:
Managerial or entrepreneurial occupation in foreign or multi-national companies, consultancy firms, international organizations, banks and financial institutions.

What kind of knowledge/experience/interest should I exhibit?
We welcome your interest in management and economic theory/problems, and proficiency in Mathematics and English.

Program office:
Grit Voigt
Tel. (0391) 67 1 88 18
Fax: (0391) 67 1 11 79
Building 22 B, Room 006
E-Mail: isp@ovgu.de

Course Coordinator:
Prof. Dr. Andreas Knabe
Tel. (0391) 67 1 85 46
Fax: (0391) 67 1 12 18
Building 22 E, Room 205
E-Mail: andreas.knabe@ovgu.de
# Table of Contents

## Program Structure/Curriculum

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compulsory modules</td>
<td>6</td>
</tr>
<tr>
<td>Basics in Management and Economics</td>
<td>7</td>
</tr>
<tr>
<td>Principles of Management</td>
<td>8</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>9</td>
</tr>
<tr>
<td>Management</td>
<td>10</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>11</td>
</tr>
<tr>
<td>Management Accounting</td>
<td>12</td>
</tr>
<tr>
<td>Financial Management</td>
<td>13</td>
</tr>
<tr>
<td>Production Management &amp; Operations Research</td>
<td>14</td>
</tr>
<tr>
<td>Introduction to International Management</td>
<td>15</td>
</tr>
<tr>
<td>Economics</td>
<td>16</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>17</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>18</td>
</tr>
<tr>
<td>Introduction to International Economics</td>
<td>19</td>
</tr>
<tr>
<td>Economic Policy</td>
<td>20</td>
</tr>
<tr>
<td>Foreign Language</td>
<td>21</td>
</tr>
<tr>
<td>English UNIcert® III/A: English in Business and Economics (EBE) and Cultural Studies</td>
<td>22</td>
</tr>
<tr>
<td>English UNIcert® III/B: Presentations and English in Business and Economics</td>
<td>23</td>
</tr>
<tr>
<td>English UNIcert® IV/A</td>
<td>24</td>
</tr>
<tr>
<td>English UNIcert® IV/B</td>
<td>25</td>
</tr>
<tr>
<td>Academic Skills</td>
<td>26</td>
</tr>
<tr>
<td>Academic Skills</td>
<td>27</td>
</tr>
</tbody>
</table>

## Compulsory elective modules

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Markets and Bank Management</td>
<td>29</td>
</tr>
<tr>
<td>Global Sourcing – A Brazilian Perspective</td>
<td>30</td>
</tr>
<tr>
<td>International Marketing</td>
<td>31</td>
</tr>
<tr>
<td>International Supply Chain Management</td>
<td>32</td>
</tr>
<tr>
<td>International Tax Planning</td>
<td>33</td>
</tr>
<tr>
<td>Introduction to Applied Econometrics I</td>
<td>34</td>
</tr>
<tr>
<td>Introduction to Applied Econometrics II</td>
<td>35</td>
</tr>
<tr>
<td>Labor Economics</td>
<td>36</td>
</tr>
<tr>
<td>Money, Banking and Financial Markets</td>
<td>37</td>
</tr>
<tr>
<td>Multinational Finance</td>
<td>38</td>
</tr>
<tr>
<td>Second Foreign Language</td>
<td>39</td>
</tr>
<tr>
<td>Seminar: Business Game: Open Innovation</td>
<td>40</td>
</tr>
<tr>
<td>Seminar: Current Issues in International Management</td>
<td>41</td>
</tr>
</tbody>
</table>
Seminar: Developments in the English lexicon ............................................... 42
Seminar: International Logistics ..................................................................... 43
Seminar: Language in commercial contexts .................................................... 44
Seminar: Raising Economies after World War II............................................. 45
Seminar: The Great Depression, the Great Recession and the Future .......... 46
Seminar: The Importance of National Culture in International Management ... 47
Summer School “International Investments”..................................................... 48
The Economics of Banking and Financial Systems ....................................... 49

**Bachelor- Thesis** .......................................................................................... 50
Bachelor Seminar with Bachelor- Thesis ......................................................... 51
## Program Structure/Curriculum

**Bachelor Program “International Business and Economics”**

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
<th>3rd semester</th>
<th>4th semester</th>
<th>5th semester</th>
<th>6th semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 CP*</td>
<td>4 CP</td>
<td>8 CP</td>
<td>6 CP</td>
<td>6 CP</td>
<td>6 CP</td>
</tr>
<tr>
<td>5 CP</td>
<td>7 CP</td>
<td>6 CP</td>
<td>5 CP</td>
<td>6 CP</td>
<td>6 CP</td>
</tr>
<tr>
<td>5 CP</td>
<td>6 CP</td>
<td>8 CP</td>
<td>8 CP</td>
<td>6 CP</td>
<td>6 CP</td>
</tr>
<tr>
<td>8 CP</td>
<td>8 CP</td>
<td>4 CP</td>
<td>4 CP</td>
<td>6 CP</td>
<td>12 CP</td>
</tr>
<tr>
<td>4 CP</td>
<td>4 CP</td>
<td>4 CP</td>
<td>4 CP</td>
<td>6 CP</td>
<td></td>
</tr>
<tr>
<td>30 CP</td>
<td>29 CP</td>
<td>30 CP</td>
<td>31 CP</td>
<td>30 CP</td>
<td>29 CP</td>
</tr>
</tbody>
</table>

*CP: Credit Points according to the European Credit Transfer System (ECTS)
Compulsory modules
### Module:
Principles of Management

### Applicability of the module:
Compulsory module

### Qualification Targets (Competencies):
The students
- learn the major tools of developing a business idea, a product idea, and a marketing strategy,
- acquire basic knowledge about incorporation, organization, and financial funding of a business,
- become familiar with basic tools for staffing and production planning,
- acquire a sound foundation in the economic theory of business management.

### Contents:
- Development of a Business Idea: Value creation, Business Plan
- Aspects of Marketing: Target Group, Sales Plan, SWOT, Marketing Mix
- Staffing a Corporation: Demand, Recruiting, Property Right Assignment
- Fundamentals of Accounting: The Annual Report, Financial Statements
- Incorporating a Firm: Alternative Legal Options, Tax Aspects
- Production and Logistics: Production Programs, Costs of Production
- Financial Planning: Financial Effects of Staffing, Investment, Production
- Managerial Economics: Creating and Capturing Value, Game Theory
- Organizational Architecture: Decision Rights, Incentives,
- Vertical Integration and Outsourcing, Leadership, Business Environment and Ethics

### References:

### Forms of Instruction / Course Language:
2L, 1T / English

### Previous Knowledge:
- none

### Work Load:
42 hours attendance time and 108 learning hours

### Frequency:
Each winter semester

### Assessments/Exams/Credits:
Final exam (60 min), 5 CP

### Responsible for the Module:
Chair of Economics of Business and Law
Lectureship of Business Economics
**Module:**
Financial Accounting

**Applicability of the module:**
Compulsory module

**Qualification Targets (Competencies):**
The students
- learn and practice double-entry bookkeeping, get a basic acquaintance with financial statements according to International Accounting Standards,
- gain an insight into the fundamentals of accounting valuation of assets and liabilities and learn how to make adequate accrual accounting judgements,
- are able to devise an accounting system for a small and simple business from a given set of transactions occurring in it apart from taxation specialties,
- develop an understanding for the significance of the line entries commonly found in published financial statements.

**Contents:**
- Basic notions: accounting vs. legal entity, users of accounting information, desirable features
- Balance sheet, income statement, statement of owners’ equity, cash flow statement and their articulation; typical line items
- Formalism of double-entry bookkeeping and procedure of record keeping, also with a brief look at EDP-based accounting
- Revenue and expense recognition and accrual adjustments
- closing the accounts and preparing the financial statements
- Valuation and disclosure of individual asset and liability classes: Fixed assets, tangible and intangible; inventory valuation; receivables and revenue recognition; liabilities (on and off balance sheet), cost of debt; leasing; Equity capital of corporations; financial investments.

**References:**

**Forms of Instruction / Course Language:**
3L, 2T / English

**Previous Knowledge:**
The contents of the following module are recommended
- Principles of Management.

**Work Load:**
70 hours attendance time and 140 learning hours

**Frequency:**
Each winter semester

**Assessments/Exams/Credits:**
Presentation of solutions to exercises (up to 20% weight; final exam (60 min) weighted at the complement to 100%), 7 CP

**Responsible for the Module:**
Chair of Accounting and Control
<table>
<thead>
<tr>
<th>Module:</th>
<th>Marketing Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applicability of the module:</strong></td>
<td>Compulsory module</td>
</tr>
<tr>
<td><strong>Qualification Targets (Competencies):</strong></td>
<td>The students - acquire a basic understanding of marketing as a business function as well as a strategic management concept, - gain insights into market structures and consumer behavior, and - develop skills to analyze markets and develop a marketing plan.</td>
</tr>
<tr>
<td><strong>Contents:</strong></td>
<td>- Marketing approaches - Market research - Marketing mix decisions (4 P’s)</td>
</tr>
<tr>
<td><strong>Forms of Instruction / Course Language:</strong></td>
<td>2L, 2T / English</td>
</tr>
<tr>
<td><strong>Previous Knowledge:</strong></td>
<td>none</td>
</tr>
<tr>
<td><strong>Work Load:</strong></td>
<td>56 hours attendance time and 124 learning hours</td>
</tr>
<tr>
<td><strong>Frequency:</strong></td>
<td>Each summer semester</td>
</tr>
<tr>
<td><strong>Assessments/Exams/Credits:</strong></td>
<td>Written final exam (60 min), 6 CP</td>
</tr>
<tr>
<td><strong>Responsible for the Module:</strong></td>
<td>Junior Professorship of Consumer Behavior Chair of Marketing</td>
</tr>
</tbody>
</table>
**Module:**
Management Accounting

**Applicability of the module:**
Compulsory module

**Qualification Targets (Competencies):**
The students
- develop an understanding of Cost Accounting and Budgeting as instruments of planning and control in a management perspective,
- are able to derive managerial information from an analysis of different budget variances and to derive managerial consequences,
- get to know recent developments in cost accounting such as activity-based costing and learn to assess the adequacy of the information generated for different managerial decision problems.

**Contents:**
- Concepts of cost
- Influences on cost
- Cost functions
- Cost-volume-profit analysis
- Activity-based costing as opposed to traditional systems
- Budgeting and variances
- Flexible budgets,
- Analysis of and allocating capacity costs
- Concept of relevant costs for decision making
- Cost information and Pricing
- Customer profitability analysis and contribution margin accounting
- Allocating common costs, esp.
- The cost of service departments

**References:**

**Forms of Instruction / Course Language:**
2L, 2T / English

**Previous Knowledge:**
The contents of the following module are recommended
- Financial Accounting.

**Work Load:**
56 hours attendance time and 124 learning hours

**Frequency:**
Each summer semester

**Assessments/Exams/Credits:**
Presentation of solutions to exercises (up to 20% weight; written final exam (60 min) weighted at the complement to 100%), 6 CP

**Responsible for the Module:**
Chair of Accounting and Control
Module:
Financial Management

Applicability of the module:
Compulsory module

Qualification Targets (Competencies):
The students
- are able to decide what investments should be made and how to finance them,
- have knowledge about analytical techniques which are used to value investment projects and financial assets including bond valuation based on the term structure and the valuation of risky assets based on the capital asset pricing model,
- know the different forms of financing and the influence to the capital structure of the firm.

Content:
- Capital Budgeting
- Term Structure of Interest Rates
- Duration
- Capital Asset Pricing Model
- Capital Structure
- Sources of Financing
- Basics of Firm Valuation

Literature:

Forms of Teaching / Course Language:
2L, 2T / English

Prerequisites:
The contents of the following modules are recommended
- Decision Analysis,
- Mathematical Methods in Business & Economics,
- Microeconomics,
- Statistical Data Analysis.

Work Load:
56 hours attendance time and 124 learning hours

Frequency:
Each winter semester

Assessments/Exams/Credits:
Written exam (120 min), 6 CP

Responsible for the Module:
Chair of Economics of Business and Law
### Module:
Production Management & Operations Research

### Applicability of the module:
Compulsory module

### Qualification Targets (Competencies):
The students
- get introduced into the fundamentals of both Production/Operations Management and Operations Research,
- become acquainted with decision problems which a production manager faces in his/her day-to-day business,
- gain insight into typical problems like product-mix problems, lot-sizing problems, and order scheduling and sequencing problems,
- acquire knowledge about different production-type settings, e.g. job-shop production, flow-line production systems etc.,
- are enabled to apply methods from Operations Research to these problems.

### Contents:
- Product Mix Problem
- Linear Programming
- Classic and Dynamic Lot Sizing Problems
- Scheduling
- Order Sequencing
- Assembly Line Balancing
- Lot Sequencing

### References:

### Forms of Instruction / Course Language:
2L, 2T / English

### Previous Knowledge:
- Sound knowledge of Linear Algebra and Linear Programming.

### Work Load:
56 hours attendance time and 124 learning hours

### Frequency:
Each summer semester

### Assessments/Exams/Credits:
Two written exams (mid-term and final exam: 60 min each), 6 CP

### Note:
A withdrawal of the exam registration is not possible for this module.

### Responsible for the Module:
Chair of Management Science
**Module:**
Introduction to International Management

**Applicability of the module:**
Compulsory module

**Qualification Targets (Competencies):**
The students
- are made aware of challenges in the international business environment,
- learn how to analyze opportunities and risks of international transactions, and
- acquire the knowledge and skills to deal with basic problems of International Management.

**Contents:**
The lecture gives a general overview on basic challenges and principles of International Management. It introduces culture-specific challenges in the international business environment and tools to overcome these challenges. In particular, the following aspects will be considered among others:
- national culture as the cause for differences between nations,
- theories of international business,
- strategic management of multinational corporations,
- organizational structure of multinational corporations,
- human resource management in multinational corporations,
- accounting in multinational corporations, and
- public affairs in multinational corporations.

**References:**

**Forms of Instruction / Course Language:**
2L, 1T / English

**Previous Knowledge:**
- Not required

**Work Load:**
42 hours attendance time and 108 learning hours

**Frequency**
Each summer semester

**Assessments/Exams/Credits:**
Assignments (e.g., case studies), presentations, written final exam (60 min), 5 CP

**Responsible for the Module:**
Chair of International Management
Economics
**Module:**
Microeconomics

**Applicability of the module:**
Compulsory module

**Qualification Targets (Competencies):**
The students
- become aware of the functioning of the market economy, the role of prices in determining the allocation of resources, the functioning of the firm in the economy and the forces governing the production and consumption of economic goods,
- are introduced to microeconomic models,
- are able to understand and solve basic real world microeconomic problems,
- acquire the ability to develop critical thinking about economic matters.

**Contents:**
- Important economic concepts
- Consumer Theory: Household choice, Preference revelation, Decomposition, Economic Dual, Endowment Economies, Market demand, Consumer Surplus
- Producer Theory: Technology and Production, Optimization, Market Supply, Producer Surplus
- Market Equilibrium
- Welfare Theorems
- Imperfect competition
- Game Theory

**References:**

**Forms of Instruction / Course Language:**
4L, 2T / English

**Previous Knowledge:**
The contents of the following modules are recommended
- Mathematical Methods in Business & Economics,
- Principles of Economics.

**Work Load:**
84 hours attendance time (classroom and moodle) and 156 learning hours

**Frequency:**
Each winter semester

**Assessments/Exams/Credits:**
Two written exams (mid-term (60 min); final exam (120 min), 8 CP

**Responsible for the Module:**
Chair of Economic Policy
| **Module:** | Macroeconomics |
| **Applicability of the module:** | Compulsory module |
| **Qualification Targets (Competencies):** | The students |
|  | - acquire an analytical understanding of the determinants of economic growth and business cycles, |
|  | - become acquainted with the empirical evidence on growth, cycles, and the impact of government economic policies, |
|  | - are enabled to assess the possibilities and limitations of government policies aiming at controlling employment, inflation, and growth. |
| **Contents:** | - Stylized facts on aggregate fluctuations |
|  | - Goods market and effective demand |
|  | - Financial market and the role of money |
|  | - IS-LM model (as a tool of analyzing fiscal and monetary policy) |
|  | - Labor market |
|  | - AS-AD model |
|  | - Phillips curve |
|  | - Money and inflation |
|  | - Stylized facts of growth and growth accounting |
|  | - Saving, capital accumulation, technological progress and growth |
| **Forms of Instruction / Course Language:** | 4L, 2T / English |
| **Previous Knowledge:** | The contents of the following modules are recommended |
|  | - Mathematical Methods in Business & Economics, |
|  | - Microeconomics, |
|  | - Principles of Economics. |
| **Work Load:** | 84 hours attendance time and 156 learning hours |
| **Frequency:** | Each summer semester |
| **Assessments/Exams/Credits:** | Final written exam (120 min), 8 CP |
| **Responsible for the Module:** | Chair of Economics, esp. Applied Economics |
**Module:**
Introduction to International Economics

**Applicability of the module:**
Compulsory module

**Qualification Targets (Competencies):**
The students
- get introduced into the fundamentals of international trade and finance theories,
- develop a thorough understanding of the real and monetary aspects of globalization (international trade, factor movements, financial markets and exchange rules),
- are enabled to analyze the options for and limitations to national economic policy.

**Contents:**
- International Trade
  - Some Basics
  - Trade Theories
  - Trade Policies
- International Finance
  - Some Basics
  - Exchange Rate Determination
  - Open Economy Macroeconomics
- Facts, History, Institutions
  - International Trade Policy in Practice
  - International Finance in Practice
- Challenges of Globalisation

**References:**

**Forms of Instruction / Course Language:**
3L, 1T / English

**Previous Knowledge:**
The contents of the following module are recommended
- Macroeconomics,
- Microeconomics.

**Work Load:**
56 hours attendance time and 124 learning hours

**Frequency:**
Each winter semester

**Assessments/Exams/Credits:**
Written exam (120 min), 6 CP

**Responsible for the Module:**
Chair of International Trade
**Module:**
Economic Policy

**Applicability of the module:**
Compulsory module

**Qualification Targets (Competencies):**
The students
- acquire knowledge how to identify the main causes for market failures,
- are able to discuss possible policy measures to correct for these market failures.

**Contents:**
- Introduction
- Methodological Basics
- Perfect Competition and the Welfare Optimum
- Prisoners' Dilemma and Market Failures
- Public Goods and External Effects
- Market Power
- Asymmetric Information
- Redistribution as a Collective Decision
- Financing the Public Sector
- Excess Burden of Taxation and Tax Incidence
- Incentive Effects of Specific Taxes
- Collective Decision Making

**References:**

**Forms of Instruction / Course Language:**
2L, 2T / English

**Previous Knowledge:**
The contents of the following modules are recommended
- Macroeconomics,
- Mathematical Methods in Business & Economics,
- Microeconomics,
- Principles of Economics.

**Work Load:**
56 hours attendance time and 124 learning hours

**Frequency:**
Each summer semester

**Assessments/Exams/Credits:**
Written mid-term exam, written final exam (120 min), 6 CP

**Responsible for the Module:**
Chair of Public Economics
Foreign Language
**Module:**

English UNIcert®III/A: *English in Business and Economics (EBE)* and *Cultural Studies*

**Applicability of the module:**

Compulsory module

**Qualification Targets (Competencies):**

The students
- are able to cope linguistically and communicate effectively in the context of studying at a university in Germany and abroad,
- develop their competence in subject-specific language (comprehension, active use of lexical items and phraseology, knowledge of the structures of text varieties),
- acquire academic writing skills in accordance with accepted norms,
- acquire knowledge of the use of linguistic means in the subject-specific language,
- develop intercultural awareness and the ability to act appropriately in intercultural contexts.

**Contents:**

- Learning and work strategies in the four language skills based on relevant subject areas, as for example:
  - Management (motivation, company structure, managing across cultures, recruitment)
  - Production (logistics, quality, products)
  - Marketing (plc, promotional tools, advertising)
  - Finance (banking, venture capital, stocks and shares)
- Introduction to the development of academic writing
- Intercultural issues presented within a broad hermeneutic approach providing students with an understanding of selected thematic areas relevant to English-speaking cultures and media

**References:**


**Forms of Instruction / Course Language:**

2L, 4T / English

*EBE* comprises 4 hrs/wk and is taught twice a week for 90 minutes each. *Cultural Studies* with 2 hrs/wk is offered once a week as a 90-minute lecture or seminar. Components of the courses are assignments and case studies as individual or group work as well as presenting results in class.

**Previous Knowledge:**

- Good Abitur-level English (comparable to B2 CEFR) and successful completion of the entry test

**Work Load:**

84 hours attendance time and 96 learning hours

**Frequency:**

Each winter semester

**Assessments/Exams/Credits:**

*EBE*: academic paper; *Cultural Studies*: individual or group project; 6 CP altogether

**Responsible for the Module:**

Language Centre, Head of English Department
## Module:

**English UNIcert®III/ B: Presentations and English in Business and Economics**

### Applicability of the module:

Compulsory module

### Qualification Targets (Competencies):

The students
- are able to cope linguistically and communicate effectively in the context of studying at a university in Germany and abroad,
- acquire competence in subject-specific language (comprehension, active use of lexical items and phraseology, knowledge of the structures of text varieties),
- acquire knowledge of the use of linguistic means in the subject-specific language.

### Contents:

- Continuation of learning and work strategies in the four language skills based on relevant subject areas
- Preparation for UNIcert®III final exams
- Introduction to the development of presentation techniques

### References:

- Materials from authoritative contemporary publications from the spheres of economics, business and politics.

### Forms of Instruction / Course Language:

**4T / English**

Presentations with 2 hrs/wk is offered once a week as a 90-minute class. **EBE** comprises 2 hrs/wk and is taught once a week for 90 minutes.

### Previous Knowledge:

- Successful completion of the UNIcert® III/A module

### Work Load:

56 hours attendance time and 64 learning hours

### Frequency:

Each summer semester

### Assessments/Exams/Credits:

**Presentations**: Presentation (20 min);
**EBE**: final exams in listening (30 min), reading (60 min) and essay (90 min); 4 CP altogether

### Responsible for the Module:

Language Centre, Head of English Department
Module:
English UNIcert® IV/A

Applicability of the module:
Compulsory module

Qualification Targets (Competencies):
The students
- are able to cope linguistically and communicate effectively approaching the level of an academically educated native speaker,
- develop their competence in communication situations in the academic domain,
- acquire knowledge and mastery of lexical items and phrases in the context of the relevant subject areas,
- master standard grammatical, phonetic and orthographic models,
- demonstrate oral and written mastery of the language,
- acquire the ability to use linguistic means in a manner appropriate both to context and intention and with the necessary stylistic variation,
- develop the linguistic and cultural competence to enable them to act effortlessly both within the English-speaking world and internationally.

Contents:
- Learning and work strategies in the four language skills, primarily for the development of reading comprehension and writing competence in dealing with contemporary themes of economic research.
- Work with diverse written and oral styles of communication.
- Skills required for the completion of an extensive piece of scientific coursework in accordance with the academic conventions typical of the Anglo-Saxon countries (e.g. correct structuring, formulation of conclusions and appropriate argumentation, quoting and correct use of sources; production of an abstract and a table of contents, completion of a correct list of references).

References:
- Related to current themes of economic research

Forms of Instruction / Course Language:
4T / English

Previous Knowledge:
- Successful completion of UNIcert® III

Work Load:
56 hours attendance time and 64 learning hours

Frequency:
Each winter semester

Assessments/Exams/Credits:
Academic paper, 4 CP altogether

Responsible for the Module:
Language Centre, Head of English Department
Module:

English UNIcert® IV/B

**Applicability of the module:**

Compulsory module

**Qualification Targets (Competencies):**

The students
- are able to cope linguistically and communicate effectively approaching the level of an academically educated native speaker,
- develop their competence in communication situations in the academic domain,
- acquire knowledge and mastery of lexical items and phrases in the context of the relevant subject areas,
- master standard grammatical, phonetic and orthographic models,
- demonstrate oral and written mastery of the language,
- acquire the ability to use linguistic means in a manner appropriate both to context and intention and with the necessary stylistic variation,
- develop the linguistic and cultural competence to enable them to act effortlessly both within the English-speaking world and internationally.

**Contents:**

- Learning and work strategies in the four language skills focusing on the development of efficient reading and listening comprehension strategies and writing competence in dealing with contemporary themes of economic research.
- Skills required for comprehensive academic presentations on subject-related themes demonstrating competence in handling appropriate academic discourse in a subsequent discussion and the ability to defend own positions effectively and convincingly.

**References:**

- Contemporary themes of economic and politico-economic research

**Forms of Instruction / Course Language:**

4T / English

**Previous Knowledge:**

- Successful completion of the Unicert® IV/A module

**Work Load:**

56 hours attendance time and 64 learning hours

**Frequency:**

Each summer semester

**Assessments/Exams/Credits:**

Final exams: writing (240 min) and presentation (30 min), 4 CP altogether

**Responsible for the Module:**

Language Centre, Head of English Department
Academic Skills
<table>
<thead>
<tr>
<th><strong>Module:</strong></th>
<th>Academic Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applicability of the module:</strong></td>
<td>Compulsory module</td>
</tr>
<tr>
<td><strong>Qualification Targets (Competencies):</strong></td>
<td>The students - acquire advanced knowledge and abilities of academic research, - learn to identify and describe scientific problems and challenges for theoretical reasoning, - get introduced to academic research methods and information sources, - acquire the ability to write academic papers and to present their results, - develop an ability to participate in academic discussions.</td>
</tr>
<tr>
<td><strong>Contents:</strong></td>
<td>- overview of the main protagonists in research - development, planning, and organisation of research projects - research methods - skills for scientific working: research, analysis, writing, discussion, and presentation</td>
</tr>
<tr>
<td><strong>References:</strong></td>
<td>- Course-dependent</td>
</tr>
<tr>
<td><strong>Forms of Instruction / Course Language:</strong></td>
<td>2S / English (part in a style as a lecture and part in a style of a seminar combined with assignments (short written projects))</td>
</tr>
<tr>
<td><strong>Previous Knowledge:</strong></td>
<td>- Successful completion of the International Business and Economics courses of semester 1-3</td>
</tr>
<tr>
<td><strong>Work Load:</strong></td>
<td>28 hours attendance time and 92 learning hours</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>Each summer semester</td>
</tr>
<tr>
<td><strong>Assessments/Exams/Credits:</strong></td>
<td>Academic Paper, presentation, participation in classroom discussions, case studies, written examination, class test, work on literature and research sources, using computational programs (statistics, numerical simulations, etc.), 4 CP</td>
</tr>
<tr>
<td><strong>Note:</strong></td>
<td>A withdrawal of the exam registration is not possible for this module.</td>
</tr>
<tr>
<td><strong>Responsible for the Module:</strong></td>
<td>Course Coordinator, Chair which offers the module</td>
</tr>
</tbody>
</table>
Compulsory elective modules

International Business / International Economics
**Module:**
Financial Markets and Bank Management

**Applicability of the module:**
Compulsory elective module

**Qualification Targets (Competencies):**
The students
- get to know the main functions of financial markets and intermediaries,
- examine the role of banks in the financial system and the economy,
- learn about the main risks faced by banks and how they can be managed.

**Contents:**
- Overview of financial markets and institutions
- Types of banks and their functions (commercial banks, investment banks, retail banks)
- Measurement and management of the main risks faced by banks (interest rate risk, liquidity risk, credit risk, market risk)
- Introduction to bank regulation (capital and liquidity requirements, systemic risk and macroprudential regulation, accounting standards, corporate governance)

**References:**
- Further articles will be conveyed during the lecture.

**Forms of Instruction / Course Language:**
2L, 1T / English

**Previous Knowledge:**
The contents of the following module are recommended
- Investition und Finanzierung or Financial Management
- Statistical Data Analysis
- Statistical Estimation and Testing

**Work Load:**
42 hours attendance time and 138 learning hours

**Frequency**
Winter semester 2016/2017

**Assessments/Exams/Credits:**
Written final exam (60 min), 6 CP

**Responsible for the Module:**
Junior professorship for Financial Economics
Module:
Global Sourcing – A Brazilian Perspective

Applicability of the Module:
Compulsory elective module

Qualification Targets (Competencies):
The students
- get a notion of the adoption of Global Sourcing by Brazilian companies,
- are able to understand the context of sourcing and imports according Brazilian regulations,
- analyze cases of Brazilian companies and their sourcing activities.

Contents:
- Overview of Brazil Economy.
- Internationalization of Brazilian Companies.
- Sourcing strategy.
- Global sourcing concept and models.
- Motivations to Global Sourcing.
- Structure to Global Sourcing.
- Buyer-supplier relationships.
- Outsourcing, Offshoring.
- Brazilian import’s regulations and procedures.
- Cost analysis
- Case Studies

References:

Forms of Instruction / Course Language:
2L / English

Previous Knowledge:
- Notions of International Business and Supply Chain Management are required.

Workload:
28 hours attendance time and 152 learning hours

Frequency:
Winter semester 2016/2017

Assessments/Exams/Credits:
Final written exam (60 min.), 6 CP

Responsible for the Module:
Chair of International Management
### Module:
International Marketing

### Applicability of the module:
Compulsory elective module

### Qualification Targets (Competencies):  
The students  
- will acquire a basic knowledge of the fundamental concepts necessary to formulate and solve marketing management decision problems that have future uncertain outcomes,  
- will develop an appreciation for this stochastic environment within which these decisions are made,  
- will learn how to conduct scenario analysis in terms of conditional probability problems

### Contents:  
The lectures series will cover such topics as:  
- translating marketing information into a form suitable for quantitative analysis  
- stochastic model specification of marketing relationships  
- regression analysis that focuses upon the conditional expectation function  
- introduction to Bayesian analysis for conditional scenario “what if” analysis  
- table approach to probability that displays the relationship between joint, marginal, and conditional probabilities.  
- stochastic independence and its consequence to the use of information in decision making  
- variable truncation in business modelling

### References:
- Further articles will be conveyed during the lecture.

### Forms of Instruction / Course Language:
2L, 1T / English

### Previous Knowledge:  
- Basic statistical familiarity

### Work Load:
42 hours attendance time and 138 learning hours

### Frequency:
Summer semester 2016

### Assessments/Exams/Credits:
Written exam (60 min), 6 CP

### Responsible for the Module:
Chair of International Management
Module:
International Supply Chain Management

Applicability of the module:
Compulsory elective module

Qualification Targets (Competencies):
The students
- learn which types of models are used to formulate management problems in international supply chains,
- achieve knowledge about solution methods for designing and operating international supply chain systems,
- acquire the ability to assess management concepts in the supply chain context.

Contents:
- Supply Chain Concepts and Perspectives
- Globalization and International Supply Chains
- Information Technology in Supply Chain Management
- Quantitative Support for Supply Chain Integration
- Organizational Support for Supply Chain Integration

References:

Forms of Instruction / Course Language:
3L / English

Previous Knowledge:
- none

Work Load:
42 hours attendance time and 138 learning hours

Frequency
Summer semester 2016

Assessments/Exams/Credits:
In general, the participants should prepare one or more seminar papers/assignments. Additionally, case studies and written exams are possible for grading as well as oral exams in form of presentations etc., 6 CP

Responsible for the Module:
Chair of Operations Management
**Module:** International Tax Planning

**Applicability of the module:**
Compulsory elective module

**Qualification Targets (Competencies):**
The students
- become aware of basic problems and terms of international taxation,
- attain knowledge on international tax regulations,
- learn how to take into account taxation in international business transactions and how to measure tax burdens,
- gain knowledge of international tax planning strategies,
- learn how investment and financing decisions are affected by profit taxation.

**Contents:**
- Basic principles and terms of business taxation
- Measurement of tax burdens
- Double tax convention: OECD Model Convention
- Transfer pricing guidelines
- European principles and regulations of profit taxation
- International tax planning and profit shifting
- Taxation of multinational firms and cross-border investments
- Taxation of international mergers and acquisitions

**References:**

**Forms of Instruction / Course Language:**
2L, 1T / English

**Previous Knowledge:**
- Basic skills in finance and accounting are recommended.
- Skills in taxation are helpful but not a necessary prerequisite.

**Work Load:**
42 hours attendance time and 138 learning hours

**Frequency**
Each winter semester

**Assessments/Exams/Credits:**
Written final exam (60 min), 6 CP

**Responsible for the Module:**
Chair of Business Taxation
Module:
Introduction to Applied Econometrics I

Applicability of the module:
Compulsory elective module

Qualification Targets (Competencies):
The students
- acquire a basic understanding of econometrics from an applied perspective, in particular regression analysis and how to apply econometrics to real-world problems,
- know and understand basic testing and estimation methods and how to apply these with the help of econometric software packages to real world data,
- learn about the various challenges that arise in economic applications and how to deal with them.

Contents:
- The Nature of Econometrics and Economic Data
- The Simple Regression Model
- Multiple Regression Analysis: Estimation
- Multiple Regression Analysis: Inference
- Multiple Regression Analysis: OLS Asymptotics
- Multiple Regression Analysis: Data Scaling, Functional Form, Goodness-of-Fit

References:

Forms of Instruction / Course Language:
2L, 1T / English

Previous Knowledge:
Knowledge of basic mathematical tools and of fundamentals of probability and mathematical statistics is recommended. The textbook for this course contains concise reviews of these.

Work Load:
56 hours attendance time and 124 learning hours

Frequency
Each winter semester

Assessments/Exams/Credits:
Written final exam (60 min), 6 CP

Responsible for the Module:
Chair of Economics, esp. Applied Economics
**Module:**
Introduction to Applied Econometrics II

**Applicability of the module:**
Compulsory elective module

**Qualification Targets (Competencies):**
The students
- acquire an intermediate understanding of econometrics from an applied perspective, in particular regression analysis and how to apply econometrics to real-world problems,
- deepen their understanding of testing and estimation methods and how to apply these with the help of econometric software packages to real-world data,
- deepen their understanding of the various challenges that arise in economic applications and how to deal with them,
- acquire knowledge of basic regression analysis with time series data,
- acquire knowledge of simple panel data methods.

**Contents:**
- Multiple Regression Analysis with Qualitative Information: Binary Variables
- Heteroskedasticity
- Specification and Data Issues
- Basic Regression Analysis with Time Series Data
- Pooling Cross Sections across Time: Simple Panel Data Methods

**References:**

**Forms of Instruction / Course Language:**
2L, 2T / English

**Previous Knowledge:**
The contents of the following modules are recommended
- “Introduction to Applied Econometrics I” or equivalently knowledge of an introductory econometrics course which covers basics of simple and multiple regression analysis.
- Knowledge of basic mathematical tools and of fundamentals of probability and mathematical statistics is recommended.

**Work Load:**
56 hours attendance time and 124 learning hours

**Frequency**
Each summer semester

**Assessments/Exams/Credits:**
Written final exam (60 min), 6 CP

**Responsible for the Module:**
Chair of Economics, esp. Applied Economics
**Module:**
Labor Economics

**Applicability of the module:**
Compulsory elective module

**Qualification Targets (Competencies):**
The students
- gain insight into basic terms and concepts of labor economics,
- explain current labor market phenomena,
- are enabled to analyze the possibilities of national labor market policies.

**Contents:**
- Labor Supply and Demand
- Equilibrium on the Labor Market
- Wage Structure
- Incentive Pay and Efficiency Wages
- Unions and Collective Bargaining

**References:**

**Forms of Instruction / Course Language:**
2L, 1T / English

**Previous Knowledge:**
The contents of the following module are recommended
- Macroeconomics,
- Microeconomics.

**Work Load:**
42 hours attendance time and 138 learning hours

**Frequency:**
Winter semester 2016/2017

**Assessments/Exams/Credits:**
Written exam (60 min), 6 CP

**Responsible for the Module:**
Chair of Economics, esp. Productivity and Innovations
### Module:

Money, Banking and Financial Markets

### Applicability of the module:

Compulsory elective module

### Qualification Targets (Competencies):

The students
- will have a thorough comprehension of the major concepts, approaches and techniques in the area of money, banking, and finance,
- can explain the main theoretical models and techniques of money markets, interest rates, and financial instruments,
- can compare and contrast monetary economics theories based on different basic assumptions and
- can explain the role of a central banks, financial institutions, and other economic agents in determining the behavior of interest rates and real economic activity.

### Contents:

- overview of how different financial markets work and their effect on the banking business
- the influence of structural changes in the banking sector and the significance of these changes in the regulatory environment on the banking business
- the way in which monetary policy functions, in particular its impact on the banking sector and various financial markets

### References:


### Forms of Instruction / Course Language:

2L / English

### Previous Knowledge:

- Knowledge of Micro- and Macroeconomics

### Work Load:

28 hours attendance time and 152 learning hours

### Frequency

Each winter semester

### Assessments/Exams/Credits:

Presentation (50%), written final exam (60 min) (50%), 6 CP

### Responsible for the Module:

Chair of Financial Economics
Module:
Multinational Finance

Applicability of the module:
Compulsory elective module

Qualification Targets (Competencies):
The students
- learn to develop solutions to practical problems in financial management for multinational enterprises,
- deepen their methodological skills for the assessment of hedging instruments, foreign direct investments and international portfolios,
- get knowledge about further key financial products to hedge export activities and foreign direct investments against exchange rate risks.

Contents:
- Multinational enterprises, financial markets, interest and exchange rate parity relations, evaluation of foreign direct investment,
- External financing alternatives and the equity structure of foreign subsidiaries,
- Management of country risk, exchange rate and interest rate risks, risk management of multinationals,
- International portfolio management and capital asset pricing model.

References:
(Primarily current editions)

Forms of Instruction / Course Language:
2L, 1T / English

Previous Knowledge:
The contents of the following modules are recommended
- Investition und Finanzierung or Financial Management.

Work Load:
42 hours attendance time and 138 learning hours

Frequency:
Each winter semester

Assessments/Exams/Credits:
Written exam (60 min), 6 CP

Responsible for the Module:
Chair of Financial Management and Innovation Finance
### Module:
Second Foreign Language

### Applicability of the module:
Compulsory elective module

### Qualification Targets (Competencies):
According to their qualifications the students
- acquire basic knowledge of a foreign language,
- develop skills in the utilization of a language with respect to speaking and writing,
- are able to cope linguistically and communicate effectively in the context of everyday and academic situations,
- develop their competence in the subject-specific language (comprehension, active use of lexical items and phraseology, knowledge of the structures of text varieties)
- acquire knowledge of the use of linguistic means in the subject-specific language.

### Contents:
- According to their qualification the students may acquire a UNICERT I, II or III degree in French, Italian, Russian or Spanish.
- Alternatively they can also choose Latin or Greek courses with the degrees “Kleines Latinum, Latinum, Großes Latinum, Graecum” or Swedish courses with a B1 degree.
- Degree A1 – C2 for German as a foreign language are possible as well for students who are not native speakers of German.
- Contents of the courses are (among others): Learning and work strategies in the four language skills (writing, speaking, reading, listening) comprising the development of both the active and receptive activities.

### References:
- Course dependent

### Forms of Instruction / Course Language:
- Course dependent (2-12 L) / English

### Previous Knowledge:
- Course dependent

### Work Load:
- Course dependent

### Frequency:
Each semester

### Assessments/Exams/Credits:
Written/oral exams (end of term: Course dependent) / 8 CP

### Responsible for the Module:
Language Centre
<table>
<thead>
<tr>
<th>Module:</th>
<th>Seminar: Business Game: Open Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicability of the module:</td>
<td>Compulsory elective module</td>
</tr>
<tr>
<td>Qualification Targets (Competencies):</td>
<td>In this seminar, the bachelor students will</td>
</tr>
<tr>
<td></td>
<td>- gain insights into recent challenges in the field of open innovation,</td>
</tr>
<tr>
<td></td>
<td>- use theoretical constructs to develop solutions to practical problems,</td>
</tr>
<tr>
<td></td>
<td>- get insights into real-life strategic decision-making,</td>
</tr>
<tr>
<td></td>
<td>- further develop feedback and reasoning competencies.</td>
</tr>
<tr>
<td>Contents:</td>
<td>The seminar is integrated into a business game and is aimed at applying theoretical and conceptual constructs to a real-life case in the field of open innovation.</td>
</tr>
<tr>
<td></td>
<td>Participants will work in teams of 2-5 to develop and to present their innovative idea.</td>
</tr>
<tr>
<td></td>
<td>Bachelor students will be given a unique opportunity to write a project proposal and to take part in an Open Innovation Challenge.</td>
</tr>
<tr>
<td>Forms of Instruction / Course Language:</td>
<td>4S / English</td>
</tr>
<tr>
<td>Previous Knowledge:</td>
<td>Not required</td>
</tr>
<tr>
<td>Work Load:</td>
<td>56 hours attendance time and 124 learning hours</td>
</tr>
<tr>
<td>Frequency</td>
<td>Winter semester 2016/2017</td>
</tr>
<tr>
<td>Assessments/Exams/Credits:</td>
<td>Writing a project proposal, presentation, 6 CP</td>
</tr>
<tr>
<td>Note:</td>
<td>A withdrawal of the exam registration is not possible for this module.</td>
</tr>
<tr>
<td>Responsible for the Module:</td>
<td>Chair of International Management</td>
</tr>
</tbody>
</table>
### Module:

Seminar: Current Issues in International Management

### Applicability of the module:

Compulsory elective module

### Qualification Targets (Competencies):

In this seminar, the students will:
- gain insights into recent research topics linked to the key issues of management
- analyse academic research papers in depth and improve skills in academic writing
- acquire skills in literature research and analysis
- learn about theoretical concepts of management

### Contents:

- Bachelor students explore a topic by reviewing literature to a specific research question in the field of management.
- The research seminar is comprised of two parts, a seminar paper and an oral presentation.
- The students will work in groups of 2 to prepare academic paper and presentation on an allocated topic.

### References:


### Forms of Instruction / Course Language:

4S / English

### Previous Knowledge:

- none

### Work Load:

56 hours attendance time and 124 learning hours

### Frequency:

Winter semester 2016/2017

### Assessments/Exams/Credits:

Writing academic paper, presentation 6 CP

### Note:

A withdrawal of the exam registration is not possible for this module.

### Responsible for the Module:

Chair of International Management
Module:
Seminar: Developments in the English lexicon

Applicability of the module:
Compulsory elective module

Qualification Targets / Contents:
- The speed of development in science and technology has considerable influence upon language in general and vocabulary in particular.
- It has been accompanied by a flurry of terminological activity, which is centred around standardising new lexical items and suggesting ways of rendering them in languages other than English.
- After a brief discussion of the terms proper name, word, and term, the seminar will be devoted to a close examination of (a) the factors which influence the division of the vocabulary into the referential classes of proper names, words, and terms, and (b) the constant movement and change of lexical units from one category into another.

References:
- Topic dependent

Forms of Instruction / Course Language:
2 S / English

Previous Knowledge:
- none

Work Load:
24 hours attendance time and 156 learning hours

Frequency
Winter semester 2016/2017

Assessments/Exams/Credits:
Writing academic paper, presentation, discussion 6 CP

Note:
A withdrawal of the exam registration is not possible for this module.

Responsible for the Module:
Fachdisziplin fremdsprachige Philologien (FPH)
<table>
<thead>
<tr>
<th>Module:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar: International Logistics</td>
</tr>
</tbody>
</table>

**Applicability of the module:**

Compulsory elective module

**Qualification Targets (Competencies):**

The students
- learn how to identify, model, and solve problems in International Supply Chains,
- are able to find and use academic literature, data sources and/or software,
- enhance their ability to write academic papers and present their results,
- develop an ability to participate in academic discussions.

**Contents:**
- There are varying topics offered.

**References:**
- References depend on the topic.

**Forms of Instruction / Course Language:**

2S / English

**Previous Knowledge:**
- none

**Work Load:**
- 28 hours attendance time and 152 learning hours

**Frequency**

Winter semester 2016/17

**Assessments/Exams/Credits:**

Writing academic paper, presentation, and classroom discussions, 6 CP

**Note:**

A withdrawal of the exam registration is not possible for this module.

**Responsible for the Module:**

Chair of Operations Management
**Module:**
Seminar: Language in commercial contexts

**Applicability of the module:**
Compulsory elective module

**Qualification Targets / Contents:**
- At the beginning, research in product or trade names was conducted mainly in the form of business or marketing studies.
- Linguists have entered the field late, although linguists - like everybody else - are themselves consumers, have been in everyday contact with such names, and surely must have made their approving or disapproving comments on the good or bad choice of a name for their favourite breakfast yoghurt.
- This course is concerned with an area of growing interest: the interdependence of commercial names on the one hand, and linguistic, cultural, social, economic and political factors on the other.
- This interdependence can, for example, be studied synchronically, by observing the ways in which the practice of branding reacts to the various challenges of our time.
- A further approach to the problem is the contrastive one, by comparing commercial names in different languages and cultures.

**References:**
- Topic dependent

**Forms of Instruction / Course Language:**
2 S / English

**Previous Knowledge:**
- none

**Work Load:**
24 hours attendance time and 156 learning hours

**Frequency**
Winter semester 2016/2017

**Assessments/Exams/Credits:**
Writing academic paper, presentation, discussion 6 CP

**Note:**
A withdrawal of the exam registration is not possible for this module.

**Responsible for the Module:**
Fachdisziplin fremdsprachige Philologien (FPH)
### Module:
Seminar: Raising Economies after World War II

### Applicability of the module:
Compulsory elective module

### Qualification Targets (Competencies):
The students
- Basic knowledge of economics
- Basic understanding of international trade
- Basic knowledge of post WWII world history

### Contents:
- Post WWII Europe: Germany and Spain
- Post WWII Asia: Japan
- Four Asian Dragons: Hongkong, Singapore, South Korea and Taiwan
- Basic development theory
- Basic trade theory

### References:
- Introduction to Modern Economic Growth – Daron Acemoglu

### Forms of Instruction / Course Language:
3S / English

### Previous Knowledge:
The contents of the following module are recommended
- Microeconomics, but not necessary.

### Work Load:
42 hours attendance time and 84 learning hours

### Frequency
Winter semester 2016/2017

### Assessments/Exams/Credits:
Writing course essay, presentation, 6 CP

### Note:
A withdrawal of the exam registration is not possible for this module.

### Responsible for the Module:
Junior Professorship of Financial Economics
**Module:**
Seminar: The Great Depression, the Great Recession and the Future

**Applicability of the module:**
Compulsory elective module

**Qualification Targets (Competencies):**
The students learn
- about causes and consequences of banking crisis and responses of regulation,
- to prepare a scientific paper and
- discuss their findings in class

**Contents:**
- Causes and consequences of the Great Depression
- Deregulation in the US during the late twentieth century
- The run-up to the crisis of 2007-09
- Regulatory and government responses to the financial crisis of 2007-09
- Recent regulation and its effectiveness
- An outlook of future developments and the stability of banking sectors

**References:**

**Forms of Instruction / Course Language:**
2SWS/ English

**Previous Knowledge:**
- None

**Work Load:**
28 hours attendance time and 152 learning hours

**Frequency**
Winter semester 2016/2017

**Assessments/Exams/Credits:**
Writing academic paper, presentation 6 CP

**Note:**
A withdrawal of the exam registration is not possible for this module.

**Responsible for the Module:**
Chair of Banking and Financial Systems
### Module:
Seminars: The Importance of National Culture in International Management

### Applicability of the Module:
Compulsory elective module

### Qualification Targets (Competencies):
The students
- understand the relevance and general nature of national culture and cultural difference
- are made aware of contextual and/or cultural influences on international business activities
- are gaining intercultural competency

### Contents:
- Within the seminar, participants will learn interactively about cultural differences by attending intercultural training sessions.
- The students will reflect on their experience and apply their knowledge by creating a country profile.

### References:

### Forms of Instruction / Course Language:
4S / English

### Previous Knowledge:
The contents of the following module are recommended
- Introduction to International Management.

### Work Load:
56 hours attendance time and 124 learning hours

### Frequency:
Winter semester 2016/2017

### Assessments/Exams/Credits:
Writing academic paper, presentation, 6 CP

### Note:
A withdrawal of the exam registration is not possible for this module.

### Responsible for the Module:
Chair of International Management
Module:
Summer School “International Investments”

Applicability of the module:
Compulsory elective module (for PSP: A_F) or elective module

Qualification Targets (Competencies):
- The objective of the summer school is to provide students with unique opportunities to deepen their knowledge in international investments and to gain experiences in developing business plans.

Contents:
- While working on joint projects in international teams, students get the chance to advance their skills in effective cross-cultural communication, team work and presentation.
- With respect to these objectives, students will be supported by attending classes and will be consulted by the international team of professors from Ukraine and Germany.

References:
- Will be defined during the summer school.

Forms of Instruction / Course Language:
2S / English

Previous Knowledge:
- The summer school is open for last year bachelor students of the Faculty of Management and Economics of the OvGU who have achieved at least 100 Credit Points (ECTS) in their basic study courses (including the achievements of exams in the current semester).

Work Load:
26 hours attendance time and 154 learning hours (group work on joint project and presentation)

Frequency:
Winter semester 2016/17

Assessments/Exams/Credits:
Written business plan (10 pages), Group presentations of 20 minutes with a subsequent discussion of 10 minutes, Summer school poster (A2)/power point presentation, 6 CP

Note:
A withdrawal of the exam registration is not possible for this module.

Responsible for the Module:
Chair of Finance and Banking
## Module:
The Economics of Banking and Financial Systems

### Applicability of the module:
Compulsory elective module

### Qualification Targets (Competencies):
The students
- are provided with an introduction into financial intermediation,
- get to know relevant players and their interactions in financial systems,
- learn about regulation of banks and financial markets and
- are provided with a framework to analyse financial systems.

### Contents:
- Theory of Financial Intermediation
- Players in Financial Systems
- Regulation (by Prof. Buch, Vize President of Deutsche Bundesbank)
- Analysing Financial Systems

### References:

### Forms of Instruction / Course Language:
2L, 2T / English

### Previous Knowledge:
The contents of the following module are recommended:
- Financial Markets and Bank Management

### Work Load:
56 hours attendance time and 124 learning hours

### Frequency:
Each summer semester

### Assessments/Exams/Credits:
Written exam (60 min). There will be the voluntary student presentations. If students choose to present, the final grade will be calculated as 1/3 presentation and 2/3 the final exam. If students choose not to present, the final grade equals the grade from the exam. 6 CP.

### Responsible for the Module:
Junior professorship in Banking and Financial Systems
Bachelor- Thesis
**Module:**
Bachelor Seminar with Bachelor-Thesis

**Applicability of the module:**
Compulsory module

**Qualification Targets (Competencies):**
The students
- get to know an understanding of research projects as an exercise in self-development and a tool to position oneself in the labor market or for graduate studies,
- are enabled to identifying and describing problems and challenges for theoretical reasoning,
- acquire knowledge about different academic research methods, sources of information, academic paper writing, and result presentation (in writing and talking),
- develop an ability to participate in academic discussions.

**Contents:**
- All Bachelor candidates who will be writing their theses in the related semester must participate in the seminar.
- The individual theses are supervised by that professor whose area of research is closest to the topic of the student’s thesis.
- The thesis may focus on theoretical or applied topics, which the student formulates in cooperation with his/her advisor.
- The individual topics can vary across all fields of management and economics.
- The respective professors are responsible for supervising and evaluating the thesis.
- The candidates will be required to present in the thesis colloquium.

**References:**
- Thesis dependent

**Forms of Instruction / Course Language:**
2S / English

**Previous Knowledge:**
- Successful completion of Academic Skills.

**Work Load:**
28 hours attendance time and 332 learning hours

**Frequency:**
Each semester

**Assessments/Exams/Credits:**
Presentation and thesis, 12 CP
The time between the issue of the topic and submission of the Bachelor thesis is eight weeks (including two weeks reading time).

**Responsible for the Module:**
Course Coordinator, Chair which offers the module