

Modulhandbuch

für die Prüfungsordnung
90|831|-|-|H|2024

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Prolog

The generalist MIM degree programme is designed to prepare graduates for work in medium corporate management positions in a global context. They

- will have acquired an interdisciplinary, holistic approach through their studies and
- have the ability to recognise cultural differences in management practices and
- be able to develop corporate strategy and solve problems in an international context.

The programme also addresses the topic of "Future Skills" in order to provide students with strategies and tools for overcoming the challenges of a VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world. In addition to teaching the aforementioned skills with a special focus on the international corporate environment, this Master's degree programme also educates its students with regard to the increasing importance of corporate responsibility (sustainability and corporate social responsibility) and also to enable them to become socially engaged, i.e. to prepare them for a responsible and ethically sensitive life as citizens of the state (value orientation).

Modulname	Modulcode
MIM 101 International Management I	MIM 101
Modulverantwortliche/r	Fachbereich
Christian Winnewisser	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
1. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Internationales Management I	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung
Master Internationales Marketing
Stellenwert der Modulnote in der Endnote
$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 101 International Management I		MIM 101	
Veranstaltungsname		Veranstaltungscod	
Internationales Management I		MIM 101	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Christian Winnewisser	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Wintersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Pre lecture 30 hours, Post lecture 60 hours	150 hours

Lehrform
seminarbased lecture
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Students will acquire the necessary skills to work independently and to assume responsibility in multinational corporations. Students will learn to assess the opportunities and risks of international transactions (Export-Import).</p> <p>In particular, the following competencies will be developed in the course:</p> <p>Technical and subject matter competencies:</p> <ul style="list-style-type: none"> • In-depth understanding of major theories for international trade, and their strengths and limitations for practical application • In-depth understanding of frameworks to analyze international markets (e.g., Porter's diamond, PESTEL) • In-depth understanding of most relevant modes of market entry for export and production abroad • Familiarity with documentation requirements in exporting • Familiarity with trade barriers, and trade regimes • Familiarity with international publications providing information on international businesses, and transactions • Improved verbal and written presentation skills in English <p>Methodological competencies:</p>

- Skills to analyze recent events in international business (socio-economical, political) and their consequences through the perspective of both economics, and social sciences
- Ability to understand a wide range of professional and academic, complex publications/blogs/other forms of media, including skills to detect their implicit meaning and impact on businesses
- Ability to use digital tools for research, analysis, collaboration, communication, and presentation
- Ability to use the English language flexibly and effectively for social, academic and professional purposes
- Ability to take a cross-functional view in the analysis of global businesses

Social and personal competencies:

- Ability to work in diverse, multinational teams
- Initial familiarity with the soft skills required for the global workforce (e.g., Change Management, Storytelling, People Management, Cultural Sensitivity, Collaboration, Sustainability, Leadership, and Communication)
- Ability to overcome ambiguity connected with a volatile, diverse, multi-national setting

Inhalte

“Managing in an international environment”

- Essentials of foreign trade (especially the importance of foreign trade for companies of all sizes and industries, most important forms of international market entry, understanding of major technical terms)
- Understanding the application of major trade theories (focus: new trade theories) in identifying attractive foreign markets
- Frameworks to analyze international markets (e.g., Porter Diamond), and to plan a market entry
- Detailed understanding and practical application of different forms of international market entry (e.g., all variants export vs. all variants of production abroad)
- Export documents and regulation
- Trade barriers and free trade agreements (especially the practical identification and handling of trade barriers in exporting and importing, incl. the use of important sources of information, e.g. EU "Access2Market" database)
- The role of the European Union in international trade
- Main sources of information on foreign markets
- Developing an export business plan
- Understanding international economic, social and political developments and their impact on the enterprise
- Short- and long term financing in international trade (outlook only, to be broadened in respective study module)
- Practical exercises and case studies to develop and practice soft skills required for the global workforce (building on the diverse background of the MIM student body)

Studien-/Prüfungsleistung

Case study work (Fallstudien-basierte Hausarbeit) - written term paper (approx. 12 pages)

Literatur

Compulsory:

Comprehensive lecture notes (in English)

Additional material/ recommended reading:

Jahrmann, F.-U.: Außenhandel, 13. Auflage, Kiehl Verlag

Kutschker, M., Schmid, S.: Internationales Management, 7. Auflage, Oldenbourg

Deresky, H.: International Management. Managing Across Borders and Cultures. Text and Cases, 7th edition, Prentice Hall

Krugman, P., Obstfeld, M., Melitz, M.: International Economics, 9th edition, Prentice Hall

Salvatore, D.: Introduction to International Economics, 2nd edition, John Wiley & Sons

Gruschwitz, A. Global Sourcing

Hallen, L., International Industrial Purchasing

Modulname	Modulcode
MIM 102 International Marketing	MIM 102
Modulverantwortliche/r	Fachbereich
Harald Vergossen	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
1. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Marketing	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

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Stellenwert der Modulnote in der Endnote

$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 102 International Marketing		MIM 102	
Veranstaltungsname		Veranstaltungscode	
International Marketing		MIM 102	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Wintersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	pre lecture 30 hours, post lecture 60 hours	150 hours

Lehrform
seminarbased lecture
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Objectives:</p> <ul style="list-style-type: none"> • The course will address major issues in marketing, companies are facing when they are conducting business across national and cultural boundaries. • Students will be able to understand, to consider and to identify the opportunities and challenges of marketing in international context • Ability to research and analyse the international marketing environmental and company situations • Apply marketing and global marketing methodologies and frameworks which help to structure and to prepare decision-making in order to improve company performance and to create customer value • Learn to apply theoretical and conceptional frameworks/tools to find practical solutions for international business situations • Understand the challenges and opportunities of adaptation and standardization of marketing activities in international context • Skills to assess, design and implement international marketing strategies and marketing mix activities • Real world examples, case studies, presentations, teamwork and reports enabling students to discuss and present international business situations and solutions competently • Expanded communicative and cooperative skills • Enables students to work in international environment and international marketing roles.
Inhalte

Module content: To understand and interpret the international environment, markets and customers is a key challenge for international marketers. Students will be enabled to navigate in a globalized world and to assess and select promising markets. Market segmentation, targeting and positioning-strategies will be discussed and applied in international context. Students will examine the forces that drive standardization vs adaptation in international marketing and will be enabled to develop international marketing plans and activities. International marketing-mix (4 Ps), its implementation and cross-national coordination. Special attention will be placed on the role of brand-management in international and global marketing. Current trends and their implications for international marketing will be addressed and discussed (e.g. CSR/ESG). Readings and case-studies will help to explore how insight and knowledge can be translated to business-problem solving.

Topics: • Specifics and challenges in international marketing • International marketing environment • International market research • Strategy frameworks and concepts in international marketing • International brand management and marketing-mix • Implementation • Trends in international marketing

Studien-/Prüfungsleistung

Assignment, group presentation (20 Min.) 50 %, report writing (15 pages) 50 %

Literatur

Compulsory: Keegan, W.J.; Green, M.C.: Global Marketing, 10th edition (global edition), Pearson, 2020. Complementary: Czinkota, M.R.; Ronkainen, I.A.: International Marketing,

10th edition, Cengage Learning, 2013. Hollensen, S.: Global Marketing, 8th edition, Pearson, 2020. Homburg, Ch; Kuester, S., Krohmer, H.: Marketing Management, 2nd edition, McGraw Hill, 2013. Schlegelmilch B.B.: Global Marketing Strategy; Springer 2022

Modulname	Modulcode
MIM 103 Digital Business	MIM 103
Modulverantwortliche/r	Fachbereich
Kathleen Diener	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
1. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Digital Business	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung
Master Business Management
Stellenwert der Modulnote in der Endnote
$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 103 Digital Business		MIM 103	
Veranstaltungsname		Veranstaltungscode	
Digital Business		MIM 103	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Kathleen Diener	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Wintersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours directed study	30 hours pre lecture study / 60 hours after lecture study	150 hours

Lehrform
Interactive lectures, case study, student presentations, exercises, mini project, homework
Lernergebnisse / Kompetenzen (learning outcomes)
<p>On completion of this course students will be able to:</p> <ul style="list-style-type: none"> Identify basic characteristics of digital business models using definitions to understand value creation and capture hypotheses; Recognize the latest trends in business transformation and the resulting potential for value creation with the help of case studies to understand the trade-offs faced by managers; Evaluate the potential of digital business from a strategic, organizational, and technological perspective based on the underlying theoretical concepts.
Inhalte
<p>Module content: Companies are using digital technologies to add value to their business models. They want to improve the customer experience and increase connectivity to their core activities. Start-ups or established technology companies such as Apple, Google or Amazon regularly reshape markets and challenge their competitors. However, the current pace of change requires companies to take a deliberate and effective approach to digital transformation. This module focuses on the recent transformation of companies in the digital space. Digital business is an umbrella term that describes the role of technology as an enabler for the creation of a data-driven ecosystem and business model as the basis for exploiting new value creation opportunities. The module covers the analysis of digital business models as well as their technologies and applications.</p>

We will discuss selected issues of managing digital change in a business context. We will focus on strategic aspects of building capabilities and competencies and processes to manage the transformation.

Studien-/Prüfungsleistung

Written examination (60 mins) / seminar paper (**The maximum page limit is 4.500 words**, excluding tables and references (minimum -10%)) / presentation (15 mins plus 10 mins Q&A) / oral examination (20 mins) or a combination of some of the aforementioned. The form of examination will be finally announced in the first lesson.

Literatur

Digital Business Models

Wirtz, B. W. (2019). *Digital business models*. Cham: Springer International Publishing.

Required readings and case assignments for each session will be communicated during the first session and via Moodle to all class participants.

Modulname	Modulcode
MIM 104 International Economics	MIM 104
Modulverantwortliche/r	Fachbereich
Bernard Vogl	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
1. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Economics	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

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Stellenwert der Modulnote in der Endnote

$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 104 International Economics		MIM 104	
Veranstaltungsname		Veranstaltungscode	
International Economics		MIM 104	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Fabian Kreuzer	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Wintersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Pre lecture 30 hours, Post lecture 60 hours	150 hours

Lehrform
lectures, class discussions, readings on current topics, group projects, role-playing games, online resources and virtual classrooms and case study work.
Lernergebnisse / Kompetenzen (learning outcomes)
<p>The module provides business skills that enable students to better understand, react and possibly even control the impacts on firms resulting from the increased openness of the economy and firms.</p> <p>Students gain knowledge on the theoretical foundations of trade flows, capital movements and migration as well as on the analysis of policy measures that affect trade and capital movements. Students can examine the core issues and debates in international economics and develop skills that better enable them to identify risks and opportunities for businesses, stemming from the international economy.</p> <p>Content specific skills:</p> <p>Students can apply theories of international trade and their implications to assess and simulate the impact of current global issues and economic trends on the external business environment.</p> <p>Students can analyse the complex dynamics of migration and its economic implications, including the polarized debates surrounding the topic and its ethical dimension.</p> <p>Students can evaluate the relation between international trade and climate protection, recognizing the role of sustainable business practices.</p> <p>Students can critically assess labour conditions in developing countries, including ethical issues and its impact on sourcing decisions of firms.</p> <p>Students can examine the rationale and consequences of protectionist policies, exploring why they persist despite potential reductions in welfare, and can develop scenarios under which they are likely to be implemented.</p> <p>Students can explain lobbying issues in international trade and understand the impact of interest groups on trade policies. These skills may support the formulation of a lobbying</p>

strategy for industries and the multinational firm and the identification of weaknesses of such strategies.

Students can assess the rational and the quality of external exchange rate forecasts and provide own model based forecasts for business planning.

Generic skills:

Students ability to critically assess economic and social issues is enhanced, and the awareness of the limitations of the existing understanding as well as the limitations of their own knowledge and understanding is heightened.

Students develop research and investigative skills, helping to evaluate complex evidence and arguments.

Students improve their communication skills in order to critique, create and communicate understanding.

Students develop problem solving skills such as modelling, abstraction and logic.

Students improve their capacity in analysing qualitative and quantitative evidence.

Inhalte

This course offers a comprehensive exploration of International Economics, delving into classical and modern trade theories while emphasizing critical contemporary issues. The multifaceted nature of global economic interactions is examined with a specific focus on migration, climate protection, labour conditions in developing countries, trade policies, and lobbying dynamics. The course also provides insights into the formation of exchange rates and the strategic importance of forecasting these rates for business planning.

Module Topics:

1. Trade Theories: Classical and Modern Perspectives
 - Comparative Advantage and Absolute Advantage
 - Heckscher-Ohlin Model
 - New Trade Theories
2. Migration in International Economics
 - Patterns and Trends in Global Migration
 - Economic Impacts of Migration
 - Socio-political Perspectives and Debates
3. Trade and Climate Protection
 - Environmental Consequences of Global Trade
 - Policy Responses and International Cooperation
4. Labour Conditions in Developing Countries
 - Global Supply Chains and Labour Exploitation
 - Fair Trade and Ethical Sourcing
5. Protectionist Policies: Rationale and Consequences
 - Types of Protectionism: Tariffs, Quotas, and Non-Tariff Barriers
 - Economic and Welfare Implications of Protectionist Measures
 - Analyzing the Persistence of Protectionist Policies
 - The World Trade Organisation, Customs Unions and Free Trade Areas
6. Lobbying in International Trade
 - Understanding Lobbying Dynamics
 - Influence of Interest Groups on Trade Policies
7. Exchange Rates: Formation and Forecasting

<ul style="list-style-type: none">• Determinants of Exchange Rates• Importance of Exchange Rate Forecasting for Business Planning
Studien-/Prüfungsleistung
Written exam (2 hours)
Literatur
Feenstra and Taylor, International Economics, Worthpublishers (5 th , 2021) De Grauwe, Economics of Monetary Unions, Oxford University Press (14 th , 2021) Krugman and Obstfeld, International Economics, Pearson (12 th , 2022) Gregory Mankiw and Mark Taylor, Economics, South-Western (4 th , 2017) McAleese, Economics for Business, Prentice Hall (1 st , 1997) The Economy, The Core Team (1 st , 2017) Various reports from international institutions

Modulname	Modulcode
MIM 105 Business Economics	MIM 105
Modulverantwortliche/r	Fachbereich
Martin Wenke	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
1. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Business Economics	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

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Stellenwert der Modulnote in der Endnote

$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 105 Business Economics		MIM 105	
Veranstaltungsname		Veranstaltungscode	
Business Economics		MIM 105	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Martin Wenke	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Wintersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Independent study: pre lecture: 30 hours, post lecture 60 hours	150 hours

Lehrform
<p>After an introduction to the current topic and a repetition of relevant aspects from the BA program, students will work on case studies of the influence of changes in national and international economic conditions on the management decisions of companies of different sectors and sizes.</p> <p>The student pitches on the current economic situation in Germany, Europe, and the world are regularly used as information for subsequent company analyses. Long-term changes in macroeconomic conditions are particularly relevant for the strategic orientation of companies or even the review of the current business model. For this reason, topics such as digital transformation, sustainability, demographic change and skills shortages, and changes in the global economic order are addressed through corresponding case studies and prepared for the company analyses.</p> <p>At the end of the module, the business models of the selected companies are analyzed based on the Business Model Canvas structure and evaluated regarding their resilience or susceptibility to short-term (economic) and long-term changes (see above). The participants are asked to propose potential changes to strategies or business models and to justify them accordingly.</p>
Lernergebnisse / Kompetenzen (learning outcomes)
<p>After the seminar participants are able</p> <ul style="list-style-type: none"> • to understand the fundamental interrelations between most important national and international macroeconomic aggregates, markets and branches, • to distinguish short term (business cycle) and long term (growth) economic developments, their interlinks and dynamics,

- to assess already acting or expected serious macroeconomic events (“external shocks”) regarding their potential consequences for markets, branches and businesses,
- to relate the findings mentioned before to businesses and discuss the impacts on business models and strategies, and to evaluate their already implemented or planned changes of models and strategies,
- to evaluate related reports and news, understand the opinions stated and utilize that information for the own management decisions later on,
- to argue based on logical economic cause-effect chains and state own ideas,
- to organize short and accurate reports about selected economic/management topics and present them convincingly.

Inhalte

I. Recent topics about Macroeconomic Framework Conditions for Management Decisions in Germany

1. Macro brush-up: National Accounts, Growth, Business Cycles and International Economic Relations
2. Description of the current economic situation: Indicators for Germany and Europe
3. Case Study: Inflation fight of ECB and governmental stimulus packages - measures, impacts, and evaluations
4. Recent developments in Germany and Europe
5. Economic forecasts: World, Europe, and Germany: Most important results of the “Joint Economic Forecast (JEF)” of the Leading German Economic Research Institutes (available on Moodle)

Student’s Tasks:

Each student will offer a short presentation (5 minutes “pitch”) about one selected topic of the JEF (November).

II. National and international macroeconomic threats, risks, and opportunities for businesses located in Germany

The whole world seems to be upside down: COVID-19 and the related negative impacts, Russia’s assault on Ukraine, energy shortages and remaining economic crisis, disruptive technological changes with regard to digitalization and AI, shortages of qualified workforce, and on top, climate change. Businesses all over the world are facing a multitude of threats like never before. For most of them, those threats implement high risks in their current business models. For some others, those changes impose more opportunities. What are the most important threats, risks, and opportunities for different branches and related companies? How do they cope, how do they react, what are they planning to change business models and corporate strategies and what are they prioritizing this time?

Student's Tasks:

Student groups will select a company, that is operating (also) in Germany. That company can be a multinational player, an SME, or even a relatively small "hidden champion". The minimum requirement is that adequate information about key indicators is publicly available. Students will analyze the chosen company's performance, its internal strengths, and the external macroeconomic threats, risks, and opportunities (kind of SWOT) based on the Business Model Canvas approach.

The related findings are to be presented and discussed by student groups during final workshops at the end of the semester. As presentation inputs, video recordings, results of surveys, or expert interviews can also be brought into the workshop and are highly appreciated.

Studien-/Prüfungsleistung

Evaluation

Pitch	20%	(5 minutes for each participant)
Presentation/Workshop	40%	(15 – 20 minutes for each group member)
Final Exam	40%	(1-hour duration)

Active contributions during the class will be acknowledged!

Literatur

Textbooks of Macroeconomics, Theory, and Policy, for example, Mankiw/Taylor, latest edition

Joint Economic Forecast (Gemeinschaftsdiagnose der führenden Forschungsinstitute, Herbst 2023 (Internet)), for example www.rwi-essen.de

McKinsey Research Institute: <https://www.mckinsey.com/mgi/overview> about all relevant framework aspects of business models, prospects, forecasts, and detailed insight analysis.

Mulhearn, C., Vane, H. R. (2020); Economics for Business. 4th ed.

Murray, A., Scuotto, V. (2016). The Business Model Canvas. Symphonya. Emerging Issues in Management, (3), 2016, 94–109. <https://doi.org/10.4468/2015.3.13murray.scuotto>

Osterwalder, A., Pigneur Y. (2010); Business Model Generation.

Report of the Council of Economic Advisors (Jahresgutachten des Sachverständigenrates zur Begutachtung der gesamtwirtschaftlichen Entwicklung 2023 (Internet, November 2023, www.sachverstaendigenrat-wirtschaft.de))

Reports of EU, OECD, IMF and World Bank (Internet, for example: www.oecd.org)

www.faz.net (Frankfurter Allgemeine Zeitung, especially links „Konjunktur“ and „Wirtschaftspolitik“)

www.ft.com(Financial Times)

www.economist.com(The Economist)

<http://research.handelsblatt.com>(Handelsblatt Research Institute)

https://ec.europa.eu/eurostat/home?p_auth=BMAAuWo7&p_p_id=estatse (Eurostat)

Modulname	Modulcode
MIM 106 Ethics and Corporate Responsibility	MIM 106
Modulverantwortliche/r	Fachbereich
Martin Wenke	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
1. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Ethics and Corporate Responsibility	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

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Stellenwert der Modulnote in der Endnote

(5CP/60CP)*0,75

Modulname		Modulcode	
MIM 106 Ethics and Corporate Responsibility		MIM 106	
Veranstaltungsname		Veranstaltungscode	
Ethics and Corporate Responsibility		MIM 106	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Martin Wenke	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Wintersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	90 hours	150 hours

Lehrform
<p>The module is organized as an interactive project seminar. The working groups formed at the beginning will be familiarized with the necessary topics of business ethics, sustainability, and CSR by the lecturers in the first part. It is assumed that the students deal with the topic according to the schedule on the basis of the slide script and further literature before the respective attendance date, so that the topic can then be discussed on the basis of case studies or, if applicable, currently available public discourses in the attendance date.</p> <p>In parallel, the student groups prepare their workshop contribution to the respective semester topic (see contents: Part II).</p>
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Students can deal with the challenges of navigation through ethical and moral aspects of management decisions and those of consumers and other stakeholders, which they are partly/temporarily a member of themselves. They do so by adequately utilizing standards, guidelines, and other instruments available as a compass for finding solutions with which they are satisfied based on their own value patterns. After participation, they, later on, are sensitized to moral, and ethical requirements of management decisions because of having developed an adequate awareness regarding significantly and dynamically increasing demands from the regional, national, and global societies.</p> <p>Students acquire the necessary knowledge of business ethics to reflect on their own values in relation to business and the consequences of this for themselves, for the company, and for the immediate and indirect corporate environment. As a result of this reflection, they are able to evaluate different alternatives for action and to decide on these alternatives against the background of the diverse areas of responsibility of management. In doing so, they will adequately use the evaluation tools and prioritization aids discussed in the module.</p>

Finally, the students learn to deal constructively and critically with different value concepts of fellow students and teachers on the topics of corporate social responsibility (CSR), to weigh them up in group discourse, to explain their own convictions, and to successfully apply methods of consensus and compromise.

Inhalte

Part I (Input Lecturer)

1. Business ethics fundamentals

1. Starting points for ethical argumentation
2. "Locations" of moral decision-making processes
3. Steps of the ethical decision-making process

2. Concept of sustainability

1. Historical background and status of ecological, economic and social systems
2. Fundamentals of the concept of sustainable development (Sustainable Development SD)
3. Critics of traditional growth and SD concepts: parasitic economy and the Doughnut
4. Institutional framework: Sustainable policy instruments at glance

3. Management of corporate responsibility

1. CR concepts in practice: an overview
2. CSR management in practice ISO26000
3. Measurement of corporate behavior impacts: SDGs and related tier indicators

4. Compliance and Corporate Governance

1. Compliance and Corporate Governance
2. Case: Supply Chain Due Diligence Act

5. Materiality Assessment

1. Foundations

2. GRI Templates 101 – 103 / GRI3
3. Stakeholder communication and win-win-opportunities
4. Priorities, reconciling different opinions and risk-assessment
5. Materiality and the sins of greenwashing

Part II

Materiality Assessment for Companies

Besides Impact Management/Assessment, Materiality Assessment is one of the most challenging, but in case of successful processing, contemporaneously the most powerful measure to move the business forward towards efficient sustainable practices in the frame of Corporate Social Responsibility (CSR). Here CSR is interpreted as the business contributions to the global societal challenge of Sustainable Development (SD), concretized with the current system of the 17 Sustainable Development Goals (SDG). Dependent on the scientific/faculty-related diversity and the number of participants, the workshop aims at showing the difficulties to match the different or very often even contrary opinions/evaluations of

- the 7 CSR/ISO26000 principles (accountability, transparency, ethical behavior, respect stakeholder interests, respect legislation, and law, respect international codes of conduct, respect human rights) and
- the 6 CSR core aspects (human rights, labor rights, ecology, fair business practices, consumer requests, and corporate citizenship)

between different stakeholder groups and the management, not to mention that even within stakeholder groups conflicts appear every now and then.

Based on an existing company and its CSR/SD report, that report might additionally be explained if possible by representatives of this company (physically in class or even remote), who should give detailed information about the implementation, processing and practical prioritization of SD/CSR challenges derived from the materiality assessment and visualized by the published materiality matrix.

The student groups will be allocated to the different stakeholder groups of that company, which are

- management
- employees
- customers/consumers
- suppliers/subcontractors
- governmental/regulatory bodies
- shareholders/investors/lenders
- NGOs

and should intensively discuss and most probably reallocate the priorities of the different challenges shown with the materiality matrix published by the company chosen.

Dependent on the branch and the company, the allocation of students to the different stakeholder groups should consider their specific professional knowledge.

Studien-/Prüfungsleistung

Evaluation:

Workshop presentations (20 minutes for each student) and:
60%

Opposition (10 minutes for each student): 20 %

Individual summary paper (2-3 pages per participant): 20%

Literatur

ABC Model of Stern - A summary: http://www.cres.gr/behave/pdf/Stern_ABC_model.pdf

Beske, F.; Haustein, E.; Lørsen, P.C.; (2019): Materiality analysis in sustainability and integrated reports. Sustainability Accounting, Management and Policy Journal (vol. 11/1) pp. 162 -186.

Carroll, A.B.; Brown, J. A. and Buchholtz, A. K. (2018): Business and Society. Ethics, Sustainability and Stakeholder Management. Cengage UK

Global Reporting Initiative (GRI) (2021); GRI3 Material Topics – Universal Standard. Amsterdam

Griseri, P. and Seppala, N. (2017): Business Ethics and Corporate Social Responsibility. Cen- gage UK.

Haski-Leventhat, D. (2018); Strategic Corporate Responsibility. Tools and Theories for Responsible Management. Sage, London.
https://www.sustainable-lifestyles.eu/fileadmin/images/content/D1.1_Baseline_Report.pdf

IPCC (2022): Sixth Assessment Report - The Working Group II contribution: <https://www.ipcc.ch/assessment-report/ar6/>

Kostadinova, Elena, 2016. "Sustainable Consumer Behavior: Literature Overview," Economic Alternatives, University of National and World Economy, Sofia, Bulgaria, issue 2, pages 224- 234, June.

Shefrin, Hersh (2002). "Behavioral decision making, forecasting, game theory, and role-play" (PDF). International Journal of Forecasting. 18 (3): 375–382. doi:10.1016/S0169-2070(02)00021-3.

SPREAD sustainable lifestyles 2050 project (2012). Sustainable Lifestyles: Today's Facts & Tomor- row's Trends (2012)

The University of Texas at Austin (ed.) Giving Voice To Values Introduction Teaching Notes; <http://ethicsunwrapped.utexas.edu/wp-content/uploads/2013/12/>

Torelli, R.; Balluchi, F.; Furlotto, K. (2019): The materiality assessment and stakeholder engagement: A content analysis of sustainability reports. Corporate Social Responsibility and Environmental Management (vol. 27/2) pp. 470 – 484.

UNEP DTIE (2016): Integrating Sustainable Consumption & Production: <https://de.slideshare.net/IsuruAbeynayake/integrating-sustainable-consumption-production>

Modulname	Modulcode
MIM 201 International Management II	MIM 201
Modulverantwortliche/r	Fachbereich
Christian Winnewisser	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
2. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Internationales Management II	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung
Master Internationales Marketing
Stellenwert der Modulnote in der Endnote
$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 201 International Management II		MIM 201	
Veranstaltungsname		Veranstaltungscode	
Internationales Management II		MIM 201	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Christian Winnewisser	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Sommersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Post lecture, group work, presentation: 90 hours	150 hours

Lehrform
seminarbased lecture
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Students will acquire the necessary skills to work independently and to assume responsibility in multinational corporations. Students will learn to assess the opportunities and risks in international business and develop strategies for internationalization.</p> <p>In particular, the following competencies will be deepened and further developed (building on the groundwork laid in MIM 101) in the course:</p> <p>Technical and subject matter competencies:</p> <ul style="list-style-type: none"> • In-depth understanding of major forces driving the future development of global trade and global markets • In-depth understanding of frameworks to assess the impact of global forces on international companies (e.g., scenario analyzes, Porter`s diamond, BCG matrix, McKinsey growth framework) • Familiarity with international publications providing information on international businesses • Improved verbal and written presentation skills in English <p>Methodological competencies:</p>

- Skills to analyze recent events in international business (socio-economical, political) and their consequences through the perspective of both economics, and social sciences
- Ability to understand a wide range of professional and academic, complex publications/blogs/other forms of media, including skills to detect their implicit meaning and impact on businesses
- Ability to use digital tools for research, analysis, collaboration, communication, and presentation
- Ability to use the English language flexibly and effectively for social, academic and professional purposes
- Ability to take a cross-functional view in the analysis of global businesses

Social and personal competencies:

- Ability to work in diverse, multinational teams
- Familiarity with the soft skills required for the global workforce (e.g., Change Management, Storytelling, People Management, Cultural Sensitivity, Collaboration, Sustainability, Leadership, and Communication)
- Ability to overcome ambiguity connected with a volatile, diverse, multi-national setting

Inhalte

Module content:

„Strategies for the globalized world“

Topics:

- Frameworks to develop an international growth strategy (incl. critical review and practical application for strategy development)
- Identifying, analyzing, and exploiting major trends shaping the future competitive landscape on a multi-national level (with particular focus on sustainability, shifting centers of economic activities, and digital transformation)
- Exploring and detecting international business opportunities
- Developing and operationalizing strategies and implementable business ideas for seizing international market opportunities (incl. real-life testing with decision makers from international companies)
- Chances and risks of FDI
- Partner selection in cross-country collaborations (e.g., M&A, Joint Ventures)
- Case studies on fast growing emerging markets (building on the diverse background of the MIM student body, and practising the soft skills required for the global work force)

Studien-/Prüfungsleistung

Group assignment/ incl. presentation (group - 30 minutes) - 25 percent, and write-up (approx. 15 pages) - 75 percent

Literatur

Compulsory:

Comprehensive lecture notes including case studies (in English)
McKinsey Quarterly articles on Global Forces will be provided to students in class

Additional material/ Recommended reading:

Jahrmann, F.-U.: Außenhandel, 16. Auflage, Kiehl Verlag, 2023

Krugman, P., Obstfeld, M., Melitz, M.: International Trade and Policy, 12th edition,
Prentice Hall, 2022
Fuchs, M.: International Management. Springer-GAbler, 2022

Modulname	Modulcode
MIM 202 International HRM & Organisation	MIM 202
Modulverantwortliche/r	Fachbereich
Frauke Austermann Regina Hahn	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
2. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen
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Voraussetzungen laut Prüfungsordnung
/

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International HRM & Organisation	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung
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Stellenwert der Modulnote in der Endnote
(5CP/60CP)*0,75

Modulname		Modulcode	
MIM 202 International HRM & Organisation		MIM 202	
Veranstaltungsname		Veranstaltungscode	
International HRM & Organisation		MIM 202	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Frauke Austermann	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Sommersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Pre lecture 30 hours, Post lecture 60 hours	150 hours

Lehrform
<ul style="list-style-type: none"> - teacher's input - group discussions - (peer) feedback - team work on concrete cases - project / case study work, potentially with external partners - seminarial approach to learn concrete methods (e.g. apply design thinking method, simulate Scrum team)
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Upon completion of this module, students will be able to solve concrete problems of human resource management and organisational development in international companies. They will achieve this proficiency by analyzing, synthesizing, and evaluating concrete case studies and potentially collaborating with real life partner companies. This will enable students to take informed organizational and personnel-related decisions, specifically in international contexts.</p> <p>The competences which students will develop include:</p> <ul style="list-style-type: none"> - applying the concept of Employee Journey Map and Employee Experience - experiencing the employee journey themselves, which encompasses all aspects of the HR function, such as HR planning and strategy, Employer Branding, Recruiting, Motivation and Total Rewards, Leadership, Personnel Development, HR Business Partnering - evaluating various organizational structures and process organizations and their pros and cons in a global context - explaining the difference between personnel development and organizational development - as well as their links

- investigating and applying mega-trends related to the future of work, and their impact on HRM and org development. Examples are Digitalization & AI, New Work, Sustainability and Diversity, Equity & Inclusion
- applying the needed practical methods that help design a future-proof human resource management and organizational structure, such as Design Thinking or Scrum

Inhalte

- The concept of Employee Experience and Employee Journey Map
- All key aspects of the HR function with a focus on international organisations
- Organizational structures, organizational design options as well as process organisation options
- Mega trends related to the future of work and their impact on HRM and Organisation
- Methods for successful HRM and organizational development, such as Design Thinking, Scrum etc.
- Application on concrete cases, potentially with external partners

Studien-/Prüfungsleistung

Case study and/or project work, with a team presentation (approx. 30 mins)

Literatur

- Mishra, P. et al. (2021): Human Resource Management for Organisational Change, Routledge.
- Malik A. (2022): Strategic Human Resource Management and Employment Relations. An International Perspective, Springer.
- Lynn, T. et al. (2023): The Future of Work. Challenges and Prospects for Organisations, Jobs and Workers, Palgrave Macmillan.
- Laloux, F. (2016): "Reinventing Organisations", Nelson Parker.
- Sutherland, J. (2014): "Scrum. The Art of Doing Twice the Work in Half the Time", Crown Currency.

Modulname	Modulcode
MIM 20301 Carbon Accounting and Investment Decisions	MIM 20301
Modulverantwortliche/r	Fachbereich
Ulrich Nissen	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Elective Module I				
2. Semester		1	Wahlpflicht	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Carbon Accounting und Investment Decisions	Wahlpflicht	4.00	150 Stunden
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung
Master Business Management
Stellenwert der Modulnote in der Endnote
$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 20301 Carbon Accounting and Investment Decisions		MIM 20301	
Veranstaltungsname		Veranstaltungscode	
Carbon Accounting und Investment Decisions		MBM 20302b/30302b	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Ulrich Nissen	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		in jedem Semester	englisch	20 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 Stunden	Selbststudium (Vorbereitung): 30 Stunden, Nachbereitung und Prüfungsvorbereitung: 60 Stunden	150 Stunden

Lehrform
Seminar; partially problem based learning oriented; several exercises
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Because of the climate crisis that the mankind is facing and due to rising energy prices and therefore growing energy expenditures within companies, one of the major challenges and priorities for businesses is finding an individual zero-emission-path for business activities. Knowledge in this area is particularly relevant for managers in leading positions and should therefore be integral part of graduate business management programmes.</p> <p>Furthermore, participants of such programmes need a substantial knowledge and practical experience in the valuation of investments in general and in zero-carbon-investments in particular as they will be confronted with investment decisions regardless of their specialisation.</p> <p>The course aims at providing the students with competencies in</p> <ul style="list-style-type: none"> • problem-solving, • sustainability, and • change. <p>On completion of this course students will be able to:</p>

- understand what carbon accounting is and how investment decisions are prepared appropriately,
- develop investment appraisal models,
- conduct investment appraisal calculations,
- calculate investment decision indicators and interpret them,
- implement carbon management within an enterprise,
- work with relevant legal regulations and standards with regard to carbon management,

by following the lectures, conducting exercises and work on case studies in order to

- be able to set up a GHG inventory,
- be able to implement an carbon management system and to develop an energy and carbon performance indicator system,
- be able to develop ideas on how to reduce GHG emissions,
- be able to communicate effectively with engineering colleagues on carbon management related issues, and
- have the skills to make good target leading investment decisions.

Inhalte

A Investment Decisions

1. Introduction, purpose of investment appraisals
2. Modern investment appraisal methods and applications
 - Methods
 - Terminal Value, End Value, Final Value Method
 - Net Present Value Method
 - Discounted Pay-off Period method
 - Internal Rate of Return
 - Annuity Method
 - Comparison of methods
 - Methodological shortcomings
 - Interpretation of calculation results
 - Practical applications/case-studies
3. Shortcomings of non-discounting methods
4. Design of investment appraisal models
 - Extraction of relevant case data
 - Determination of relevant adjustment parameters
 - Variation of parameter values
 - Currency devaluation, price rise rates
 - Relevance of different initial payments and planning horizons
 - Determination of discount rates and consideration of taxes
 - Practical applications/case-studies
5. Case analysis
6. Sensitivity analysis
7. Investment decision reporting
8. Preparation of decisions
9. Practical applications/case-studies
10. Decisions on strategic Investments

B Carbon Accounting

1. Climate change and the greenhouse effect (trends, predictions and impact)
2. Benefits of greenhouse gas minimisation and energy reduction
3. Carbon management as integral part of sustainability management

4. Politics and regulations
 - National and international climate legislation and policies
 - Standards for carbon management, certification and accreditation schemes
 - Understanding carbon pricing
 - Development of Marginal Abatement Cost Curves (MACC) for political decision making
5. Context and drivers for Carbon Management Strategic themes
6. Development of an GHG inventory, carbon accounting, carbon footprint and reporting
7. Methods for reducing greenhouse gas emissions
8. Reducing energy consumption; increasing energy efficiency
9. Energy Management and Energy performance indicator systems
10. Statistical Energy Data Analysis
11. Introducing renewable energy technologies
12. Application of green energy
13. Methodologies for carbon offsets
14. Case studies
15. Zero carbon strategy
16. Practical examples

Studien-/Prüfungsleistung

Written examination

Details:

90 min

Literatur

Nissen, U. (2014): Energiekostenmanagement

Nissen, U., Harfst, N, Girbig, P. (2023): Energiekennzahlen auf den Unternehmenserfolg ausrichten, 2. Auflage

Zhou, S. W. W. (2020): Carbon Management for a Sustainable Environment

Modulname	Modulcode
MIM 20302 Advanced Corporate Finance	MIM 20302
Modulverantwortliche/r	Fachbereich
Bernhard Müller	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Elective Module I				
2. Semester		1	Wahlpflicht	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Advanced Corporate Finance	Pflicht	4.00	150 Stunden
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung
Master Business Management
Stellenwert der Modulnote in der Endnote
$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 20302 Advanced Corporate Finance		MIM 20302	
Veranstaltungsname		Veranstaltungscode	
Advanced Corporate Finance		MBM 302	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Bernhard Müller	Wirtschaftswissenschaften		Pflicht

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		in jedem Semester	englisch	40 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 Stunden	Selbststudium (Vorbereitung): 30 Stunden, Nachbereitung und Prüfungsvorbereitung: 60 Stunden	150 Stunden

Lehrform
Vorlesung / Diskussion / Fallstudienbearbeitung als Teamleistung / Kurzvorträge von Studierenden
Lesson / Discussion / Workshops / Case studies Short presentations by students
Lernergebnisse / Kompetenzen (learning outcomes)
Die Studierenden können Wege zur Kapitalbeschaffungen an internationalen Finanzmärkten identifizieren, indem sie vertiefte Kenntnisse über Finanzmärkte, Währungen oder derivative Instrumente erwerben, um später auf Managementebene Lösungen für Unternehmen mit spezifischen Finanzierungsproblemen zu erarbeiten.
Mit erfolgreichem Abschluss des Kurses können Studierende
<ul style="list-style-type: none"> komplexe Finanzinstrumente analysieren und auf Finanzierungsbedürfnisse von Unternehmen anwenden, den Einfluss politischer Entwicklungen auf die Weltfinanzmärkte erkennen, Erstbörsengänge und Kapitalerhöhungen selbständig strukturieren, komplexe börsengehandelte und OTC-Finanzderivate als Elemente des Risikocontrollings einsetzen, Finanzierungspläne für Existenzgründungsvorhaben erstellen (Workshops in Zusammenarbeit mit dem Bankenverband NRW), Finanzierungspläne für Start-ups selbständig erstellen (im Zusammenhang mit Workshops veranstaltet in Kooperation mit den Bankenverband NRW),

- die Bedeutung von nachhaltiger Geschäftspolitik für die Zukunft der Bank- und Finanzindustrie erkennen.

Der Kurs fördert insbesondere die Problemlösefähigkeit und die Transferkompetenz im Sinne der Qualifikationsziele des MBM und bereitet die Studierenden darauf vor, Managementaufgaben in Organisationen zu übernehmen.

Upon successful completion of the course, students can

- analyse complex financing instruments and apply them to the financing needs of companies
- recognize the influence of political developments on the world of financial markets
- structure Initial Public Offerings (IPO) and capital increases independently
- use complex exchange-traded and OTC financial derivatives as elements of risk controlling
- create initial financing plans for start-up projects (workshops in cooperation with the NRW Banking Association)
- understand the importance of sustainable business policy for the future of the banking and finance industry.

Inhalte

- Struktur internationaler Finanzmärkte
- Einfluss politischer Entwicklungen auf internationale Finanzbeziehungen
- Aktuelle Zins- und Währungsentwicklungen / Digitalisierung in der Finanzwirtschaft
- Geld- und Kapitalmarktprodukte
- Nachhaltigkeit in der Finanzwirtschaft
- Eigen- und Fremdkapitalinstrumente in der Finanzierungspraxis
- Risikosteuerung durch Finanzderivate
- Finanzierung von Exportgeschäften und Direktinvestitionen

- Structure of international financial markets
- Influence of political developments on international financial relations
- Current interest and currency developments / Digitalization in the financial sector
- Money and Capital market products
- Sustainability in the financial sector
- Equity and debt capital instruments as part of the finance sector
- Risk management by financial derivatives
- Financing of export transactions and Foreign Direct Investments.
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Studien-/Prüfungsleistung

Projekt-/Hausarbeit

Details:

Die Prüfungsleistung besteht aus einer einzelnen oder einer Kombination der folgenden Prüfungsformen:

Studien-/Projektarbeit (Umfang: 10-15 Seiten), 70% oder Schriftliche Klausurarbeit (Dauer: 1 Stunde), 70%

und

Mündliche Prüfung (Dauer: ca. 15 Minuten), 30%

The examination consists of a combination of the following elements:

Study / project work (10 - 15 pags), 70% or Written exam (1 hour), 70%
and
Oral examinaton (approx. 15 minutes). 30%

Literatur

- Fleuriet, Michel: Investment Banking Explained (zweite Auflage, 2018)
- Shenkar / Luo: International Business (vierte Auflage, 2021)
- Neftci, Salih N.: Principles of Financial Engineering (dritte Auflage, 2014)

Weitere Literaturempfehlungen in Abhängigkeit von den zu bearbeitenden Praxisfällen.

Modulname	Modulcode
MIM 20303 International Procurement	MIM 20303
Modulverantwortliche/r	Fachbereich
Stefan Zeisel	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Elective Module I				
2. Semester		1	Wahlpflicht	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Procurement	Pflichtfach	4.00	150 Stunden
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung
Master Business Management
Stellenwert der Modulnote in der Endnote
$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 20303 International Procurement		MIM 20303	
Veranstaltungsname		Veranstaltungscode	
International Procurement		MBM 20301c/30301c	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Stefan Zeisel	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		in jedem Semester	englisch	20 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 Stunden	Selbststudium (Vorbereitung): 30 Stunden, Nachbereitung und Prüfungsvorbereitung: 60 Stunden	150 Stunden

Lehrform
Principles of classical and activating teaching alternate: <ul style="list-style-type: none"> lectures presentations short videos case studies small group work exercises
Lernergebnisse / Kompetenzen (learning outcomes)
Overall, this course aims to equip students with a comprehensive understanding of strategic procurement in an international context, as well as the practical skills and knowledge via lecture case studies and small group work necessary to succeed in the field of international procurement. Upon completion of the course students will be able to <ul style="list-style-type: none"> describe the strategic procurement process in an international context and explain how it differs from domestic procurement, analyze the use of Global Sourcing and evaluate its benefits and risks, identify and assess the key aspects of international sourcing, including cultural and legal differences, transportation and logistics challenges, and supplier performance management,

- evaluate the levers of offshoring and outsourcing and analyze how they can be used to achieve competitive advantage,
- Demonstrate practical negotiation skills by applying principles of influence and negotiation theory to case studies,
- discuss different options for organizing the procurement function in an international context and evaluate their advantages and disadvantages,
- understand the role of procurement organizations in international procurement and analyze their structures and functions,
- develop effective communication skills in English to discuss and present ideas related to international procurement.

The course specifically promotes the acquisition of problem-solving skills and leadership competence in line with the qualification objectives of the MBM and prepares students to take on leading positions in procurement.

Inhalte

- Global Sourcing
 - The Strategic Sourcing Process
 - International Sourcing aspects
 - Outsourcing and Offshoring
- Negotiations
 - Principles of Influence
 - Negotiation Practice and Theory
- International Procurement Organizations
 - Introduction to Organizations
 - Procurement Organizations

Studien-/Prüfungsleistung

Final (written) exam

Details:
2h exam

Literatur

Compulsory:
• Lecture notes

Additional material/ Recommended reading:

- AberdeenGroup (2005): Low Cost Country Sourcing Success Strategies, June 2005
- Hanfield, R./Monczka, R./Giunier, L.; Patterson, J. (2011): Sourcing and Supply Chain Management, 5th edition, Cengage Learning
- Schuh, C./Strohmer M./Easton, S./Scharlach, A./Schabert, P. (2012): The CPO – Transforming Procurement in the Real World, Apress
- Bolman, L./Deal, T. (2013): Reframing Organizations, John Wiley & Sons
- Cialdini, R. (2006): Influence – The Psychology of Persuasion, HarperBusiness
- Gates, S. (2011): The negotiations book, Wiley

Modulname	Modulcode
MIM 204 Research Methods	MIM 204
Modulverantwortliche/r	Fachbereich
Angelika Krehl	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
2. Semester		1	Pflichtfach	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	MIM 204 Research Methods	Pflichtfach	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

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Stellenwert der Modulnote in der Endnote

$(5CP/60CP) \cdot 0,75$

Modulname		Modulcode	
MIM 204 Research Methods		MIM 204	
Veranstaltungsname		Veranstaltungscode	
MIM 204 Research Methods		MIM 204	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Angelika Krehl	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Sommersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Independent study: pre lecture: 30 hours, post lecture 60 hours	150 hours

Lehrform
<p>The module combines different teaching and learning approaches:</p> <p>It starts with a few “intensive-days” for information and knowledge transfer to obtain a solid foundation for the own empirical analyses. Based on that the students get an introduction into the varying topics to be addressed in the course. The topics roughly follow current research projects conducted at NIERS – Niederrhein Institute for Regional and Structural Research and thus ensure both topicality and scientific relevance.</p> <p>After this introductory part, the students will primarily work in small groups on their empirical research project. Bi-weekly meetings are held to discuss the research progress, open questions, empirical challenges etc. Additionally, the students will broaden their horizons and introduce impulses to each other, e.g. “figure of the week” / “(un)statistics of the week”.</p> <p>The course closes with the students’ presentation of their respective research question, the precise empirical strategy and their choice of methodology in class. These presentation sessions are associated with a group debate and the students obtain hints on how to improve their empirical work and judgement, and thus the associated term paper.</p>
Lernergebnisse / Kompetenzen (learning outcomes)
<p>The module prepares students for future work in the field of entrepreneurial strategy and market research.</p> <p>Based on an overview of the most common empirical research methods in economics, regional and social science, the students will work on current research questions in the</p>

field of business and economics. In doing so, they learn how to plan and execute an empirical research project. This includes conceptual foundation, the choice of methods and associated interpretation as well as debating strengths and weaknesses of the chosen methodology and its effects on the results and their generalizability.

After having completed the module, the students are able to make their own judgments, to both justify and trust them. As such, this module not only prepares them for responsible (management) positions in companies but also for a future career in science (PhD) or science-related fields.

Competences to be acquired

Professional competence

- Fundamentals in empirical research methods from economics, regional science, and social science
- In-depth understanding of a few of them, i.e. technicalities in their application and interpretation as well as strengths, weaknesses, opportunities and threats and how to utilize and/or mitigate them.

Methodological competences

- Research project planning, execution and presentation
- Practical experience in applying certain empirical methods
- Time-management
- Organization of group processes / team leading

Further competences

- Social competence
- Self-competence
- Skills in scientific writing and presentation

Inhalte

- Overview of empirical research methodologies and associated methods and (software-based) tools
 - Inductive vs. deductive approach; exploratory approaches
 - Qualitative and quantitative methodologies, incl. mixed-methods
 - Distanced vs. interventionistic approaches
- Types of research approaches: Large n vs. small n research | survey vs. case study
- Strengths, weaknesses, opportunities, and threats of those approaches
- Insights and understanding of selected topics from the field of business economics, firms' embeddedness and spatial development, e.g. innovation and innovation networks, circular economy, location factors and choices, local and regional resources, regional sustainability etc.

Studien-/Prüfungsleistung

Portfolio consisting of

- **One-pager** on the strengths, weaknesses, opportunities and threats of one empirical methodology (to be written in class; individual grading, 20%)
- **Impulse** "figure or statistics of the week" (to be presented in class; individual grading, 20%)

- Own empirical research project, to be conducted in small teams (team grading)
 - **presentation** of research question, empirical strategy and choice of methodology in class (30%)
 - **term paper** (appr. 12 pages) in the end, focus on link between theory, research question and own empirical results (30%)

Literatur

Techniques – current editions of

Research methods (German and English, further available upon request)

- Backhaus, Klaus; Erichson, Bernd; Plinke, Wulff; Weiber, Rolf (2016): *Multivariate Analysemethoden. Eine anwendungsorientierte Einführung*. Berlin Heidelberg. = Springer-Lehrbuch. doi: 10.1007/978-3-662-46076-4
- Backhaus, Klaus; Erichson, Bernd; Weiber, Rolf (2013): *Fortgeschrittene multivariate Analysemethoden. Eine anwendungsorientierte Einführung*. Berlin. = Springer-Lehrbuch.
- Döring, Nicola; Bortz, Jürgen (Hrsg.) (2016): *Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften*. Berlin, Heidelberg. = Springer-Lehrbuch. doi: 10.1007/978-3-642-41089-5
- Mayring, Philipp (2015): *Qualitative Inhaltsanalyse. Grundlagen und Techniken*. Weinheim. = Beltz Pädagogik.

Small vs. large n (German and English, further available upon request)

- Blatter, Joachim; Haverland, Markus (2012): *Designing Case Studies. Explanatory Approaches in Small-N Research*. Basingstoke. = Research Methods Series. doi: 10.1057/9781137016669
- Yin, Robert K. (2009): *Case study research. Design and methods*. Los Angeles. = Applied social research methods series 5.

Scientific writing (German and English, further available upon request)

- Oehrich, Marcus (2022): *Wissenschaftliches Arbeiten und Schreiben. Schritt für Schritt zur Bachelor- und Master-Thesis in den Wirtschaftswissenschaften*. Wiesbaden. doi: 10.1007/978-3-658-34791-8

Both compulsory and recommended content-related literature will be provided during the lectures.

Modulname	Modulcode
MIM 20501 Intercultural Communication and Cooperation	MIM 20501
Modulverantwortliche/r	Fachbereich
Martin Wenke	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Elective Module II				
2. Semester		1	Wahlpflicht	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Intercultural Communication and Cooperation	Wahlpflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

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Stellenwert der Modulnote in der Endnote

(5CP/60CP)*0,75

Modulname		Modulcode	
MIM 20501 Intercultural Communication and Cooperation		MIM 20501	
Veranstaltungsname		Veranstaltungscode	
Intercultural Communication and Cooperation		MIM 20601	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Minal Sauerhammer	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Sommersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	60 hours	Independent study: pre lecture: 30 hours, post lecture 60 hours	150 hours

Lehrform
Seminar with (task) group discussions, presentations, simulations, etc. <ul style="list-style-type: none"> Teaching intercultural theoretical approaches (e.g. according to Edward Hall and Hofstede) Uncovering personal and self-cultural values, assumptions, and expectations Student presentations on a topic focussing on intercultural communication Training in behavior as a participant in an intercultural team Analysis of case studies and critical incidents
Lernergebnisse / Kompetenzen (learning outcomes)
The students <ul style="list-style-type: none"> have basic knowledge of intercultural theoretical approaches, can understand their own cultural "programming", are aware that, despite the use of English as a lingua franca, culture-specific codes are effective at both the linguistic and behavioral levels and can uncover and analyze these and propose solutions, use linguistic means of metacommunication and mediation to deal effectively with intercultural misunderstandings and conflict situations, use linguistic means of diplomacy and politeness in intercultural business-related communication situations, work on a topic focussing on intercultural communication and give a presentation on it in English, know their cultural perspective and can remove it (ethnocentrism), can work in an international team.
Inhalte
Inhalt: - Cultural aspects (e.g. direct/indirect communication, power, stereotypes/prejudices)

- Working in an international team
- Cultural dimension (Hofstede, Richard D. Lewis, Hall)
- Presentations to an International Audience
- Managing intercultural Meetings
- Negotiating across Cultures
- Communication through Email
- Simulations, case studies, and critical incidents
- Ethnocentrism: The problem of judging another culture through the eyes of your own culture.

Studien-/Prüfungsleistung

presentation (30 min, 30%) und term paper (max. 10 pages, 70%)

Literatur

Trompenaars, Fons: Riding the Waves of Culture, London 2012
Hofstede, Gert et al: Cultures and Organizations, New York 2010
Dignen, Bob: Communicating across Cultures, Cambridge 2011
Powell, Mark: International Negotiations, Cambridge 2012
Powell, Mark: Dynamic Presentations, Cambridge 2010
Intercultural Training Video: A World of Difference, London 2012
Meyer, Erin: The Culture Map: Breaking Through the Invisible Boundaries of Global Business, PublicAffairs 2014
Evan Frenko und Shuna Hsu: Working in Asia, Cornelsen 2010

Modulname	Modulcode
MIM 20502 International Intensive Workshop	MIM 20502
Modulverantwortliche/r	Fachbereich
Martin Wenke	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Elective Module II				
2. Semester		1	Wahlpflicht	5.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

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Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	International Intensive Workshop	Wahlpflicht	4.00	150 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

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Stellenwert der Modulnote in der Endnote

(5CP/60CP)*0,75

Modulname		Modulcode	
MIM 20502 International Intensive Workshop		MIM 20502	
Veranstaltungsname		Veranstaltungscode	
International Intensive Workshop		MIM 20602	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
Martin Wenke	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		nur im Sommersemester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
4.00	32 h classroom-work	40 h literature-study and research, 40 h online-work with international group, 38 h preparation of written report and presentation	150 hours

Lehrform
<p>The teaching methods are divided into the following blocks:</p> <ol style="list-style-type: none"> 1. Introduction to the workshop and discussion of the various aspects of digitalization from the perspective of science (participating lecturers) and practice (input from company representatives) 2. Introduction to the respective workshop topic chosen by the students, coordination of the project to be worked on, allocation of tasks among the group members, milestones and deadlines 3. Coaching the project group with meetings on demand 4. On-site workshop with further input from experts on the main topic, group presentations, opposition, and final discussion
Lernergebnisse / Kompetenzen (learning outcomes)
<p>Students learn about the different aspects and perspectives of the overarching topic of DIGITALISATION. The discussions focus on the aspects of sustainability, digital transformation, and leadership. Due to the workshop structure, participants will experience the opportunities and challenges of cooperation in international student teams, supported by colleagues from the participating partner universities, all using a hybrid (online and on-site workshop) format. After participating, students will be able to assess their performance under such kind of workshop conditions (multinational, intercultural, hybrid) better, derive opportunities for improvement for themselves and their workshop partners, and discuss them in groups and with the lecturers. In addition, they will gain insights into the complex application possibilities and challenges of digitalized processes</p>

and will thus be prepared for similar project structures in their future professional environment.

Inhalte

The content under the heading "Digitalisation, Sustainability, Transformation, and Leadership" changes in detail every semester. The following workshop topics will be offered by the participating universities for the summer semester 2024:

- Impact of AI on the labor market (Brno/CZ)
- Implementation of AI tools into business processes (Brno/CZ)
- Sustainable AI as a Promoter of Corporate Sustainability Strategies (HN/D)
- Use of AI in communications agencies: potential and challenges (HN/D)
- AI in the management of corporate financial risk (Arad/RO)
- The use of AI in leadership (TAMK/FIN)
- Generative AI in Artistic Practice (Bern/CH)

Studien-/Prüfungsleistung

Group-wise evaluation:

- Written report, 15 pages (40 %)
- Presentation, 20 minutes (40 %)
- Opposition, 10 minutes (20%)

Literatur

Agrawal, Ajay, Joshua Gans, and Avi Goldfarb, eds. *The economics of artificial intelligence: an agenda*. University of Chicago Press, 2019.

Canals, Jordi, and Franz Heukamp. *The future of management in an AI world*. Palgrave Macmillan, 2020.

Wach, Krzysztof, et al. "The dark side of generative artificial intelligence: A critical analysis of controversies and risks of ChatGPT." *Entrepreneurial Business and Economics Review* 11.2 (2023): 7-30.

Wilson, Matthew, Jeannette Paschen, and Leyland Pitt. "The circular economy meets artificial intelligence (AI): Understanding the opportunities of AI for reverse logistics." *Management of Environmental Quality: An International Journal* 33.1 (2022): 9-25.

Yang, Xue, et al. "Application of artificial intelligence in precision marketing." *Journal of Organizational and End User Computing (JOEUC)* 33.4 (2021): 209-219.

Modulname	Modulcode
MIM 30101 Study abroad	MIM 30101
Modulverantwortliche/r	Fachbereich
	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Auslandssemester				
3. Semester		1	Wahlpflicht	30.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

Students who have earned at least 45 credit points will be admitted to the semester abroad upon application.

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Study abroad	Wahlpflicht		900 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

Master Business Management

Stellenwert der Modulnote in der Endnote

The semester abroad is not taken into account when calculating the final grade.

Modulname		Modulcode	
MIM 30101 Study abroad		MIM 30101	
Veranstaltungsname		Veranstaltungscode	
Study abroad		MIM 30101	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		in jedem Semester		25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
	900 hours		900 hours

Lehrform
Depending on the programme offered by the foreign university.
Lernergebnisse / Kompetenzen (learning outcomes)
The semester abroad should serve in particular
1. to deepen and/or expand the theoretical and practical knowledge acquired in the first year of study in the competence area of International Management and to attend courses in complementary modules and complete them using examinations,
2. to promote intercultural management competence and global thinking, in particular, to learn to work together with lecturers and students of other nationalities and cultures and to prove themselves in a foreign educational structure,
3. to improve their knowledge of the language of the host country.
Inhalte
Depending on what the university abroad offers, courses should be chosen in the broadest sense of Business Management and/or Economics, or else such as which convey intercultural aspects.
Studien-/Prüfungsleistung
Depending on the programme offered by the foreign university.

Modulname	Modulcode
MIM 30102 Internship	MIM 30102
Modulverantwortliche/r	Fachbereich
	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Auslandssemester				
3. Semester		1	Wahlpflicht	30.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

Students who have earned at least 45 credit points will be admitted to the Internship abroad upon application.

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Internship	Wahlpflicht		900 hours
Summe (Pflicht und Wahlpflicht)			4.00	

Verwendbarkeit der Veranstaltung

Master Business Management

Stellenwert der Modulnote in der Endnote

The Internship abroad is not taken into account when calculating the final grade.

Modulname		Modulcode	
MIM 30102 Internship		MIM 30102	
Veranstaltungsname		Veranstaltungscode	
Internship		MIM 30102	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Wahlpflicht

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		in jedem Semester		25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
	900 hours		900 hours

Lehrform
/
Lernergebnisse / Kompetenzen (learning outcomes)
The internship abroad enables students to apply the knowledge and skills they have acquired during their studies by working in a company, preferably in the area of sales or marketing, and to familiarise themselves with their future professional activities. By working together with different nationalities and cultures, as well as proving themselves in a foreign work structure, students improve their (intercultural) teamwork skills and can quickly familiarise themselves with new structures. Students also improve their language skills during their stay abroad, both in the language of study and in the local language.
Inhalte
In general, companies or other organizations that offer management-related projects can be considered as practical placements. Students must be employed in the business administration area of the company. Work placements can take place in all relevant management areas, represented by the MIM curriculum or even beyond. In the course of the internship abroad, students should be given a project task adequately preparing them for similar tasks to work on independently after graduation.
Studien-/Prüfungsleistung
Report on the internship abroad including a project report with the following content: <ul style="list-style-type: none"> • description of the company and the division/department/area of the internship • detailed project executive summary with milestones, deadlines, objectives, and expected outcomes • information about the company's/institution's support • summary description of procedures, measures, activities • project results

- reflection on the internship

Max. 10 pages

and evaluation certificate from the employer/internship institution

Modulname	Modulcode
MIM 401 Masterthesis	MIM 401
Modulverantwortliche/r	Fachbereich
	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
4. Semester		1	Pflicht	27.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

80 CP

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Masterthesis	Pflichtfach		810 hours
Summe (Pflicht und Wahlpflicht)			.	

Verwendbarkeit der Veranstaltung

all Master´s programmes

Stellenwert der Modulnote in der Endnote

27*0,2

Modulname		Modulcode	
MIM 401 Masterthesis		MIM 401	
Veranstaltungsname		Veranstaltungscode	
Masterthesis		MIM 401	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		in jedem Semester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
		810 hours	810 hours

Lehrform
Supervision during the semester
Lernergebnisse / Kompetenzen (learning outcomes)
The Master's thesis should demonstrate that the candidate is capable of working independently on a task from their subject area using scientific methods within a specified period of time. The candidate should demonstrate that he/she is able to familiarise him/herself with the task methodically and systematically and that he/she proceeds analytically when solving it. It should be possible to abstract the solution and transfer it to an interdisciplinary problem. The Master's thesis may be written in a foreign language with the approval of the examination board.
Inhalte
As a rule, the Master's thesis is an independent study based on the assignment with a detailed description and explanation of its results. Independent processing of a task from business management research and/or practice using scientific methods within a maximum period of four months.
Studien-/Prüfungsleistung
see examination regulations

Modulname	Modulcode
MIM 402 Colloquium	MIM 402
Modulverantwortliche/r	Fachbereich
	Wirtschaftswissenschaften

Zuordnung zum Studiengang

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Dauer des Moduls	Modultyp	ECTS
Kreditpunktekonto 90 831 - - H 2024				
4. Semester		1	Pflicht	3.0

Empfohlene Voraussetzungen

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Voraussetzungen laut Prüfungsordnung

114 CP

Zugehörige Lehrveranstaltungen:

Nr.	Veranstaltungsname	Belegungstyp	SWS	Workload
1.	Colloquium	Pflichtfach		90 hours
Summe (Pflicht und Wahlpflicht)			.	

Verwendbarkeit der Veranstaltung
all Master´s programmes
Stellenwert der Modulnote in der Endnote
3*0,05

Modulname		Modulcode	
MIM 402 Colloquium		MIM 402	
Veranstaltungsname		Veranstaltungscod	
Colloquium		MIM 402	
Lehrende/r	Fachbereich	Lehreinheit	Belegungstyp (P/WP/W)
	Wirtschaftswissenschaften		Pflichtfach

Vorgesehenes Studiensemester	Alternativ empfohlene Fachsemester	Angebotshäufigkeit	Sprache	Gruppengröße
		in jedem Semester	englisch	25 Personen

SWS	Präsenzstudium	Selbststudium	Workload in Summe
	2 hours	88 hours	90 hours

Lehrform
Supervision during the semester
Lernergebnisse / Kompetenzen (learning outcomes)
The colloquium should show that the student is able to present the results of the Master's thesis, its subject-related contexts and its extracurricular references orally, to justify them independently and to assess their significance for practice.
Inhalte
Topic of the Master's thesis
Studien-/Prüfungsleistung
Colloquium

