

**Course Book / Modulhandbuch**  
**International Business Master**

Situation at: 10 August 2021

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# 01 Functional Strategic Competence

Code of the module	01.01
Name of the module	Operative and Strategic International Marketing (OSIM)
Courses within this module	
Content of the module	<ul style="list-style-type: none"> <li>• Introduction to Globalization</li> <li>• International Trade Theory from a Marketer's Perspective</li> <li>• International Marketing Research</li> <li>• Analysis of internal potentials and external influences</li> <li>• Segmentation, Target Markets, &amp; Positioning</li> <li>• Overview of International Market Entry Methods &amp; Strategies</li> <li>• Detailed Analysis of Elements of the Marketing Mix from the International Perspective</li> </ul>
Objective of the module (expected learning results and competences to acquire)	<p>Having successfully passed the lecture, the students will be able to</p> <ul style="list-style-type: none"> <li>• summarize and integrate the unique dimensions and variety in international marketing, including theories, principles, concepts, and factual knowledge</li> <li>• make judgements on cultural adaptation in marketing plans</li> <li>• apply course material to analyze "work world" situations (case analysis).</li> <li>• analyze and synthesize information from various sources to make informed business decisions.</li> </ul> <p>Improve written communication, critical thinking, and discussion skills.</p>
Semester	1. Semester
Duration	One semester
Frequency	Offered every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	None.

Responsible person for the module	Prof. Dr. Michael Volkmann
Name of the lecturer	Prof. Dr. Michael Volkmann
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: yes (50%, 60 minutes).</li> <li>• oral exam: no.</li> <li>• presentation: yes (45%).</li> <li>• executive summary: yes (5%)</li> <li>• management game: no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Reading & Case Discussion
Other	Discussion of current marketing issues as per newspaper articles.
Recommended literature	<ul style="list-style-type: none"> <li>• Hollensen, Svend: Global Marketing, 8th Edition, Pearson. 2020</li> <li>• Keegan, Warren J.; Green, Mark C.; Global Marketing, 9th Edition, Pearson. 2016</li> </ul>

Code of the module	01.02
Name of the module	Global Business Logistics
Courses within this module	
Content of the module	<ul style="list-style-type: none"> <li>• Introduction to Global Business Logistics</li> <li>• Goals and Strategies of Global Business Logistics within Global Trade and Transport</li> <li>• Analysis of Logistics Costs and Performance Measures</li> <li>• Design of Global Supply Chains</li> <li>• Cooperation in Global Supply Chains (including Beer Game or Business simulations based on real customer issues)</li> <li>• Supply Chain Management Reference Models</li> <li>• Optimization of Supply Chain Networks Design and Operations Planning</li> <li>• Supply Chain Risk Management</li> <li>• Future Challenges of Global Logistics</li> </ul>
Objective of the module (expected learning results and competences to acquire)	<p>After successful participation in this course the students will have gained competences in...</p> <ul style="list-style-type: none"> <li>• knowing the structure of global multi-modal logistics networks as well as their weaknesses and planning problems</li> <li>• understanding logistics strategies and their embedment in an international competitive environment</li> <li>• determining logistics cost drivers and performance indicators in multi-tier supply chains</li> <li>• identifying the value of information flows beside the material flows and simplify interface issues to resolve cooperation and coordination challenges in global supply chains</li> <li>• analyzing and designing supply chain networks from a resource based view</li> <li>• evaluating existing strategies and logistics systems based on costs, risks and stakeholder as well as shareholder value</li> <li>• applying selected methods for analyzing and optimization of supply chain networks and logistics processes</li> </ul> <p>Additionally, soft skills like argumentation and presentation competences are trained.</p>

Semester	1. Semester
Duration	One semester
Frequency	Offered every winter semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	The course will be based on skills and knowledge as acquired by participation in Introduction to International/Global Logistics or comparable studies.
Responsible person for the module	Prof. Dr. Michael Jahr
Name of the lecturer	Prof. Dr. Michael Jahr
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: yes (100%, 90 min.).</li> <li>• oral examination: no.</li> <li>• presentation: no.</li> <li>• research paper: no.</li> <li>• management game: no.</li> <li>• open book exam? no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	<ul style="list-style-type: none"> <li>• Interactive lectures requiring considerable participation of the students, as they are invited to answer questions leading them the way to achieving the learning goals,</li> <li>• Multiple Case studies giving students an opportunity to be trained in identifying logistical problems and solutions,</li> <li>• Group discussion formats (brainstorming, brainwriting, world café etc.) allowing to integrate a wide variety of different ideas and to support self-organization, self-control and self-development of the students and allowing also to combine critical thinking and readiness to find compromises</li> </ul>

	<ul style="list-style-type: none"> <li>• Supply Chain Simulation Games in order to experience Supply Chain Management through 'learning by doing'</li> <li>• Team work and discussions, e.g. concerning goals and their importance for supply chains, alternative supply chain maps and integration concepts</li> <li>• Exercises, including software applications, where students have to present their answers to questions that they have elaborated themselves – with the support of the professor</li> </ul>
Other	Discussion of current logistics issues as per research and consulting project papers, newspaper articles and internet publications of current global logistical problems and solutions.
Recommended literature	<ul style="list-style-type: none"> <li>• Beamon, B.M., Supply chain design and analysis: Models and methods, in: International Journal of Production Economics, Vol. 55 (1998), pp. 281-294.</li> <li>• Bowersox, D.J., Closs, D.J., Cooper, M.B.: Supply Chain Logistics Management, McGraw-Hill, Singapore.</li> <li>• Branch, A.E.: Global Supply Chain Management and International Logistics, Routledge, New York.</li> <li>• Cook, T.A.: Global Sourcing Logistics, AMACOM, New York.</li> <li>• Harrison, A.; van Hoek, R.; Skipworth, H.: Logistics Management &amp; Strategy: Competing Through the Supply Chain, Harlow, England: Pearson Education</li> <li>• Lee, L.H., Padmanabhan, V., Whang, S., Information Distortion in a Supply Chain: The Bullwhip Effect, in: Management Science, Vol. 43 (1997) (4), Frontier Research in Manufacturing and Logistics, pp. 546-558.</li> <li>• Mangan, J; Lalwani, C.; Butcher, T.; Javadpour, R.: Global Logistics and Supply Chain Management, Chichester, United Kingdom: John Wiley &amp; Sons Ltd.</li> <li>• Russell, R. S.; Taylor III, B. W.: Operations and Supply Chain Management, International Student Version, Singapore: John Wiley &amp; Sons Singapore Pte. Ltd.</li> <li>• Simchi-Levi, D.; Kaminsky, P.; Simchi-Levi, E.: Managing the Supply Chain; McGraw-Hill Companies</li> <li>• Sinha, D.: Global Supply Chains and Multimodal Logistics, IGI Global, Hershey.</li> <li>• Taylor, D.: Global Cases in Logistics and Supply Chain Management, Thomson, London.</li> <li>• Water, D.: Supply Chain Management, Palgrave Macmillan, New York.</li> </ul> <p>Please use the latest edition of the stated literature.</p>



Code of the module	01.03
Name of the module	International Risk Management (IRM)
Courses within this module	
Content of the module	<p>The first part of the course is dedicated to the conceptual background of international risk management. This consists of an introduction to the areas and methods of risk management and their application to international business decision-making. Moreover, the main tools of risk identification and analysis, including algebraic methods (e. g. VaR) will be discussed. In the final step of this first part, special attention will be paid to actual developments within the area of (international) risk management, including the relationship between risk and uncertainty, financial risk, and cyber risk.</p> <p>In the second part of the course, students will be working on their own research projects. Beyond individual work, this involves peer-feedback in dedicated sessions as well as final presentations of the projects.</p>
Objective of the module (expected learning results and competences to acquire)	Students will be able to identify different sources of (international) risks and know how to apply methods of their management by means of context, markets and data analysis with the aim to design and test a risk management system in organizations.
Semester	2. Semester
Duration	One semester
Frequency	Offered every spring semester
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	None.

Responsible person for the module	Prof. Dr. Agnieszka Gehringer
Name of the lecturer	Prof. Dr. Agnieszka Gehringer
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no.</li> <li>• oral examination: no.</li> <li>• research paper with presentation: yes (100 percent).</li> <li>• management game: no.</li> <li>• open book exam: no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Seminar type.
Other	Students from our Faculty's Market-Oriented Management Master Program will also participate in this module as it is offered as an elective in their curriculum.
Recommended literature	<p><u>Main literature:</u></p> <p>Pickford, J. (2000): <i>Mastering Risk Vol. 1: Concepts</i>, 2<sup>nd</sup> edition, Pearson Education Limited: Edinburg Gate.</p> <p>Wolke, T. (2017): <i>Risk Management</i>, De Gruyter Oldenbourg.</p> <p><u>Additional sources:</u></p> <p>Bloom, N. (2014): Fluctuations in uncertainty, <i>Journal of Economic Perspectives</i> 28(2): 153-176.</p> <p>Brunnermeier, M.K. (2009): Deciphering the liquidity and credit crunch 2007-2008, <i>Journal of Economic Perspectives</i> 23: 77-100.</p> <p>Pindyck, R.S. and Rubinfeld, D.L. (2018): <i>Microeconomics</i>, 9<sup>th</sup> edition, Pearson Education Limited: Essex (Chapter 5).</p> <p>Rabii, A., Assoul, S., Touhami, K.O., Roudies, O. (2020): Information and cyber security maturity models: a systematic literature review, <i>Information and Computer Security</i> 28(4): 627-644.</p>

Code of the module	01.04
Name of the module	Global Strategy
Courses within this module	
Content of the module	<p>Analysis and synthesis of concepts, frameworks and techniques of strategic management in a technology- and sustainability-driven, globalized economy:</p> <ul style="list-style-type: none"> <li>• Strategic management tools (platform and ecosystem strategies vs. traditional strategy models; core competences and the resource-based view of firms; barriers to entry and economies of scale; mission statement, strategic objectives, customer segmentation and value proposition, firm competencies, strategy execution and controlling)</li> <li>• Strategy games (prisoner's dilemma competition and its solutions; games of competition and cooperation; mergers and acquisitions)</li> <li>• Technology and industry transformation (innovation incentives vs. -capacity; S-curves and industry (r)evolution; network externalities and standard wars; incremental- vs. radical innovation; crowd-innovation; technology strategy; circular economy (CE) business model innovations)</li> <li>• Multinational- and start-up company strategies (drivers of internationalization; home-market advantages; global innovation and cross-learning; the rise of emerging market digital platform companies).</li> </ul>
Objective of the module (expected learning results and competences to acquire)	<p>The goal of this course is to enable students to identify, evaluate and develop corporate and business strategy in view of technological and sustainability-driven global competition. After successful completion of this module students shall be able to:</p> <ul style="list-style-type: none"> <li>• Understand, evaluate and apply the analytical tools of platform and ecosystem strategy, circular economy and business model innovation</li> <li>• Analyze and develop multinational- and high-growth emerging market companies' strategies, taking into account of and leveraging on technological change in the 21<sup>st</sup> century</li> </ul>
Semester	2. Semester
Duration	One Semester
Frequency	Offered every Summer Semester.
Number of ECTS-Credits	6

Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	Undergraduate or graduate courses in (managerial) microeconomics, international economics, introduction to accounting or financial accounting, (international) managerial accounting
Responsible person for the module	Prof. Dr. Ridwan D. Rusli
Name of the lecturer	Prof. Dr. Ridwan D. Rusli
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: yes (50%, 60 minutes)</li> <li>• case study write-ups and presentations incl. class project: yes (50%).</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree
Teaching and learning methods	This class will be taught as a seminar in an interactive fashion with the instructor serving as a facilitator for student discussions of the various issues raised. Course activities shall include preparatory readings, interactive lectures and class discussions, 1-2 individual and 2-3 group case studies and an end-of-term written exam
Other	Presentation by a German/international company, joint lecture with a partner university (tbc, subject to change).
Textbooks	<p><u>Main</u></p> <ul style="list-style-type: none"> <li>• Hax, Arnaldo C., „The Delta Model: Reinventing Your Business Strategy”, Springer, 2010</li> <li>• Gawer, Annabelle, Michael A. Cusumano and David B. Yoffie, „The Business of Platforms: Strategy in the Age of Digital Competition, Innovation, and Power, Harper”, 2019</li> <li>• Greenwald, Bruce C. and Judd Kahn, „Competition Demystified: A Radically Simplified Approach to Business Strategy”, Penguin, 2005</li> </ul> <p><u>Optional (selected case studies)</u></p> <ul style="list-style-type: none"> <li>• Rothaermel, Frank T., „Strategic Management: Concepts“, Mc Graw Hill, 2016</li> <li>• Wheelen, Thomas L., J. David Hunger, Alan N. Hoffman and Charles E. Bamford, „Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability, Pearson, 15th ed., 2018.</li> </ul>

Code of the module	01.05
Name of the module	International Business Development (IBD)
Courses within this module	
Content of the module	<ul style="list-style-type: none"> <li>• Project definition and coordination</li> <li>• Product analysis</li> <li>• Analysis of the competitive environment</li> <li>• Analysis of product and country specific production patterns and trade flows</li> <li>• Analysis of regulatory, sociological and natural barriers to market access</li> <li>• Distribution analysis</li> <li>• Pricing and value chain analysis</li> <li>• Decision-making process regarding market entry</li> </ul>
Objective of the module (expected learning results and competences to acquire)	<p>Students will be able to assess the opportunities and threats of entering a foreign market. They will be able to determine the competitive position on world and local markets for a given product, to point out the characteristics of customer needs, to consider legal and regulatory requirements and to design a market entry strategy. Students will learn to work in and manage international teams of business researchers by completing an Export Opportunity Survey (EOS) adhering to the latest international standards. If quality requirements are met, the report will be published. The instructor/s will demonstrate several methods for data collection, and help the students in constructing their research problem, which they will then solve under their guidance during the course of the study. Students will gain a deeper practical understanding of the benefits and limits of digital vs. field research in the field of International Business Development. Students shall be able to design team processes, solve team issues and provide consultation to customers under tight deadlines. Students fulfill these tasks in cross-border culturally mixed teams. In doing so they train their personal effectiveness in a managerial role, their interpersonal effectiveness, their organizational effectiveness within teamwork, their intercultural communication and get insights in international management practice.</p>
Semester	1. Semester
Duration	One semester
Frequency	Offered every winter semester.
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study

Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	<p>Participation in an introductory online course starting September/early October, offered by the International Trade Center (ITC) on Exporting is recommended (<a href="http://learning.intracen.org/course/info.php?id=189">http://learning.intracen.org/course/info.php?id=189</a>). Alternatively, these training facilities are made available by ITC: <a href="http://www.itc-learning.org/course/view.php?id=38">http://www.itc-learning.org/course/view.php?id=38</a>.</p> <p>Digital work in international and multicultural project teams may require attendance of group activities at changing dates and times of day. Possession of or willingness to acquire strong English language writing skills is expected.</p>
Responsible person for the module	Prof. Dr. Agnieszka Gehringer
Name of the lecturer	<p>Prof. Dr. Agnieszka Gehringer</p> <p>Co-teaching with Prof. Dr. Carol Scovotti, University of Wisconsin at Whitewater, USA</p>
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no.</li> <li>• oral exam: no.</li> <li>• presentation: yes (20 percent).</li> <li>• research paper: yes (80 percent).</li> <li>• management game: no.</li> <li>• open book exam: no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Lecture plus moderated presentations by students; virtual communication features prominently in this course.
Other	<p>This course may be taught in cooperation with University of Wisconsin at Whitewater (UWW), USA.</p> <p>Video lectures are made available online.</p>

Recommended literature	<ul style="list-style-type: none"> <li>• Bryman, A., Bell, E. 2018. <i>Business Research Methods</i>, 5th ed., Oxford: Oxford University Press.</li> <li>• Das, M., Mukherjee, D. 2020. Ethnic Identity Impact on Consumers' Ethnocentric Tendencies: The Moderating Role of Acculturation and Materialism . <i>Management and Labour Studies</i>, Vol 45, Issue 1, 31-53. Available at SSRN: <a href="https://ssrn.com/abstract=3542755">https://ssrn.com/abstract=3542755</a></li> <li>• International Trade Center: Foreign Trade Statistics: A Guide for their Use in Market Research, Geneva: International Trade Center UNCTAD/WTO, 2001 or latest editions (mimeo). Available online: <a href="http://www.intracen.org">www.intracen.org</a></li> <li>• Kotler, P., Keller K. L. 2015. <i>Marketing Management</i>, Global Edition, Pearson.</li> <li>• Krugman, P. R., Obstfeld, M., Melitz, M. 2018. <i>International Economics -Theory and Policy</i>, 11th ed., Boston: Addison-Wesley.</li> <li>• Patel, R. 2013. Impact of Emerging Market Characteristics on Marketing Programs. <i>International Journal of Management Research and Development</i>, Volume 3, Number 1, 01-07. Available at SSRN: <a href="https://ssrn.com/abstract=3544560">https://ssrn.com/abstract=3544560</a></li> <li>• Shen, Y., Ro-Sung, K. 2019. Country Image and Product Attitude: An Estimation of Switching Costs for the Korean Wave. <i>Journal of Korea Trade</i>, Volume 23, Nounber 8, 45-72. Available at SSRN: <a href="https://ssrn.com/abstract=3554762">https://ssrn.com/abstract=3554762</a></li> <li>• Volkmann, C. K., Tokarski, K. O., Grünhagen, M. 2010. <i>Entrepreneurship in a European Perspective – Concepts for the Creation and Growth of New Ventures</i>. 1st ed., Berlin: Gabler.</li> <li>• Video lectures produced by Gehringer/Scovotti</li> </ul>
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## 02 Tools and Methods Competence



Code of the module	02.01
Name of the module	Quantitative Methods
Courses within this module	
Content of the module	<p>Quantitative Methods:</p> <ul style="list-style-type: none"> <li>• Pearson Chi-Square Test</li> <li>• Measures of Association</li> <li>• Goodness-of-Fit Test Normal Distribution (Lilliefors and Shapiro-Wilk tests)</li> <li>• Test on Two Means (<math>t</math>-Test and Welch test)</li> <li>• Test of Homogeneity of Two Variances (Levene test)</li> <li>• Multiple Linear Regression</li> <li>• Binary Logistic Regression</li> <li>• Multinomial Logistic Regression</li> <li>• Ordinal Regression</li> <li>• Analysis of Variance</li> <li>• Test on several Medians (Kruskal-Wallis test)</li> <li>• Principal Components Analysis</li> <li>• Cluster Analysis (Hierarchical, K-Means, TwoStep)</li> </ul> <p>The above mentioned quantitative methods will be introduced and interpreted according to current examples in economics. SPSS is used exclusively in working on and solving problems pertaining to the content of these modules.</p>
Objective of the module (expected learning results and competences to acquire)	Students will be acquainted with the most modern statistic methods, which for one will enable them to empirically examine models of economic theory and also to create quantitative diagnosis of current situations and thereupon derivate recommendations for action. Students will gain adequate methodic and technical skills. Data analysis is conducted through the software packet SPSS most common in practice.
Semester	2. Semester
Duration	One semester
Frequency	Offered every spring semester.
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	None.

Responsible person for the module	Prof. Dr. Tobias Schlüter
Name of the lecturer	Prof. Dr. Tobias Schlüter
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: yes (100%, 30 minutes).</li> <li>• oral exam: no.</li> <li>• presentation: no.</li> <li>• research paper: no.</li> <li>• management game: no.</li> <li>• open book exam: yes.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Seminar type.
Other	<p>Students sit at a PC each in the computer room in order to analyze data sets with the assistance of the program SPSS.</p> <p>Students from our Faculty's Market-Oriented Management Master Program will also participate in this module as is a compulsory course in their curriculum.</p>
Recommended literature	<ul style="list-style-type: none"> <li>• Anderson, D.R. et al.: Statistics for Business and Economics, 4<sup>th</sup> ed., Mason, OH: CENGAGE Learning Business Press, 2017.</li> <li>• Amrhein, V., Greenland, S., McShane, B.: Retire Statistical Significance. Nature. Vol. 567, p. 305-307, 21 March 2019.</li> <li>• Arrenberg, J.: Analysis of Multivariate Data With SPSS, Books on Demand, Norderstedt, 2020.</li> <li>• Berenson, M.L. et al.: Basic Business Statistics – Concepts and Applications, 13<sup>th</sup> ed., Upper Saddle River, NJ: Prentice Hall, 2015.</li> <li>• Gibbons, J.: Nonparametric Statistical Inference, 5<sup>th</sup> ed., Marcel-Dekker, New York, 2010.</li> <li>• Youtube: Tutorial Introduction to SPSS <a href="https://www.youtube.com/watch?v=SL2bZXfWQIs">https://www.youtube.com/watch?v=SL2bZXfWQIs</a></li> </ul>

Code of the module	02.02
Name of the module	Cross Cultural Management (CCM)
Courses within this module	
Content of the module	<ul style="list-style-type: none"> <li>• Determinants of culture, dimensions of culture in business, cultural dilemmas</li> <li>• Styles of management, corporate structures, leadership, cultural changes in organisations, cultural diversity in organisations, business communication across cultures, barriers to intercultural communication, negotiating internationally, working with international teams, conflicts and cultural differences, ethical intercultural practice, developing intercultural relationships</li> </ul> <p>All discussions start with a view on personal skills and expand them towards application in cross-cultural environments. Besides lectures and case studies, students experience an empirical research project on a culture-related topic. They are responsible for the whole process themselves and act on their own supervised by teacher.</p>
Objective of the module (expected learning results and competences to acquire)	<p>Students will be able to</p> <ul style="list-style-type: none"> <li>• define and point out the importance of, and stages to, Cross Cultural (CC) competence</li> <li>• analyse and prospect chances and risks of cross-cultural encounters in business</li> <li>• design and evaluate measures to handle diversity successfully</li> </ul> <p>Besides this, students will be able to</p> <ul style="list-style-type: none"> <li>• define, understand and go through empirical research processes</li> <li>• search for and find relevant literature connected with cross-cultural management and set up research questions and hypotheses based on this literature</li> <li>• set up a questionnaire, collect and analyse data</li> <li>• analyse, and critically evaluate data and results</li> <li>• write a research article</li> </ul> <p>By the end of this module, students will have developed in-depth awareness, knowledge and skills and be able to apply these to solve research questions towardseffective cross-cultural management in an international business context.</p>
Semester	1. Semester
Duration	One semester
Frequency	Offered every winter semester.
Number of ECTS-Credits	6

Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	
Responsible person for the module	Prof. Dr. Susann Kowalski
Name of the lecturer	Prof. Dr. Susann Kowalski
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no.</li> <li>• oral exam: no.</li> <li>• presentation: no.</li> <li>• research paper: yes (100%)</li> <li>• management game: no.</li> <li>• open book exam: no.</li> </ul> <p>Important notice: Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Self-contained project work supervised by teacher
Other	None.
Recommended literature	<ul style="list-style-type: none"> <li>• Browaeys, Joelle; Price, Roger: Understanding Cross-cultural Management, Harlow, NJ: Pretence Hall/Financial Times, Pearson Education, 3rd edition, 2015.</li> <li>• House, R. J., Hanges, P. J., Javidan, M., Dorfman, P. W., Gupta, V.: "Leadership, Culture and Organizations: The GLOBE study of 62 societies", 2004</li> <li>• Deresky, H.: "International Management – Managing Across Borders and Cultures, Text and Cases, Global Edition", Pearson Education, 2016</li> </ul>

## 03 Decisionmaking Framework

Code of the module	03.01
Name of the module	Global Economics
Courses within this module	
Content of the module	<ol style="list-style-type: none"> <li>1. Structures and Trends in the Global Economy</li> <li>2. Understanding Global Production and the Wealth of Nations</li> <li>3. Understanding Global Trade and Investment <ol style="list-style-type: none"> <li>3.1 Determinants and Effects of Global Trade</li> <li>3.2 Foreign Direct Investment</li> <li>3.3 Trade in Digital Services and Knowledge</li> <li>3.4 Trade Policy</li> <li>3.5 The World Trading System</li> </ol> </li> <li>4. Understanding Global Financial Markets <ol style="list-style-type: none"> <li>4.1 Trends and Structures in Financial Globalization</li> <li>4.2 International Capital Flows and Balance of Payments Adjustment</li> <li>4.3 Exchange Rate Determinants and Policies</li> <li>4.4. The World Financial System</li> </ol> </li> <li>5. Understanding Governance in the Global Economy</li> <li>6. Case Studies in the Global Economy (Seminar papers and presentations on selected topics in theoretical and applied global economics)</li> </ol>
Objective of the module (expected learning results and competences to acquire)	<p>The students will gain a thorough understanding of the globalization of production, trade, investments and finance and its impact on company operations and performance. Upon successful completion of the course, students will be able:</p> <ul style="list-style-type: none"> <li>• Understanding and describing the major driving forces of globalization and its impact on people, organizations and countries.</li> <li>• Applying the major tools of international trade and finance theories to real world problems in major industries.</li> <li>• Analyzing global business strategies of major international industries by means of performing an in-depth analysis.</li> <li>• Evaluating the impact of national and international trade policies and its impact on company strategy and performance.</li> </ul>
Semester	1. Semester
Duration	One semester
Frequency	Offered every winter semester.
Number of ECTS-Credits	6 ECTS

Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	Microeconomics, Macroeconomics
Responsible person for the module	Prof. Dr. Harald Sander
Name of the lecturer	Prof. Dr. Harald Sander
Instruction language	Englisch
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: yes (50%, 60 minutes)</li> <li>• oral examination: no.</li> <li>• presentation: yes (10%)</li> <li>• research paper: yes (40%)</li> <li>• management game: no.</li> <li>• open book exam? no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Interactive Lecture and Seminar, Homework Assignments, Seminar Presentations and Panel Discussions
Other	<p>Guest lecture:</p> <p>Willem Noë, EU Commission, DG NEAR:</p> <p>The Past, Present and Future of the EU.</p>
Recommended literature	<p><b>Mandatory reading:</b></p> <p>Sander, H., <i>Understanding the New Global Economy: A European Perspective</i>. Routledge 2021 (forthcoming)</p> <p>Krugman, P.R., Obstfeld, M., &amp; M. Melitz. <i>International Economics. Theory and Policy</i>. latest edition. Pearson.</p> <p>Dicken, P. <i>Global Shift. Mapping the Changing Contours of the World Economy</i>, 7th Edition, The Guilford Press 2015</p> <p><b>Additional readings:</b></p> <ul style="list-style-type: none"> <li>• Amador, J. and Di Mauro, F., eds. (2015), <i>The Age of Global Value Chains: Maps and Policy Issues</i>. A VoxEU.org eBook, CEPR Press.</li> </ul>

	<p><a href="http://www.voxeu.org/content/age-global-value-chains-maps-and-policy-issues">http://www.voxeu.org/content/age-global-value-chains-maps-and-policy-issues</a>)</p> <ul style="list-style-type: none"> <li>• Baldwin, R., Giavazzi, F., eds. (2015), <i>The Eurozone Crisis: A Consensus View of the Causes and a Few Possible Solutions</i>. A VoxEU.org eBook, CEPR Press. (<a href="http://www.voxeu.org/sites/default/files/file/reboot_upload_0.pdf">http://www.voxeu.org/sites/default/files/file/reboot_upload_0.pdf</a>)</li> <li>• Bhagwati, J. (2005). <i>In Defense of Globalization</i>. Oxford University Press.</li> <li>• Brynjolfsson, E. and A. McAfee (2014). <i>The Second Machine Age: Work, Progress and Prosperity in a Time of Brilliant Technologies</i>. Norton,</li> <li>• Dehesa, G. de la (2006). <i>Winners and Losers in Globalization</i>. Blackwell Publishing.</li> <li>• Friedman, Thomas L. (2005). <i>The World is Flat</i>. Anchor Books.</li> <li>• Hausman, R. et al., <i>The Atlas of Economic Complexity</i>, Harvard University 2013 (<a href="http://www.atlas.cid.harvard.edu">http://www.atlas.cid.harvard.edu</a>)</li> <li>• Helpman, E. (2011). <i>Understanding Global Trade</i>. Harvard University Press.</li> <li>• Hoekman, B., ed., (2015). <i>The Global Trade Slowdown: A New Normal?</i>, A VoxEU.org eBook, CEPR Press. (<a href="http://www.voxeu.org/content/global-trade-slowdown-new-normal">http://www.voxeu.org/content/global-trade-slowdown-new-normal</a>)</li> <li>• Porter, Michael (1990). <i>The Competitive Advantage of Nations</i>. The Free Press.</li> <li>• Rodrik, Dani (2011). <i>The Globalization Paradox Democracy and the Future of the World Economy</i>. W.W.Norton.</li> <li>• Sait Akman, M., Evenett, S.J, and Low, P. eds. (2015), <i>Catalyst? TTIP's Impact on the Rest</i>, A VoxEU.org eBook, CEPR Press. (<a href="http://www.voxeu.org/sites/default/files/file/TTIP_23march.pdf">http://www.voxeu.org/sites/default/files/file/TTIP_23march.pdf</a>)</li> <li>• Stiglitz, Joseph (2006). <i>Making Globalization Work</i>. Penguin</li> <li>• UNCTAD, <i>World Investment Report</i>, various years, Geneva (see: <a href="http://www.unctad.org">http://www.unctad.org</a>)</li> <li>• WTO, <i>World Trade Report</i>, various years, Geneva (see: <a href="http://www.WTO.org">http://www.WTO.org</a>)</li> <li>• Wolf, M. (2004). <i>Why Globalization Works</i>, B&amp;T.</li> <li>• <i>The Economist</i> (current issues; industry specials)</li> <li>• <i>Financial Times</i> (current issues, industry specials)</li> </ul>
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Code of the module	03.02
Name of the module	International Leadership and Corporate Governance (ILCG)  (Formerly: International Human Resource Management)
Courses within this module	
Content of the module	Emergence of CG issues in management. <ul style="list-style-type: none"> <li>• Basic principles of CG <ul style="list-style-type: none"> <li>○ CG and Management</li> <li>○ Underlying Theories of CG</li> <li>○ Governance Partnership</li> <li>○ Regulatory Framework</li> <li>○ CG models</li> </ul> </li> <li>• CG Policies <ul style="list-style-type: none"> <li>○ Board Functions</li> <li>○ Risk</li> <li>○ CSR</li> <li>○ CG in public and private companies</li> </ul> </li> <li>• Practice of CG <ul style="list-style-type: none"> <li>○ Board Leadership</li> </ul> </li> <li>• CG country case studies</li> </ul>
Objective of the module (expected learning results and competences to acquire)	Having successfully passed the course the students will be able to <ul style="list-style-type: none"> <li>• understand and describe the theoretical roots of corporate governance regimes</li> <li>• analyse the links between corporate governance and behaviour in firms</li> <li>• analyse why and how corporate governance regimes differ in various cultural contexts</li> <li>• enhance their critical understanding of the links between corporate governance and leadership</li> <li>• develop governance and leadership solutions for both profit and not-for-profit organisations</li> <li>• improve their skills in writing as well as presentation and discussion, respectively, of complex business matters</li> </ul>
Semester	2. Semester
Duration	One semester
Frequency	Offered every spring semester.
Number of ECTS-Credits	6

Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Elective Module
Admission requirements	None.
Responsible person for the module	Prof. Dr. Wolfgang Veit
Name of the lecturer	Prof. Dr. Wolfgang Veit, Prof. Dr. Babette Brinkmann
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no.</li> <li>• oral examination: no.</li> <li>• presentation: no.</li> <li>• research paper: yes (100%).</li> <li>• management game: no.</li> <li>• open book exam? no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Seminar type.
Other	None.
Recommended literature	<ul style="list-style-type: none"> <li>• Bassham, G. et al: Student's Guide to Critical Thinking. 4th ed., Mc Graw Hill, 2011</li> <li>• Laloux, Frederic: The Future of Management Is Teal, Strategy and Business 80, PWC, Autumn 2015</li> <li>• Moore, Mick; Stewart, Sheilagh: Corporate governance for NGOs?; in: Development, NGOs, and Civil Society. Oxfam 2006, pp 80-90</li> <li>• Osterloh/Frey: Corporate Governance for Crooks? The Case for Corporate Virtue; CREMA Research Paper 2005-10</li> <li>• Tricker, B.: Corporate Governance, 3rd edition, Oxford University Press 2015</li> <li>• Fleckner, A.M./ Hopt, K.J. (eds.): Comparative Corporate Governance. A functional and international analysis, Cambridge University Press 2013</li> </ul>

	<p>Accompanying reading:</p> <ul style="list-style-type: none"><li>• Cornelius, P./Kogut, B (Eds.): Corporate Governance and Capital Flows in a Global Economy, Oxford University Press 2003</li><li>• Ahrens, J./Caspers,R./Weingarth, J.: Good Governance in the 21<sup>st</sup> Century. Edward Elgar, 2011</li></ul> <p>... tbd.</p>
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Code of the module	03.03
Name of the module	International Business Law (IBL)
Courses within this module	
Content of the module	<p>Basics of:</p> <ul style="list-style-type: none"> <li>• European Union Law</li> <li>• International (UN) Sales Law</li> <li>• Private International Law</li> <li>• International Litigation and Arbitration,</li> <li>• International Law for the enforcement of foreign judgements and arbitral awards,</li> <li>• International Commercial Terms,</li> <li>• International Documentary Collection and Documentary Credits,</li> <li>• Case studies</li> </ul>
Objective of the module (expected learning results and competences to acquire)	<p>Upon completion of this module, students will be aware of implications from three levels of law on international (cross border) transactions: national, European and international law.</p> <p>By the end of this module students will have insight into the status and development of European Union.</p> <p>Students will be able to find out by themselves whether the International United Nations (UN) Sales Law is applicable on international sale contracts and, in cases of their violation, which appropriate legal remedies apply according to UN Sales Law.</p> <p>If UN Sales Law is not applicable students will be able to determine the national law of which country applies by understanding and using the appropriate rule of Private International Law.</p> <p>Students will have understood the difference of contractual liability with regard to missing quality of sold goods / services versus non-contractual liability, i.e. product liability.</p> <p>Moreover, students will know about pro and cons of state courts (litigation) versus privately organized courts (commercial arbitration) and some legal rules for cross-border enforcement of court judgements/ arbitration awards.</p> <p>Furthermore, students will be informed about some instruments that are permanently used in international trade, i.e. International Commercial Terms (INCOTERMS) 2020, Documentary Collections and Documentary Credits.</p>

	Students will therefore be able to evaluate the degree of complexity of international legal cases; hence, students will be in the position of finding the correct legal answer to “easier” cases themselves or will conclude to need some legal expertise and advice from legal experts.
Semester	2. Semester
Duration	One semester
Frequency	Offered every spring semester.
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours’ total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Elective Module
Admission requirements	cap: 20
Responsible person for the module	Prof. Dr. Albrecht Drobniq
Name of the lecturer	Prof. Dr. Albrecht Drobniq
Instruction language	English
Evaluation (Performance review and duration)	Written exam, 60 minutes, 100 %  <u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students’ final grade obtained for the Master’s degree.
Teaching and learning methods	<ul style="list-style-type: none"> <li>• Professor’s lectures,</li> <li>• Discussions with students</li> <li>• Case studies.</li> </ul> <p>A field trip to the European Court of Justice in Luxembourg might be offered. If so, this will be announced at the beginning of the term.</p>

Other	Occasional guest speaker.
Recommended literature	<p>European Union Law:</p> <ul style="list-style-type: none"> <li>• Chalmers, Damian/ Davies, Gareth/ Monti, Giorgio, European Union Law, Cambridge University Press, edition 2019.</li> <li>• European Union Law Texts: EUR-Lex: <a href="http://eur-lex.europa.eu/de/index.htm">http://eur-lex.europa.eu/de/index.htm</a></li> </ul> <p>International Commercial Law:</p> <ul style="list-style-type: none"> <li>• Born, Gary, International Commercial Arbitration, Kluwer, 3. edition, 2020.</li> <li>• Chuah, Jason, Law of International Trade: Cross – Border Commercial Transactions, 6. edition 2019.</li> <li>• Lookofsky, Joseph. <i>Understanding the CISG - a compact guide to the 1980 United Nations Convention on Contracts for the International Sale of Goods</i>. New York: Kluwer Law International, 4. edition 2012.</li> <li>• Schlechtriem, Peter and Schwenzer, Ingeborg. <i>Commentary on the UN Convention on the International Sale of Goods (CISG)</i> Oxford: Oxford University Press, 4. edition 2016.</li> </ul> <p>Additional legal literature in German language:</p> <p>Europarecht:</p> <ul style="list-style-type: none"> <li>• Fetzner/ Fischer, Europarecht, 12. Auflage 2019;</li> <li>• Fetzner/ Fischer, Fälle zum Europarecht, 9. Auflage 2019;</li> <li>• Hakenberg, Waltraud, Europarecht, 8. Auflage 2018;</li> <li>• Herdegen, Matthias, Europarecht, 22. Auflage 2020.</li> </ul> <p>Internationales Wirtschaftsrecht:</p> <ul style="list-style-type: none"> <li>• Fuchs/Hau/Thorn, Fälle zum Internationalen Privatrecht, 5. Auflage 2019;</li> <li>• Gildeggen, Rainer/ Wilburger, Andreas, Internationale Handelsgeschäfte. Das Recht des internationalen Handels, 5. Auflage 2018.</li> <li>• Güllemann, Dirk, Internationales Vertragsrecht, 3. Auflage 2018;</li> <li>• Siller, Christian. <i>Internationales UN-Kaufrecht - Das Recht in Fragen und Antworten sowie in Praxisfällen und Lösungen</i>, 2009.</li> <li>• Recht der internationalen Wirtschaft, Zeitschrift des Verlags Recht und Wirtschaft, Heidelberg; <a href="http://www.riw-online.de/">www.riw-online.de/</a></li> </ul>

	<p>Where to find foreign law:</p> <ul style="list-style-type: none"><li>• Case Law on United Nations Convention on International Trade Law (UNCITRAL) Texts (CLOUT): <a href="http://www.uncitral.org/uncitral/en/case_law.html">www.uncitral.org/uncitral/en/case_law.html</a></li><li>• Information (member states, date of access, reservations, cases...) related to the Convention on Contracts for the International Sale of Goods (CISG)/ International (UN) Sales Law: <a href="http://www.globalsaleslaw.org">www.globalsaleslaw.org</a>; <a href="http://www.cisg-online.ch">www.cisg-online.ch</a></li></ul> <p>Find Law Answers:</p> <ul style="list-style-type: none"><li>• <a href="http://findlaw.com/12international/countries/">http://findlaw.com/12international/countries/</a></li></ul> <p>English Translations:</p> <ul style="list-style-type: none"><li>• German Civil Code (BGB),</li><li>• Introductory Act to the German Civil Code (EGBGB) and further German laws: <a href="http://www.gesetze-im-internet.de/Teilliste_translations.html">http://www.gesetze-im-internet.de/Teilliste_translations.html</a></li></ul>
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Code of the module	03.04
Name of the module	Knowledge Management
Courses within this module	
Content of the module	<ul style="list-style-type: none"> <li>• Knowledge Management</li> <li>• Knowledge Management cycles and learning organizations</li> <li>• Basic concepts of Reporting, Data Warehouse and Data Mining</li> <li>• Data Warehouse architectures and multidimensional data modeling</li> <li>• Digitalization of business models across industries</li> <li>• Cloud Computing Architectures</li> <li>• Data Analytics (Data Science &amp; Machine Learning)</li> </ul>
Objective of the module (expected learning results and competences to acquire)	<p>On completion of this module, students will</p> <ul style="list-style-type: none"> <li>• have acquired deeper technical and social skills of knowledge management</li> <li>• have acquired knowledge about cloud platforms and be able to evaluate their usage within a digitalization strategy</li> <li>• be acquainted with problems of change management for the introduction of knowledge management and Business Intelligence software in companies</li> <li>• know and be able to appraise Business Intelligence architectures and concepts of knowledge management</li> <li>• be able to apply basic tools for reporting like Power BI</li> <li>• be able to do visual data mining</li> <li>• be able to write basic SQL Queries for data transforming</li> <li>• be able to analyze complex data</li> <li>• develop new strategies for reporting and data analysis</li> </ul>
Semester	2. Semester
Duration	One semester
Frequency	Offered every spring semester.
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Elective Module



Admission requirements	Registration (on ILIAS E-Learning Platform).
Responsible person for the module	Prof. Dr. Hans-Günter Lindner
Name of the lecturer	Alexander Bromberg
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no.</li> <li>• oral examination: yes (25%).</li> <li>• presentation: no.</li> <li>• research paper: yes (75%).</li> <li>• management game: no.</li> <li>• open book exam: no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Seminar-like lecture in two parts including the use of PCs.
Other	This module is comprised of two courses: <i>Knowledge Management</i> and <i>Business Intelligence</i> . Use of PCs.
Recommended literature	<ul style="list-style-type: none"> <li>• Bauer, A., Günzel, H. (Ed.): Data Warehouse Systeme - Architektur, Entwicklung, Anwendung, 3. Edition, Heidelberg: dpunkt.verlag, 2008.</li> <li>• Hislop, D.: Knowledge Management in Organizations, 2nd ed., USA: Oxford University Press, 2009.</li> <li>• Inmon, W. H.; Strauss, D.; Neushloss, G.: DW 2.0 - The Architecture for the Next Generation of Data Warehousing, Amsterdam: Morgan Kaufmann, 2008.</li> <li>• Marr, B.: Strategic Performance Management, Amsterdam: Wiley, 2006.</li> </ul>

Code of the module	03.07
Name of the module	Aspects of Digitalization
Courses within this module	
Content of the module	<ul style="list-style-type: none"> <li>• Digital business models, net effect, platform economy</li> <li>• Implications of digitization an societal processes</li> <li>• Analysis and evaluation of artificial intelligence</li> <li>• Cyber security</li> </ul> <p>Besides lectures and case studies, students decide for a technical/practical project task and solve it during the term. They are responsible for the whole process themselves and act on their own supervised by teacher</p>
Objective of the module (expected learning results and competences to acquire)	<p>Students will be able to</p> <ul style="list-style-type: none"> <li>• identify, analyze and evaluate technical developments and their impact an societal processes</li> <li>• identify chances and risks of current technical developments and can suggest measures how their business should react an them (including the evaluation of these measures)</li> </ul> <p>Besides this, students will be able to</p> <ul style="list-style-type: none"> <li>• identify their own need for new knowledge and take measures to fulfill these needs</li> <li>• familiarize themselves with a new topic related to digitization based on the experiences they made in solving their project task</li> </ul>
Semester	2. Semester
Duration	One semester
Frequency	Offered every spring semester.
Number of ECTS-Credits	6
Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Elective Module
Admission requirements	
Responsible person for the module	Prof. Dr. Susann Kowalski

Name of the lecturer	Prof. Dr. Susann Kowalski
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no.</li> <li>• oral exam: no.</li> <li>• presentation: yes (20%)</li> <li>• research paper: yes (80%)</li> <li>• management game: no.</li> <li>• open book exam: no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Partly, self-contained knowledge gathering in one self-chosen field by fulfilling a technical/practical task supervised by teacher.
Other	None.
Recommended literature	<ul style="list-style-type: none"> <li>• Wirtz, B. W.: Digital Business Models, Springer, 2019</li> <li>• Statistica: Digital Economy Compass, 2018</li> <li>• Statistica: Artificial Intelligence, 2018</li> <li>• Lee, K.-F.: AI Superpowers (International Edition): China, Silicon Valley, and the New World Order, Mariner Books, 2018</li> <li>• Zuboff, S.: The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power, Profile Books, 2019</li> </ul>

## 04 Final Exam Period

Code of the module	04.01
Name of the module	Multidisciplinary Research (MDR)
Courses within this module	
Content of the module	<p>Course character is Cap Stone.</p> <p>Presentation and Discussion of different methodologies, strategic methods and techniques of international business research, integration of various methods and approaches to research, research planning from creating a concept to implementing research design.</p> <p>The module requires students to individually work on a chosen or assigned project. This may include cooperation with external organizations and firms.</p>
Objective of the module (expected learning results and competences to acquire)	<p>Building on the modules attended throughout the IBMA Program, students will be able to analyze multidisciplinary problems and to find solutions for these issues that go beyond a single area of International Business.</p> <p>Students critically peer review their research projects, identify fallacies in research, and use gained research experience to forward their own project.</p> <p>The methodology of multidisciplinary research will be conveyed in its spirit and application, discussed as an appropriate approach to creating holistic solutions from business practice and be implemented in students' own research activities.</p> <p>Furthermore, experiences with group processes are to be gained in the research groups due to application of a "tandem coaching" concept.</p> <p>Upon completion of the course, students will be able to identify and solve a wide variety of issues associated to international activities, develop solutions and plan for their implementation within a tight time framework. They will further develop their social skills towards cooperative behavior under time constraints.</p>
Semester	4. Semester
Duration	One semester
Frequency	Offered every spring semester.
Number of ECTS-Credits	6

Total workload	4 SWS; 180 hours' total work-load, consisting of 60 contact hours (of 45 minutes each) and 135 hours of independent study.
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	Completion of the first two semesters of IBMA program.
Responsible person for the module	Prof. Dr. Susann Kowalski, Prof. Dr. Frank Gogoll
Name of the lecturer	Prof. Dr. Susann Kowalski, Prof. Dr. Frank Gogoll
Instruction language	English
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no.</li> <li>• oral examination: no.</li> <li>• presentation: yes (100%).</li> <li>• research paper: no.</li> <li>• management game: no.</li> <li>• open book exam: no.</li> </ul> <p><u>Important notice:</u> Official examination registration required (PSSO) within the prescribed examination registration period.</p>
Weight of the result within the final result	This module is worth five percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	Module with obligatory attendance and internet-based research coordination.
Other	Due to the project-based nature of the course, a high percentage of internet communication (e.g. Skype, Wikis) may be required.
Recommended literature	<ul style="list-style-type: none"> <li>• Creswell, John W.: Research Design - Qualitative, Quantitative, and Mixed Methods Approaches, Thousand Oaks, CA: Sage Publications, 2002.</li> <li>• Bryman, Alan; Bell, Emma: Business Research Methods, 2nd ed., New York, NY: Oxford University Press, 2007.</li> <li>• Bassham et al: Critical Thinking, Mc Graw Hill, 2011</li> </ul>

Code of the module	04.02
Name of the module	Master thesis and Colloquium
Courses within this module	n.a.
Content of the module	Preparation of a Masterthesis and oral defence of the Masterthesis
Objective of the module (expected learning results and competences to acquire)	<p>The Master's thesis is evidence that the examinee is capable of independently completing an assignment on a subject pertaining to his/her field of study within a given time frame, by elaborating on subject-related specifics as well as on interdisciplinary contexts and by making use of scientific and subject-related methods.</p> <p>When writing their Master's thesis, will have taken interdisciplinary collaboration into consideration.</p> <p>During the Colloquium the student will show his ability to reflect on and communicate methods and results of the thesis.</p>
Semester	4. Semester
Duration	n.a.
Frequency	n.a.
Number of ECTS-Credits	20+4
Total workload	720 hours total work-load
Type of the module (compulsory, elective, etc.)	Compulsory Module
Admission requirements	Completion of the first two semesters of IBMA program.
Responsible person for the module	n.a.
Name of the lecturer	n.a.
Instruction language	The thesis must be prepared in English.
Evaluation (Performance review and duration)	<ul style="list-style-type: none"> <li>• written exam: no</li> <li>• oral examination: yes</li> <li>• presentation: no</li> <li>• research paper: yes.</li> </ul>

	<ul style="list-style-type: none"> <li>• management game: no.</li> <li>• open book exam: no.</li> </ul> <p><u>Important notice:</u> Official thesis registration required (thesis registration request form).</p>
Weight of the result within the final result	This module is worth twenty percent of one hundred in relation to the students' final grade obtained for the Master's degree.
Teaching and learning methods	n.a.
Other	n.a.
Recommended literature	n.a.



## 05 Foreign Stay

The module examinations in the third-semester electives are to be taken at a university abroad and are to comprise 30 ECTS.

The modules in these electives are to be selected from the following fields:

- Finance
- Accounting
- Business Ethics
- Human Resource Management
- Regional Studies
- Emerging Markets
- Economic Geography
- International Politics
- Local/Regional Business Culture

Learning objectives of foreign modules are examined for adequacy by the program management. If accepted, the objectives are adopted.

The examination board is to decide on the recognition of module examinations completed at universities abroad.