

Modules taught in English – International Business Administration & Entrepreneurship

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|---|---|
| Module title | Subject-Specific Research Methods II: Statistics II for Business Administration and Economics |
| Semester | Summer semester |
| Description | Introduction to probability calculation and methods for assessing a population based on random sampling, parameter and distribution tests; stochastic model of linear regression for the efficient processing and compression of information and interpretation of results. |
| Type and number of components (class contact hours) | 1 lecture (2) 1 exercise (1) 1 tutorial (1) |
| Assessment | Written exam (120 minutes) |
| ECTS credits | 5 |

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|---|--|
| Module title | Financial Accounting |
| Semester | Summer semester |
| Description | Introduction to relevant topics and elements of financial accounting (concept-, valuation-, and accounting regulations). |
| Type and number of components (class contact hours) | 1 lecture (2) 1 exercise (1) |
| Assessment | Written exam (90 minutes) |
| ECTS credits | 5 |

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|---|--|
| Module title | Marketing |
| Semester | Summer semester |
| Description | Marketing strategy, marketing mix, customer behaviour & segmentation, marketing research process, critical discussion of marketing aims and means. |
| Type and number of components (class contact hours) | 1 lecture (2) |
| Assessment | Written exam (90 minutes) |
| ECTS credits | 5 |

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|---|---|
| Module title | Finance |
| Semester | Winter semester |
| Description | Introduction to finance and investments: (i) capital structure, (ii) financial ratios, (iii) types of financing (internal/external; equity/debt), (iv) investment decision-making processes, (v) capital budgeting and calculation. |
| Type and number of components (class contact hours) | 1 lecture (2) 1 exercise (1) |
| Assessment | Written exam (90 minutes) |
| ECTS credits | 5 |

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|--------------|---|
| Module title | Subject-Specific Research Methods III: Advanced Qualitative and Quantitative Research Methods |
| Semester | Summer semester |
| Description | Qualitative and quantitative research methods of business administration |

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| | <p>- Quantitative methods: Hypothesis testing of real business problems, general linear relationships between variables, regression analysis. Students learn in this part of the course to question econometric results critically.</p> <p>- Qualitative methods: Data collection (e.g. interviews, cognitive techniques, ethnographic techniques), analysis, coding, and interpretation.</p> |
| Type and number of components (class contact hours) | 1 seminar (2) 1 exercise (1) |
| Assessment | Written exam (90 minutes) |
| ECTS credits | 5 |

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|---|--|
| Module title | Sustainable Management Accounting |
| Semester | Summer semester |
| Description | Introduction to book accounting, management accounting and CSR reporting as systematic registration of business transactions in a corporation (cost theory, instruments, and systems of cost accounting and management). |
| Type and number of components (class contact hours) | 1 lecture (1,5) 1 seminar (1,5) |
| Assessment | Combined examination |
| ECTS credits | 5 |

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|---|--|
| Module title | Law, Legality and Business |
| Semester | Winter semester |
| Description | Introduction to core contents, methods and approaches of law and legal theory; overview of the legal framework of economic activity in particular with regard to civil law; overview of the law of the European Union. |
| Type and number of components (class contact hours) | 1 lecture (2) |
| Assessment | Written exam (90 minutes) |
| ECTS credits | 5 |

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|---|--|
| Module title | Management |
| Semester | Winter semester |
| Description | This course offers an introduction into management including the nature of managerial work, strategy, organization design, international management, business ethics, and corporate social responsibility. Furthermore, managerial challenges in different industry settings are explored. |
| Type and number of components (class contact hours) | 1 lecture (1,5) 1 seminar (1,5) |
| Assessment | Written exam (90 minutes) |
| ECTS credits | 5 |

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|--------------|---|
| Module title | Business Administration I: Foundations of Organizational Behavior |
| Semester | Summer semester |

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| Description | Introduction to classic and contemporary theories of organization, reflection based on the respective anthropology and historical perspective. Emphasis on behavioural approaches and determinants of organizational behaviour such as personal and impersonal leadership or strain. |
| Type and number of components (class contact hours) | 1 lecture (1) 1 seminar (2) |
| Assessment | Written exam (90 minutes) or combined examination |
| ECTS credits | 5 |

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|---|---|
| Module title | Entrepreneurship I: Theory and Practice |
| Semester | Winter semester |
| Description | Students learn theories, methods, and practical skills to successfully accomplish the entrepreneurial process. The focus is on a psychological and strategic perspective on entrepreneurship. Specifically, the students learn concepts and methods to [1] identify business opportunities, [2] establish operational structures, and [3] achieve long-term business success in terms of survival and growth. |
| Type and number of components (class contact hours) | 1 lecture (2) |
| Assessment | Written exam (90 minutes) |
| ECTS credits | 5 |

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|---|--|
| Module title | Information Systems: Theory and Practice |
| Semester | Summer semester |
| Description | Information Systems Research – basics and phenomena (“networked enterprise”); information technology and infrastructure; application and case studies. |
| Type and number of components (class contact hours) | 1 lecture (2) 1 exercise (2) |
| Assessment | Written exam (90 minutes) or combined examination |
| ECTS credits | 5 |

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| Module title | Business Administration II: Global Perspectives |
| Semester | Winter semester |
| Description | Specific challenges of internationally based corporations. Alternating offers from the fields of International Corporate Strategy, International Human Resource Management, International Marketing, International Finance and Management of International Joint Ventures. Helps students to understand the specific challenges of International Management. |
| Type and number of components (class contact hours) | 1 lecture (2) 1 seminar (2) |
| Assessment | Written exam (90 minutes) or combined examination |
| ECTS credits | 5 |

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| Module title | Entrepreneurship II: Research |
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| Semester | Winter semester |
| Description | Students learn to apply evidence-based methods and skills in the entrepreneurship domain. They work on an entrepreneurial project in which they develop and implement research and practice ideas. |
| Type and number of components (class contact hours) | 1 seminar (2) |
| Assessment | Combined examination |
| ECTS credits | 5 |

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|---|---|
| Module title | Elective |
| Semester | Summer semester |
| Description | Immersion into contemporary and selected issues from the different areas of activity of management and/or business formation. |
| Type and number of components (class contact hours) | 1 lecture (2) or 1 seminar (2) |
| Assessment | Written exam (90 minutes) or combined examination |
| ECTS credits | 5 |

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|---|---|
| Module title | Management and Business in Society |
| Semester | Winter semester |
| Description | Integrative analysis of the course contents (history of ideas of management, company history, reflecting different management roles in the organizations, behavior of managers in areas of diverging interests, societal responsibilities of businesses in society etc.) from different theoretical perspectives such as CSR, stakeholder theory, public value, and sustainability. |
| Type and number of components (class contact hours) | 1 seminar (2) |
| Assessment | Combined examination |
| ECTS credits | 5 |