Technische Hochschule Wildau
Technical University of Applied Sciences

Studiengang
"Europäisches Management"
Master of Arts

Modulkatalog

Stand vom: September 2021

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Modulmatrix

Module	Sem.	Art	V	Ü	L	P	ges.	PF	CP
European Identities I (English)	1	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Identities I (French)	1	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Identities I (German)	1	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Identities I (Spanish)	1	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Public Policy	1	PM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
International Financial Management I	1	WPM	2.0	2.0	0.0	0.0	4.0	KMP	5.0
International Human Resources Management I	1	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
International Marketing Management I	1	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
Management Accounting	1	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
Project Management in Europe	1	PM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Economic Policy	2	PM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
European Identities II (English)	2	PM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Identities II (French)	2	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Identities II (German)	2	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Identities II (Spanish)	2	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
International Accounting I	2	WPM	2.0	2.0	0.0	0.0	4.0	KMP	5.0
International Business Project I	2	WPM	0.0	0.0	0.0	4.0	4.0	SMP	5.0
International Financial Management II	2	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
International Human Resources Management II	2	WPM	2.0	2.0	0.0	0.0	4.0	KMP	5.0
International Marketing Management II	2	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
Negotiations and Conflict Management	2	PM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
Ausgewählte Themen in Steuern, Accounting und Valuation	3	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
European Labour Law	3	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
International Accounting II	3	WPM	2.0	2.0	0.0	0.0	4.0	KMP	5.0
International Business Law	3	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
International Business Project II	3	WPM	0.0	0.0	0.0	4.0	4.0	SMP	5.0
International Commercial Mediation	3	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
International Financial Management III	3	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
International Human Resources Management III	3	WPM	2.0	2.0	0.0	0.0	4.0	KMP	5.0
International Marketing Management III	3	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
International Trade and Investment	3	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
Risk Management	3	WPM	2.0	2.0	0.0	0.0	4.0	SMP	5.0
Statistik mit SPSS	3	WPM	2.0	2.0	0.0	0.0	4.0	FMP	5.0
Master's Thesis	4	PM	0.0	0.0	0.0	0.0	0.0	SMP	24.0
Master's Thesis defense	4	PM	0.0	0.0	0.0	0.0	0.0	SMP	6.0
Summe der Semesterwochenstunden			62	62	0	8	132		
Summe der zu erreichende CP aus WPM									0
Summe der CP aus PM									55
Gesammtsumme CP									55

V - Vorlesung **PF** - Prüfungsform **FMP** - Feste Modulprüfung

Modulmatrix

Ü - Übung
L - Labor
P - Projekt
***** Modul erstreckt sich über mehrere Semester

CP - Credit Points
PM - Pflichtmodul
WPM - Wahlpflichtmodul

SMP - Studienbegleitende Modulprüfung
KMP - Kombinierte Modulprüfung

European Public Policy

Module: European Public Policy	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Christian Hederer	

Semester: 1	**Semester part time:** 1	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Compulsory	**Language:** English	**As of:** 2020-09-06
Recommended prior knowledge: Basic knowledge of EU institutions and European law; advanced understanding of international business; English B2 level		
Recognition of external relevant qualification/experience:		
Special regulations: The course offers an advanced introduction to topics of European Public Policy, combining theoretical with practical perspectives that are partly based on the lecturerâ€™s professional experience as a government official of an EU Member State. The first part is devoted to an overview of EU history and an analysis of the core institutions of the European Union. The second part will focus on a choice of specific topics in line with studentsâ€™ preferences. The course format is a combination of lecture parts, group work, and individual study. Students will be asked to engage into a variety of tasks, including the preparation of discussions, presentations, and briefings, based on primary EU sources as well as secondary material such as media reports.		

European Public Policy

Workload distribution	Hours:
In class:	60.0
Pre- and post-course work:	87.0
Project:	0.0
Examinations:	3.0
Total:	150

Learning objectives	Anteil
Subject specific competences	
Knowledge • Historical and philosophical background of the European Union • Institutional framework and policy process of the European Union: main institutions and their interaction, principles of representation and conflict solving, role of organized interests • Content and processes of selected policy fields according to students' choice	70%
Skills • Students are able to ... • ... read and assess primary EU sources (e.g. legislative proposals, press statements) based on the acquired knowledge of EU policies and institutions; • ... evaluate EU policy decisions and developments with respect to their possible effects on business; • ... apply EU terminology and the language of policy analysis in English in dialogues and presentations;	15%

European Public Policy

Personal competences	
Social competence • Students are able to ... • ... articulate, discuss and defend policy positions in a professional communication style; • ... organize group discussions to develop and defend common positions, including a division of tasks.	15%
Autonomy • Students are able to ... • ... read and analyse English texts under a tight timeframe; • ... synthesize course materials and learning experiences to develop, express, and defend a personal opinion on policy measures; • ... assume a professional mindset and role identities as analyst, negotiator, and representative.	

Content:
1. Historical development and key structural features of the European Union 2. Working and interaction of core EU institutions and EU decision making processes 3. Selected policy fields

Examination format:
The actual examination procedures can be found in the examination plan, which is provided by the lecturer within the first two weeks of lectures.

Compulsory reading:
Recommended reading:

Project Management in Europe

Module: Project Management in Europe	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. phil. Bertil Haack & Niklas Spitczok von Brisinski	

Semester: 1	**Semester part time:** 1	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Compulsory	**Language:** English	**As of:** 2019-07-16
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	30.0
Project:	40.0
Examinations:	20.0
Total:	150

Project Management in Europe

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will gain a thorough understanding of • - the important differences between national and international project management • - the most important cultural dimensions and success factors to be considered in international projects • - ways of dealing and coping with international peculiarities in projects • - a guide to conduct international projects • - a process model for interna- tional projects with particular references to Europe	50%
Skills • Students will be able • - to analyze and evaluate problems and situations related to selected areas of managing European projects • - to develop, explain and implement solutions • - to initiate and coordinate solutions	30%
Personal competences	
Social competence • Students will be able, • - to do project work and teamwork with at least a mid- level of difficulty in a constructive manner • - to lead projects with at least a mid- level of difficulty • - to argue with respect to their project solutions • - to develop their solutions in dialog with team members and their lecturer respectively	20%
Autonomy • Students will be able, • - to define goals they want to satisfy by means of their work • - to choose methods and tools for the tasks they have to do • - to analyze and evaluate their learning and work processes • - to define and improve their learning and work processes autonomously	

Project Management in Europe

Content:
1. Introduction to International Project Management 2. Project Management as a Business Process (Project Model, PMBoK, Framework for International Projects) 3. Starting and Planning International Projects 4. Cross-Cultural Collaboration (Communication, Co-operation, Stakeholder Management) 5. Risk Management 6. Quality Management 7. Implementing and Controlling International Projects 8. Leading International Projects 9. Completing International Projects (incl. Success Factors in International Projects and Lessons Learned) 10. Case Studies and Students Project Work

Examination format:
Project (50%) Presentation (50%)

Compulsory reading:
Binder, J. (2009). *Global project management*. Aldershot, England: Gower. **Project Management Institute** (2013). *A guide to the project management body of knowledge*. Newtown Square, Pa.: PMI, Project Management Inst.. **Köster, K.** (2010). *International project management*. London [u.a.]: Sage Publ..
Recommended reading:

European Identities I (English)

Module: European Identities I (English)	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Dr. Gregory Bond	

Semester: 1	**Semester part time:** 1	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2019-03-28
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

Learning objectives	**Anteil**
Subject specific competences	
Knowledge • Students know and understand historical and cultural definitions of Europe and debates about what constitutes Europe today.	25%

European Identities I (English)

Skills • Students are able to view Europe from different perspectives, and to critically understand and assess concepts of Europe. They are able to greatly improve their academic reading and writing, and their critical faculties when looking at histories of ideas.	25%
Personal competences	
Social competence • Students are able to enhance their team-working abilities, they gain experience in leading and moderating group discussions and team work.	50%
Autonomy • Students are able to reflect on their identities within Europe, and they gain self-confidence in formulating their own positions vis a values and concepts in intellectual and cultural discourse, and thus in critical thinking in general.	

Content:

1. The first module of two will concentrate on definitions of Europe as seen through the lenses of history, geography, culture, and views from the inside and outside.
2. Identity, nation states, community
3. What is Europe?
4. Ways of life in Europe â€“ defining European daily life
5. Symbols of Europe
6. Myths of Europe
7. The Enlightenment â€“ European constitutions, European values
8. Mapping Europe â€“ European borders
9. Images of Europe from outside Europe
10. European history, particularly twentieth-century history
11. Religions in Europe
12. Academic writing â€“ research, sources, references, developing own ideas; by way of preparation for the examined paper.
13. This course also includes trips to events and lectures on Europe held in English (or German) in Berlin, film events, museums, theatre, visits to art galleries â€“ whatever is topical and relevant at the time.

European Identities I (English)

Examination format:
Paper (50%) Written exam (50%)

Compulsory reading:
Johan Fornas, Signifying Europe, Bristol 2012 Tony Judt, Postwar: A History of Europe Since 1945, London 2006 Ian Kershaw, Roller-Coaster: Europe, 1950-2017, London 2018 Benedict Anderson, Imagined Communities, London 1983
Recommended reading:

European Identities I (French)

Module: European Identities I (French)	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: M.A. Marie-Noelle Demarchi	

Semester: 1	**Semester part time:** 1	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-09-14
Recommended prior knowledge: Niveau B1 acquis en français		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	68.0
Project:	20.0
Examinations:	2.0
Total:	150

European Identities I (French)

Learning objectives	Anteil
Subject specific competences	
Knowledge • Les étudiants acquièrent un savoir complexe et approfondi en français : de la définition de lâ€™Europe, son identité et ses symboles, des affaires internationales dâ€™entreprises européennes, du développement économique et social de certaines régions européennes choisies, du marché du travail européen. Ils maîtrisent le domaine de lâ€™Europe dans son unité économique partielle et dans ses nuances prononcées. Ils disposent également dâ€™un savoir élargi dans les domaines limitrophes.	40%
Skills • Ils sont capables de comprendre des interviews télévisées, des podcasts, des textes spécialisés et complexes, de les restituer Ã lâ€™oral et Ã lâ€™écrit, dâ€™en discuter. Ils sont aptes Ã décrire des situations économiques dans leur contexte, dâ€™en résumer lâ€™essentiel. Ils sont capables dâ€™analyser des développements économiques, de réfléchir, dâ€™argumenter et défendre leur position.	30%
Personal competences	
Social competence • Les étudiants sont en mesure de sâ€™adapter et de travailler en groupe sur un projet. Ils sont capables de présenter Ã un public leurs solutions Ã un problème complexe et de défendre leur position.	30%
Autonomy • Les étudiants sont en mesure dâ€™analyser et de travailler sur un domaine complexe de manière autonome. Ils sont capables de prendre et de défendre leur position concernant des thèmes économiques liés principalement Ã lâ€™Europe, de discuter librement de sujets complexes, dâ€™argumenter, de nuancer. Ils sont en mesure de sâ€™approprier de manière autonome un savoir spécialisé et complexe et de lâ€™analyser de façon critique par la suite.	

European Identities I (French)

Content:

1. Les définitions de lâ€™Europe dans une perspective historique, géographique et culturelle
2. Lâ€™identité européenne et les symboles de lâ€™Europe, les institutions européennes
3. Le développement économique et social de lâ€™UE, ainsi que de certaines régions et pays choisis
4. Le développement économique de certaines entreprises européennes â€¢ Exemples dÂ´activités dÂ´entreprises européennes (Grands groupes ou PME) â€¢ Domaines : Finance, Marketing, Ressources humaines, Gestion internationale â€¢ Les partenaires économiques de lÂ´Allemagne sur le marché européen
5. Un marché du travail unique â€¢ Travailler dans un pays membre de lÂ´UE - Comparaisons européennes â€¢ Conflits sociaux dans le monde du travail / La législation du marché du travail / Le droit de grève en Europe

Examination format:

Written exam (50%)
Oral exam (50%)

Additional rules:
Examen écrit (50%, 120 minutes, accompagnant le semestre) + Présentation orale de groupe (50%, 20-30 minutes, accompagnant le semestre)

European Identities I (French)

Compulsory reading:
Recommended reading:
Lang, B.et F. (2007):101 fiches pour comprendre lâ€™Europe, Belin Maalouf, Amin (2008) : Les identités meurtrières, Paris, Grasset Meyer, T., Eisenberg, J., (2009): Europäische Identitäten als Projekt Inn- und Außensichten, Verlag für Sozialwissenschaftler, Wiesbaden Muschg, A. (2005): Was ist europäisch? Münz, R. (1996): Migration in Europa. Historische Entwicklungen, aktuelle Trends, politische Reaktionen, Campus Osterwalder, A. et Pigneur, Y. (2011) : Business model nouvelle génération, Pearson Education Piketty, Thomas (2013) : Le capital au XXIème siècle, Ed. Seuil Collection : Les Livres du Nouveau Monde Sauzay, B.(2000): Retour Ã Berlin, ein deutsches Tagebuch, Siedler Verlag Sauzay, B., Von Thadden, R.(1997): Europäische Integration Deutsche Desintegration, Wallstein Verlag Schmale, W. (2010): Geschichte und Zukunft der Europäischen Identität, Bundeszentrale für politische Bildung â€¢ Manuels dâ€™histoire franco- allemand, versions françaises: Bendick, R., Henri, D., Geiss, P., Lepetit, M. (2011): Tome 1, Lâ€™Europe et le monde de lâ€™Antiquité Ã 1875, Klett- Nathan Boesenberg, L., Galloux, B., Große, G. (2008): Tome 2, Lâ€™Europe et le monde du congrès de Vienne (1814) Ã 1945, Klett- Nathan Leon, E., Henri, D., Boesenberg, L., (2006): Tome 3, Lâ€™Europe et le monde depuis 1945, Klett- Nathan â€¢ Journaux et revues en français, z.B. Le Figaro, Le Point, Libération, Le Monde, La Revue de la presse â€¢ Sites web: voir liens sur la plateforme Moodle Sources audiovisuels authentiques : TV5 Monde, RFI, FranceInfo,â€¦ Film Lâ€™auberge espagnole, Les Poupées russes et Casse-tête chinois de Cédric Klapisch, 2002, 2005 et 2013 Film Le silence de Lorna, de Jean- Pierre et Luc Dardennes, 2008 Film Le Havre, de Aki Kaurismaki, 2011 Film Quâ€™est-ce quâ€™on a fait au Bon Dieu ? Philippe de Chauveron, 2014 Film Tahar lâ€™étudiant, de Cyril Mennegun, 2007

European Identities I (German)

Modul: European Identities I (German)	
Studiengang: Europäisches Management	**Abschluss:** Master of Arts
Modulverantwortliche/r: Dr. Frank Seeliger	

Semester: 1	**Semester Teilzeit:** 1	**Dauer:** 1
SWS: 4.0	**davon V/Ü/L/P:** 2.0/2.0/0.0/0.0	**CP nach ECTS:** 5.0
Art der Lehrveranstaltung: Wahlpflicht	**Sprache:** Deutsch	**Stand vom:** 2019-09-18
Empfohlene Voraussetzungen: B 1 â€“ Sprachniveau in Deutsch		
Pauschale Anrechnung von:		
Besondere Regelungen:		

Aufschlüsselung des Workload	**Stunden:**
Präsenz:	60.0
Vor- und Nachbereitung:	88.0
Projektarbeit:	0.0
Prüfung:	2.0
Gesamt:	150

European Identities I (German)

Lernziele	Anteil
Fachkompetenzen	
Kenntnisse/Wissen • Die Studierenden haben ein komplexes, gleich-zeitig vertieftes Wissen in Deutsch • zur Definition Europas, • zum International Business europäischer Unternehmen, • zur wirtschaftlichen und sozialen Entwicklung ausgewählter europäischer Regionen. • Sie verstehen Europa in seiner teilweisen wirtschaftlichen Einheit und ausgeprägten Differenziertheit. • Sie verfügen über erweitertes Wissen in angrenzenden Bereichen.	50%
Fertigkeiten • Sie sind befähigt, fachbezogene komplexe Fachtexte zu verstehen, mündlich und schriftlich widerzugeben und darüber zu diskutieren. • Sie sind in der Lage wirtschaftliche Situationen ad hoc zu beschreiben. • Sie sind befähigt wirtschaftliche Entwicklungen zu analysieren und argumentativ zu vertreten.	20%
Personale Kompetenzen	
Soziale Kompetenz • Sie sind in der Lage • im Rahmen von Gruppenarbeiten Teamfähigkeit unter Beweis zu stellen. • Teams an komplexe Lösungsansätze zu führen und diese argumentativ zu vertreten.	30%
Selbstständigkeit • Sie sind in der Lage • eigenständig komplexere Fachthemen zu analysieren und zu bearbeiten • zu wirtschaftlichen Sachthemen mit vorwiegend europäischem Bezug argumentieren • zu komplexen Sachthemen frei zu reden. • sich selbständig spezialisiertes und komplexes Wissen anzueignen und kritisch zu bewerten.	

European Identities I (German)

Inhalt:

1. Definitionen zu Europa aus geografischer, historischer, politischer, wirtschaftlicher und kultureller Sicht
2. Die aktuelle gesamtwirtschaftliche und soziale Entwicklung in der EU sowie ausgewählter europäischer Regionen und Länder
3. Die wirtschaftliche Entwicklung ausgewählter börsennotierter europäischer Unternehmen
4. Szenarien der Geschäftstätigkeit europäischer Unternehmen in den Geschäftsfeldern
   - 4.1. International Finance
   - 4.2. International Marketing
   - 4.3. International Human Resources
   - 4.4. International Accounting
5. Die aktuelle Entwicklung ausgewählter internationaler Finanzmärkte im nationalen, europäischen und weltweiten Kontext (Aktien-, Renten-, Devisen- Rohstoff-, und Edelmetallmärkte)

Prüfungsform:

Klausur (40%)
Mündliche Prüfung (60%)

Zusätzliche Regelungen:
SMP

Pflichtliteratur:

Eismann, V. (2008). *[Lehrbuch] [Wirtschafts-Kommunikation Deutsch/1,[1]]*.
Gehler, M. (2010). *Europa*. München: Olzog.
Portale von Online Brokern, z. B. OnVista
Laufende Wirtschaftszeitschriften in deutscher Sprache, z. B. Financial Times Deutschland, Handelsblatt

Empfohlene Literatur:

European Identities I (Spanish)

Module: European Identities I (Spanish)	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Veronica Bertinotti de Fiddicke	

Semester: 1	**Semester part time:** 1	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2018-09-14
Recommended prior knowledge: B 1 â€“ Sprachniveau in Spanisch		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	68.0
Project:	20.0
Examinations:	2.0
Total:	150

European Identities I (Spanish)

Learning objectives	Anteil
Subject specific competences	
Knowledge • Los estudiantes poseen conocimientos profundos y complejos sobre la definición de Europa, los negocios internacionales de empresas europeas y el desarrollo económicos y social de diferentes regiones europeas. • Los estudiantes adquieren conocimientos amplios sobre temas relacionados con Europa y su economía.	40%
Skills • Los estudiantes estan capacitados para entender temas complejos relacionados con la materia y tratarlos tanto en forma oral como también escrita yy para discutir al respecto. • Estan capacitados para describir situaciones económicas y son capaces de analizar y discutir desarrollos económicos en Europa.	30%
Personal competences	
Social competence • Estan capacitados para trabajar en equipo y para obtener respuestas a problemas complejos así como también argumentar en forma convincente.	30%
Autonomy • Estan capacitados para analizar y tratar temas económicos complejos. Pueden argumentar sobre temas económicos y sociales relacionados con Europa. • Pueden hablar en forma fluída sobre temas relacionados con el contenido del módulo. • Son capaces de obtener en forma autónoma conocimientos específicos y complejos sobre la materia y analizarlos en forma crítica	

Content:
1. Diferentes definiciones de Europa desde la perspectiva geográfica, histórica, política, económica y cultural 2. Desarrollo económico y social de la Unión Europea y de diferentes regiones europeas y países a elegir 3. Escenarios económicos de empresas europeas en las areas de â€¢ International Management, â€¢ International Finance, â€¢ International Marketing, â€¢ International Human Resources, â€¢ International Accounting. 4. Desarrollo económicos de empresas europeas en la bolsa de valores

European Identities I (Spanish)

Examination format:
Written exam (50%) Oral exam (50%)

Compulsory reading:
Nooteboom, C. (2011). *Cómo ser europeos*. Siruela.
Recommended reading:
Hall,P (1997 Vol 37 n 145) La economía política de Europa en una era de independencia **Jesús Soriano Campos, M.** (2011). *Introducción a la contabilidad y las finanzas: Incluye ejemplos y casos prácticos*. Profit Editorial. **Oriol, A.** (2009). *Euforia y pánico : medidas concretas para afrontar puntos débiles y aprovechar las oportunidades de la crisis*. Profit Editorial, S.L.. **Schnitzer, J. & Schatzl, B.** (2008). *Übungsbuch zu Wirtschaftsspanisch: Terminologisches Handbuch Manual de lenguaje económico*. Walter de Gruyter GmbH & Co KG.

International Financial Management I

Module: International Financial Management I	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Stefan Trencsik	

Semester: 1	**Semester part time:** 3	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-08-21
Compulsory prior knowledge: Basic knowledge in financial theory, financial products, and risk management. Good quantitative understanding. Basic knowledge of accounting (in particular IFRS) and accounting terms is required.		
Recommended prior knowledge: Basic knowledge of Excel		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	49.0
Project:	39.5
Examinations:	1.5
Total:	150

International Financial Management I

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will get to know advanced techniques in financial statement analysis and forecasting • Students will get to know crucial IFRS and US-GAAP standards, which are required for analysin financial statements • Students will get to know classical management tools to assess the business enviroment of analysed corporations	40%
Skills • By analysing real world problem sets from various areas in finance they directly learn to apply their theoretical tools in practice. • The course is fully based on Excel which is the most prominent software in the financial industry. Students acquire a solid, advanced knowledge in Excel that goes well beyond typical â€œhomemadeâ€• skills. • The seminar is organised in multicultural groups. Students have to interact and solve different research questions as a team and collectively present and discuss their approach as well as results with the other student groups • Graduates are able to select, interpret and critically evaluate information and create novel answers using advanced scientific methods. • Graduates are able to independently solve problems and direct their own learning processes.	40%
Personal competences	
Social competence • Students will be able to • develop solutions in dialog with their class mates and the lecturer and • present and discuss their work and solutions in class and in writing with the audience's needs in mind	20%
Autonomy • Students will be able to apply various methods of analysis to financial problems, present their work and interpret the results	

International Financial Management I

Content:
1. Framework for Financial Statement Analysis 2. Industry Economics and Corporate Strategy Analysis 3. Assessing Accounting Quality 4. Profitability and Credit Risk Analysis 5. Analysing Operating, Financing, and Investing Activities 6. Financial Statements Forecasting 7. Introduction to Company Valuation

Examination format:
Written exam (50%) Paper (50%)

Compulsory reading:
Easton, McAnally, Sommers; Financial Statement Analysis & Valuation, 6th edition, 2021. Palepu, Healy, Peek; Business Analysis and Valuation: 5th IFRS Edition; 2019 Wahlen, Baginski, Bradshaw; Financial Reporting,Financial Statement Analysis, and Valuation â€“ A Strategic Perspective; 9th edition, 2018.
Recommended reading:
Benninga (2014), Financial Modeling, 4th Edition

International Human Resources Management I

Module: International Human Resources Management I	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Marc Roedenbeck & M.A. Marcel Herold	

Semester: 1	**Semester part time:** 3	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2019-09-18
Recommended prior knowledge: Basics of HR Management and Organizational Design, English		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

International Human Resources Management I

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will know the general conditions of HRM in Europe and significant aspects of International HRM (international recruitment and selection, development, compensation and benefits in international companies) • Students will understand the principles and challenges of â€œExpatriationâ€• and â€œRepatriationâ€•.	40%
Skills • Students acquire the skills to analyze and evaluate different issues concerning selected topics of HR Management in Europe. • Students will be enabled to evaluate the pros and cons of â€œInternationalization Modelsâ€•	20%
Personal competences	
Social competence • Students will be able to manage intra-personal and inter-personal relationships more effectively in a professional context. • Students acquire the competence to evaluate their international career options.	40%
Autonomy • Students will enhance competence in postgraduate study skills to contribute to personal and professional development as well as teamwork in their regional competencies groups. • Students will be assisted to make the most of their formal programs of study with the inclusion of key postgraduate study skills, including critical reflection on theory and practice from an ethical and professional standpoint.	

International Human Resources Management I

Content:
1. International and European HRM 2. International recruitment and personnel selection. 3. Expatriate-Management and Repatriation 4. Internationalization Models in Europe and internationally. 5. Compensation and benefits in European companies / Global Players. 6. Comparison of management, organizational culture and leadership styles in different European companies

Examination format:
Written exam Additional rules: Bonus or/and credit points can be achieved by holding a mid-term presentation.

Compulsory reading:
Holt Larsen, H. (2006). *Managing human resources in Europe*. London [u.a.]: Routledge. **Dowling, P. & Festing, M. & Engle, A.** (2008). *International human resource management*. London: Cengage Learning. Human Resource Management Development International Harvard Business Review
Recommended reading:

International Marketing Management I

Module: International Marketing Management I	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Sandra Haas	

Semester: 1	**Semester part time:** 3	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2017-06-22
Recommended prior knowledge: Basic knowledge of marketing (such as module EM/01-06-03-1) is recommended but not mandatory for completing this module. Lecturer will advise on preparation needed.		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

International Marketing Management I

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students have a broad knowledge of basic long-term decisions and the main influencing factors of international marketing (with a particular focus on the European market). • Students recognize relations between practical market problems and theoretical concepts of internationalization.	25%
Skills • Students are competent to apply and adapt planning and decision making techniques for developing marketing strategies for business abroad. • They are able to creatively combine and develop conceptual models to solve marketing problems within an international context	25%
Personal competences	
Social competence • Students work effectively and cooperatively in teams to solve multifaceted marketing problems • They will pass on their knowledge & experiences to their fellow students. By discussing international marketing issues, students improve the ability to assert themselves. • Students develop their intercultural competence.	50%
Autonomy • Students will develop a critical, analytical, flexible and creative state of mind while practicing questioning, challenging and innovative thinking.	

International Marketing Management I

Content:

1. Introduction to International Marketing
   1.1. This first section covers the differences between national and international marketing. Students will be introduced to the specific aspects of marketing strategies within an international context (e.g. social and cultural factors).
2. International Theories
   2.1. In the 2nd section, selected concepts of internationalization (International Product Life Cycle (Vernon , 1966); Behavioral Theory on Internationalization (Aharoni, 1966); Eclectic Theory (Dunning, 1979); Uppsala Internationalization Model) will be discussed and evaluated with regard to their practical relevance.
3. Planning Process International Marketing
   3.1. In the 3rd section, we will look at the international marketing planning and control process as a method for companies to define how they will achieve their current and future strategic aims and objectives.
4. International Marketing Strategies
   4.1. In the 4th section, the challenges of Going International and Being International will be elaborated. For any company moving into a new international market the key step is to decide on the â€œrightâ€• market entry. Students will therefore be advised in using/developing methods for market selection, market timing and entry mode. While being international, companies are often confronted with changing market conditions, which demand an ongoing coordination of cross-border activities. This course addresses questions such as: Which changes in environmental conditions create a need for coor- dination? When do companies have to undertake further coordination activities? How can companies react to this need (coordination strategies)?

Examination format:

Written exam
Presentation

International Marketing Management I

Compulsory reading:
Backhaus, K. & Büschken, J. & Voeth, M. (2003). *Internationales Marketing*. Stuttgart: Schäffer-Poeschel. **Berndt, R. & Fantapié Altobelli, C. & Sander, M.** (2003). *Internationales Marketing-Management*. Berlin [u.a.]: Springer. **Doole, I. & Lowe, R.** (2012). *International marketing strategy*. Andover, Hampshire: Cengage Learning. **Hollensen, S.** (2012). *Essentials of global marketing*. Harlow ; Munich [u.a.]: Pearson. **Keegan, W. & Green, M.** (2011). *Global marketing*. Boston [u.a.]: Pearson. **Welge, M. & Holtbrügge, D.** (2006). *Internationales Management*. Stuttgart: Schäffer-Poeschel.
Recommended reading:

Management Accounting

Module: Management Accounting	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Mike Steglich	

Semester: 1	**Semester part time:** 3	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2017-05-10
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

Management Accounting

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will gain a thorough understanding of strategic planning, strategic controlling, behavioural management accounting and coordination of decentralized departments or subsidiary	50%
Skills • Students will be able to plan and to evaluate a strategic project, to analyse the variances of planned and actual key figures (especially discounted cash flows) and to use budgeting, incentive systems, key indicators and performance measurement systems and transfer prices to coordinate the behaviour of decentralised departments or subsidiary.	30%
Personal competences	
Social competence • Students will be able to develop solutions in dialog with other team members and the lecturer and to present the solutions.	20%
Autonomy • Students will be able to define goals, to choose methods and tools to solve the problems and to analyse the solutions.	

Management Accounting

Content:

1. Fundamentals of Strategic Management Accounting
   - 1.1. What is Strategic Management Accounting?
   - 1.2. Selected tools of Strategic Management Accounting
2. Planning and controlling of strategic projects
   - 2.1. Strategic planning
     - 2.1.1. Characteristics of strategic planning
     - 2.1.2. Selected tools for strategic planning
     - 2.1.3. Planning and evaluation of strategic projects on the basis of discounted cash flows
   - 2.2. Strategic Controlling and Variance Analysis
     - 2.2.1. Characteristics of strategic controlling
     - 2.2.2. Variance analysis of strategic projects on the basis of discounted cash flows
3. Behavioural Management Accounting
   - 3.1. Coordination problems
   - 3.2. Budgeting and budgeting process
   - 3.3. Transfer pricing

Examination format:

Written exam

Additional rules:
Written examination

Management Accounting

Compulsory reading:
Lynch: Strategic Management, latest ed., Pearson. Smart/Megginson: Introduction to Financial Management, latest ed., Cengage Learning. Williams/Haka/Bettner/Carcelo: Financial & Managerial Accounting, latest ed., McGraw-Hill. Hawawini/Viallet: Finance for Executives - Managing for Value Creation, latest Edition, Cengage Learning. Garrison/Noreen/Brewer: Managerial Accounting, latest ed., McGraw-Hill. Drury: Management and Cost Accounting, latest ed., Cengage Learning Emea. Ehrhardt/Brigham: Corporate Finance, latest ed, Cengage Learning. David: Strategic Management â€“ Concepts and Cases, latest ed., Pearson.
Recommended reading:

European Economic Policy

Module: European Economic Policy	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Christian Hederer	

Semester: 2	**Semester part time:** 2	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Compulsory	**Language:** English	**As of:** 2018-03-17
Compulsory prior knowledge: Knowledge of EU institutions and policies corresponding to first semester module "European Public Policy". English B2 level (Common European Framework).		
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

European Economic Policy

Learning objectives	Anteil
Subject specific competences	
Knowledge • (1) Describe and explain basic channels of economic policy making on markets and economies on the national, European, and international level, and distinguish different theoretical and practical approaches in this respect. • (2) Understand the institutional setup and governance of the EU Internal Market as well as the Euro Area. • (3) Understand the basic economic arguments in favor of, and concerns with, free cross-border flows of goods and services. • (4) Understand the interrelations between fiscal and monetary policy in a common currency area, and the basic choices and trade-offs involved. • (5) Understand the management of the Euro crisis and the economic and institutional challenges involved. • (6) Obtain an overview of selected other areas of European economic policy.	60%
Skills • (7) apply EU terminology, the language of policy analysis, and policy field-specific terminology in English in dialogues and presentations, and prepare effective oral inputs based on English sources in a compressed timeframe; • (8) collect, investigate, and evaluate information from EU documents, policy positions, and scholarly research on European economic issues; • (9) explain complex economic policy problems to a larger audience.	30%
Personal competences	
Social competence • (10) organize group discussions to develop and defend common positions, including a division of tasks; • (11) resolve differences in group members' preferences; • (12) arrange effective group communication to present results to a larger audience.	10%
Autonomy • (13) organize a collaborative group research process; • (14) synthesize course materials and their learning experience to develop and express a personal opinion as a citizen and business person on EU policies and governance; • (15) argue for and defend that personal opinion, and adequately answer criticisms.	

European Economic Policy

Content:

1. The course provides an introduction to key issues of contemporary economic policies in the European Union. Due to the core significance of these fields, it focusses on the EU Internal Market and issues in EU monetary and fiscal policy. In addition, a selected choice of other topics will be discussed. Teaching includes an introduction to basic micro- and macroeconomic concepts on a qualitatitive, policy-oriented basis, and discussion of case studies on pertinent current questions such as the exit of Greece from the Eurozone.
2. The European Internal Market. Basic economics of, and regulatory approaches to, the freedom of movement of goods and services. Political and regulatory challenges related to labour migration. EU capital markets and their significance for overall economic development.
3. European monetary and fiscal policy. Exemplary contents: Sovereign debt, government budgets, fiscal policy and the interplay with financial markets. Structure, aims, and problems of the Economic and Monetary Union (EMU); basic theory of optimal currency areas. Policies and instruments of the European Central Bank. The Eurozone crisis: background, domestic and global consequences. Options for crisis management and regulatory challenges.
4. European energy policy and energy economics. Exemplary contents: Global energy dilemmas: demand surge vs. climate protection. Economic relevance of fossil fuels; renewable fuels as future energies. EU energy policy initiatives, strategies and policy instruments. Energy supply security, problems of import dependence, and European energy diplomacy.
5. Europe in global trade and external economic relations. Exemplary contents: World trade in economic geography, geopolitical and globalization perspectives. Basics of trade theory. Benefits and costs of free trade and protectionism. Trade policy instruments. Institutions of trade (WTO, agreements, blocs). Multilateralism, bilateralism, regionalism. Trade negotiations.

Examination format:

Paper

European Economic Policy

Compulsory reading:
Recommended reading:
Chang, M.F. (2016). Economic and Monetary Union. London/New York: Palgrave MacMillan. Baldwin, R. & Wyplosz, C. (2015). The Economics of European Integration. Maidenhead: McGraw-Hill Education

European Identities II (English)

Module: European Identities II (English)	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Dr. Gregory Bond	

Semester: 2	**Semester part time:** 2	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Compulsory	**Language:** English	**As of:** 2019-08-16
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	58.0
Project:	30.0
Examinations:	2.0
Total:	150

Learning objectives	**Anteil**
Subject specific competences	
Knowledge • Students know and understand aspects of contemporary Europe in economic, political and cultural terms .	25%

European Identities II (English)

Skills • Students are able to view Europe from different perspectives, and to critically understand and assess concepts of Europe. They are able to greatly improve their academic reading, and their critical faculties when looking at contemporary Europe. They also further enhance presentation skills.	25%
Personal competences	
Social competence • Students are able to enhance their team - working abilities, they gain experience in leading and moderating group discussions and team work.	50%
Autonomy • Students are able to reflect on their identities within Europe, and they gain self - confidence in formulating their own positions vis a values and concepts in intellectual and cultural discourse and thus in critical thinking in general.	

Content:

1. The second module of two will concentrate on Europe as seen through the self - understanding of individual countries and regions, focusing in detail on their historical, cultural and economic identities, their political systems, and looking at their attitudes to the EU and the future of Europe.
2. What is Europe?
3. Specific nations and regions in Europe, images of self and images of the other; economies, histories and defining historical moments, allegiances, political systems, cultures, culturalicons.
4. Contemporary Europe and the EU, new nationalisms and independence movements
5. Religions and ethnicities in Europe
6. Europeâ€™s future
7. This course also includes trips to events and lectures on Europe held in English (or German) in Berlin, film events, museums, theatre, visits to art galleries â€“ whatever is topical and relevant at the time.

European Identities II (English)

Examination format:
Presentation (100%) Additional rules: Presentation on a complex issue concerning European identity, in small groups, abstract.

Compulsory reading:
Johan Fornas, Signifying Europe, Bristol 2012 Tony Judt, Postwar: A History of Europe Since 1945, London 2006 Ian Kershaw, Roller-Coaster: Europe, 1950-2017, London 2018 Benedict Anderson, Imagined Communities, London 1983
Recommended reading:

Negotiations and Conflict Management

Module: Negotiations and Conflict Management	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Dr. Gregory Bond	

Semester: 2	**Semester part time:** 2	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Compulsory	**Language:** English	**As of:** 2017-12-06
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	57.0
Project:	30.0
Examinations:	3.0
Total:	150

Negotiations and Conflict Management

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students know and understand the significance of negotiations in business, some theoretical approaches to negotiating, significant negotiating tools, theoretical approaches to conflict management, and methods to manage conflicts.	25%
Skills • Students are able to prepare for and act confidently in negotiation situations, to analyse and evaluate negotiation and conflict, and to apply these skills to a variety of business and personal settings.	25%
Personal competences	
Social competence • Students are able to communicate more effectively in negotiation and conflict, and to engage in team and project work with a view to managing conflict well.	50%
Autonomy • Students reflect on their own negotiation and conflict behaviour, and gain self - awareness and self - confidence.	

Content:

1. The Harvard model of principled negotiation â€“ people vs. problems, recognizing positions and interests, core concerns, searching for options for mutual gain, using objective criteria, BATNA, ZOPA, coming to agreement
2. Preparing negotiations, the negotiation environment, phases of negotiation, post - negotiation
3. Negotiation styles and Blake / Moutonâ€™s managerial grid
4. Negotiation psychology â€“ creating and claiming value (the negotiatorâ€™s dilemma); zero - sum negotiation, framing and anchoring; persuasion (compliance techniques)
5. Conflict theories: social conflict, functions of conflict, escalation
6. Conflict management: litigation, arbitration, mediation; intervention strategies
7. Introduction to mediation and using mediation in the workplace: theory and practice
8. The course will use a variety of hands - on methods, including role plays, group activities, input lectures, negotiation diaries, complex simulations, and also input from invited guest speakers (mediators, businesspeople etc.).

Negotiations and Conflict Management

Examination format:
Written exam (0%)

Compulsory reading:
Recommended reading:
Fisher, R. (2005). *Beyond reason*. New York [u.a.]: Viking. **Fisher, R. & Ury, W.** (2007). *Getting to yes*. London [u.a.]: Random House. **Thompson, L.** (2008). *The truth about negotiations*. Harlow [u.a.]: Pearson. **Cialdini, R.** (2007). *Influence*. New York: Collins. **Dana, D.** *Conflict resolution*. New York, NY [u.a.]: McGraw-Hill. **Goldsmith, J.** *ADR in business*. Alphen aan den Rijn: Kluwer Law International. **Lax, D. & Sebenius, J.** (1986). *The manager as negotiator*. New York [u.a.]: Free Press [u.a.]. **Ury, W.** (2007). *The power of a positive no*. New York [u.a.]: Bantam Books. **Glasl, F.** (1600). *Confronting Conflict: A First-Aid Kit for Handling Conflict by Glasl, Friedrich (1999) Taschenbuch*. Hawthorn Pr (Hawthorn House). **Goleman, D.** (2006). *Emotional intelligence*. New York [u.a.]: Bantam Books. **Ury, W.** (1993). *Getting past no*. New York u.a.: Bantam Books. **Lax, D. & Sebenius, J.** (2006). *3-D negotiation*. Boston, Mass.: Harvard Business School Press. **Fisher, R. & Ertel, D.** (1995). *Getting Ready to Negotiate (Penguin Business) by Fisher, Roger, Ertel, Danny (1995) Paperback*. Psychology Press.

European Identities II (French)

Module: European Identities II (French)	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: M.A. Marie-Noelle Demarchi	

Semester: 2	**Semester part time:** 2	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-09-14
Recommended prior knowledge: Niveau B1 acquis en français		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	50.0
Project:	38.0
Examinations:	2.0
Total:	150

European Identities II (French)

Learning objectives	Anteil
Subject specific competences	
Knowledge • Quels objectifs doivent atteindre les étudiants? Les étudiants ont un savoir complexe et approfondi en français de la définition de lâ€™histoire et de la culture de lâ€™Europe, du développement historique et culturel dâ€™un choix de régions européennes. Ils maîtrisent lâ€™Europe dans sa diversité historique et culturelle. Ils disposent dâ€™un savoir élargi sur lâ€™influence de lâ€™histoire européenne sur les autres continents et les transferts culturels intercontinentaux.	30%
Skills • Ils sont capables de comprendre des textes spécialisés et complexes sur lâ€™histoire et la culture en Europe, de les restituer Ã lâ€™oral et Ã lâ€™écrit et dâ€™en discuter. Ils sont aptes Ã décrire lâ€™histoire et la culture européennes placées dans un contexte intercontinental. Ils sont capables dâ€™analyser les développements socio-culturels en relation avec leur spécialisation, de prendre et défendre leur position. Ils sont préparés Ã vivre dans un environnement socio-culturel européen dans un contexte universitaire et professionnel.	40%
Personal competences	
Social competence • Les étudiants sont capables dâ€™animer un débat sur un thème du cours, de présenter Ã un public leurs solutions Ã un problème complexe et de défendre leur position.	30%
Autonomy • Les étudiants sont en mesure dâ€™analyser et de travailler sur un domaine complexe concernant le développement historique et culturel des régions européennes, quâ€™ils ont choisies, de manière autonome. Ils sont capables de prendre et de défendre leur position concernant le développement historique et culturel des régions européennes. Ils sont en mesure de discuter librement de sujets historiques et culturels complexes, concernant les régions pour lesquelles ils se sont spécialisés. Ils sont en mesure de sâ€™approprier de manière autonome un savoir spécialisé et complexe et de lâ€™analyser de façon critique par la suite.	

European Identities II (French)

Content:

1. Les définitions de lâ€™histoire et de la culture en Europe Histoire et culture européenne dans un contexte intercontinental Lâ€™Europe et sa culture, vision de lâ€™extérieur
2. Lâ€™histoire et la culture de certains pays et régions sélectionnés
3. Les valeurs européennes fondamentales, la liberté de presse, le droit dâ€™expression,â€¦
4. Améliorer la vie en Europe en respectant les valeurs fondamentales - Débats :Harmoniser le système des études supérieures en Europe, une utopie ? â€¢ Vers une Europe numérique ? (free open sources) â€¢ Vers un développement durable et une vraie politique de lâ€™environnement ? â€¢ Vers une politique migratoire commune ? â€¢ Maintenir la diversité en Europe (linguistique, religieuse, culturelle, gastronomique, identitaire, sportive,â€¦)

Examination format:

Oral exam (50%)
Paper (50%)

Additional rules:
Des contributions écrites hebdomadaires régulières dans des domaines choisis et approfondis par le groupe-classe (Forum, présentations courtes). La participation active Ã lâ€™élaboration collective dâ€™un glossaire du cours (Glossaire). Une production écrite collaborative (10- 12 pages) rédigée selon les norms APA 6 en vigueur dans lâ€™enseignement supérieur, portant sur une problématique liée aux thèmes traités, Ã rendre en fin de semestre. 50% de la note finale. Présentation orale (20 minutes, en fin de semestre), 50% de la note finale. .

European Identities II (French)

Compulsory reading:
Recommended reading:
Film Le Havre, de Aki Kaurismaki, 2011 Film Le silence de Lorna, de Jean- Pierre et Luc Dardennes, 2008 Film Lâ€™auberge espagnole, Les Poupées russes et Casse-tête chinois de Cédric Klapisch, 2002, 2005 et 2013 Film Quâ€™est-ce quâ€™on a fait au Bon Dieu ? Philippe de Chauveron, 2014 Film Tahar lâ€™étudiant, de Cyril Mennegun, 2007 Lang, B.et F. (2007):101 fiches pour comprendre lâ€™Europe, Belin Leon, E., Henri, D., Boesenberg, L., (2006): Tome 3, Lâ€™Europe et le monde depuis 1945, Klett- Nathan Maalouf, Amin (2008) : Les identités meurtrières, Paris, Grasset Meyer, T., Eisenberg, J., (2009): Europäische Identitäten als Projekt Inn- und Außensichten, Verlag für Sozialwissenschaftler, Wiesbaden Muschg, A. (2005): Was ist europäisch? Münz, R. (1996): Migration in Europa. Historische Entwicklungen, aktuelle Trends, politische Reaktionen, Campus Osterwalder, A. et Pigneur, Y. (2011) : Business model nouvelle génération, Pearson Education Piketty, Thomas (2013) : Le capital au XXIème siècle, Ed. Seuil Collection : Les Livres du Nouveau Monde Sauzay, B.(2000): Retour Ã Berlin, ein deutsches Tagebuch, Siedler Verlag Schmale, W. (2010): Geschichte und Zukunft der Europäischen Identität, Bundeszentrale für politische Bildung Sauzay, B., Von Thadden, R.(1997): Europäische Integration Deutsche Desintegration, Wallstein Verlag â€¢ Manuels dâ€™histoire franco- allemand, versions françaises: Bendick, R., Henri, D., Geiss, P., Lepetit, M. (2011): Tome 1, Lâ€™Europe et le monde de lâ€™Antiquité Ã 1875, Klett- Nathan Boesenberg, L., Galloux, B., Große, G. (2008): Tome 2, Lâ€™Europe et le monde du congrès de Vienne (1814) Ã 1945, Klett- Nathan â€¢ Journaux et revues en français, z.B. Le Figaro, Le Point, Libération, Le Monde, La Revue de la presse â€¢ Sites web: voir liens sur la plateforme Moodle Sources audiovisuels authentiques : TV5 Monde, RFI, FranceInfo,â€¦

European Identities II (German)

Module: European Identities II (German)	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Dr. Frank Seeliger	

Semester: 2	**Semester part time:** 2	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2017-01-19
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	50.0
Project:	38.0
Examinations:	2.0
Total:	150

European Identities II (German)

Learning objectives	Anteil
Subject specific competences	
Knowledge • gleichzeitig vertieftes Wissen in Deutsch â€¢ zur Definition von der Geschichte und Kultur Europas, â€¢ zur historischen und kulturellen Ent-wicklung ausgewählter europäischer Re-gionen, â€¢ zum International Business ihres Vertiefungsmoduls. Sie verstehen Europa in seiner historischen und kulturellen Vielfalt. Sie verfügen über erweitertes Wissen in â€¢ zum Einfluss der europäischen Geschichte auf andere Kontinente, â€¢ zum interkontinentalen Kuturtransfer, â€¢ zum International Business anderer Module.-	35%
Skills • Sie sind befähigt, fachbezogene, komplexe Sachverhalte zur Geschichte und Kultur in Europa zu verstehen, mündlich und schriftlich umfassender und zusammenhängend widerzugeben sowie darüber zu diskutieren. Sie sind in der Lage, Geschichte und Kultur Europas im interkontinentalen Kontext zu beschreiben. Sie sind befähigt, Ursachen und Konsequenzen von historischen Konflikten Ihrer europäischen Region zu analysieren. Sie sind befähigt wirtschaftliche Entwicklungen bezüglich Ihres Vertiefungsmoduls argumentativ zu vertreten.	25%
Personal competences	
Social competence • Sie sind in der Lage, im Rahmen von Gruppenarbeiten Teamfähigkeit unter Beweis zu stellen. Sie sind in der Lage, Teams an komplexe Lösungsansätze zu führen und diese argumentativ zu vertreten.	40%
Autonomy • Sie sind in der Lage eigenständig komplexere Fachthemen zur historischen und kulturellen Entwicklung Ihrer europäischen Region zu analysieren und komplexer zu bearbeiten Sie können zu Sachthemen Ihrer europäischen Region mit vorwiegend historischem und kulturellem Bezug argumentieren Sie sind in der Lage, zu komplexen Sachthemen zu Geschichte und Kultur Ihrer Region sowie zu Themen Ihres Vertiefungsmoduls frei zu reden; sich selbständig spezialisiertes und komplexes Wissen anzueignen und kritisch zu bewerten.	

European Identities II (German)

Content:
1. Definitionen zu Geschichte und Kultur in Europa 2. Die Geschichte ausgewählter europäischer Regionen und Länder 3. Die Kultur ausgewählter europäischer Regionen und Länder 4. Europäische Geschichte und europäische Kultur im interkontinentalen Kontext 5. Szenarien der Geschäftstätigkeit europäischer Unternehmen in den Geschäfts-feldern â€¢ International Finance, â€¢ International Marketing, â€¢ International Human Resources, â€¢ International Accounting.

Examination format:
Paper (40%) Oral exam (60%) Additional rules: SMP

Compulsory reading:
Schmale, W. (2000): Geschichte Europas, Böhlau Verlag, â€¢ Schmale,W. (2010): Geschichte und Zukunft der Euro-päischen Identität, Kohlhammer, â€¢ Sen A./Giese F. (2010): Die Identitätsfalle, warum es keinen Krieg der Kulturengibt, Deutscher Taschen-bu
Recommended reading:

European Identities II (Spanish)

Module: European Identities II (Spanish)	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Veronica Bertinotti de Fiddicke	

Semester: 2	**Semester part time:** 2	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-08-27
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	50.0
Project:	38.0
Examinations:	2.0
Total:	150

European Identities II (Spanish)

Learning objectives	Anteil
Subject specific competences	
Knowledge • Los estudiantes tienen conocimientos sólidos de los factores políticos, jurídicos y sociales de Europa. • Son capaces de reflexionar sobre la situación actual europea y discutir sobre temas relacionados con el contenido del módulo	30%
Skills • Los estudiantes son capaces de entender textos específicos sobre la realidad sociocultural europea en español y profundizarlos en forma oral y escrita. • Los estudiantes analizan y discuten la realidad y la problemática europea. • Los estudiantes estan capacitados para actuar en un contexto sociocultural europeo.	40%
Personal competences	
Social competence • Los estudiantes son capaces de investigar ydiscutir sobre los diversos temas de la materia en parejas o en grupos pequeños de forma autónoma. • Los estudiantes pueden comunicarse en forma constructiva y muestran capacidad de liderazgo y de trabajo en equipo	30%
Autonomy • Los estudiantes pueden enfocar los conocimientos adquiridos acorde al objetivo planteado y a su vez utilizar diversas fuentes y medios	

Content:
1. Europa: situación geopolítica actual 2. Europa: sus diferentes significados. Fronteras en la historia y en la actualidad 3. La historia europea y su influencia en la actualidad 4. Conflictos europeos en la historia y en la actualidad 5. Sociedad europea: inmigración, el futuro del trabajo, cambio climático, digitalización, 6. Como investigar y escribir una monografía 7. Cultura europea

European Identities II (Spanish)

Examination format:
Oral exam (50%) Paper (50%)

Compulsory reading:
Recommended reading:
Martínez, M. & Murillo, N. & Sáenz, A. (2010). *Todas las voces (B1): Curso de cultura y civilización*. Ernst Klett Sprachen. Aróstegui Sánchez, Vicens Vives. Historia del Mundo Contemporáneo España, Manual de Civilización Editorial Vicens Vives, Atlas Histórico Mundial Editorial Vicens Vives, Historia del Arte

International Accounting I

Module: International Accounting I	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Christian Lendewig	

Semester: 2	**Semester part time:** 4	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2015-11-11
Recommended prior knowledge: German accounting principles (HGB)		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

International Accounting I

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will gain a thorough understanding of • similarities and distinctions between German accounting principles and IFRS	50%
Skills • Students will be able • to understand and to analyze financial reports in IFRS	30%
Personal competences	
Social competence • Students will be able • to develop solutions in dialog with other team members and the lecturer and • to present the solutions	20%
Autonomy • Students will be able • to solve accounting questions and • to analyze solutions	

Content:
1. Fundamentals of IFRS 2. The Framework 3. IAS 1: Presentation of Financial Statements 4. IAS 8: Accounting Policies, Changes in Accounting Estimates and Errors 5. IAS 10: Events After the Balance Sheet Date 6. IAS 16: Property, Plant and Equipment 7. IAS 36: Impairment of Assets 8. IAS 38: Intangible Assets 9. IAS 2: Inventories 10. IAS 18: Revenue 11. IAS 11: Construction Contracts

International Accounting I

Examination format:
Presentation (50%) Written exam (50%)

Compulsory reading:
Manual of Accounting IFRS (ISBN: 9781847669063) Wiley IFRS 2012: Interpretation and Application of Interna- tional Financial Reporting Standards, 9th Edition (2012-02- 20), ISBN 978-0470923993 *Wiley (Mirza; Holt; Orrell): IFRS Workbook and Guide*. *Wiley (Christian; Lüdenbach): IFRS Essentials*.
Recommended reading:

International Business Project I

Module: International Business Project I	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Christian Hederer	

Semester: 2	**Semester part time:** 4	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 0.0/0.0/0.0/4.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2021-03-16
Compulsory prior knowledge: Information about project including topic/title, semester(s) and confirmation from supervisor		
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	29.0
Project:	60.0
Examinations:	1.0
Total:	150

International Business Project I

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students deepen and enrich their knowledge in one of the international business management areas.	20%
Skills • Students are able to setup a project, develop new concepts and implement them with a view to strategic management. • Students can assess existing organizational structures and processess. • Students can apply a broad range of scientific methods and present their findings. • Students can discuss possible consequences of their project for related management areas.	30%
Personal competences	
Social competence • Students can integrate in internal or external teams and actively participate in sucessfully undertaking an international business project.	50%
Autonomy • Students can independently structure project related tasks and develop goals taking into account the economic, cultural and social impact. • Students can independently conduct scientific investigations. • Students can independently establish the theoretical concepts underlying their specific project topic. • Students can independently conduct empirical studies on a scientific level and present their results including novel solutions.	

Content:
1. Definition of the project (topic, contents, goals) and relation to business processes within a given business unit 2. Discussion of stakeholder interests 3. Influence of the external environment 4. Application of empricial methods (based on project topic) 5. Theoretical framework 6. Scientific discussion of the results 7. Potential consequences for related management areas

International Business Project I

Examination format:
Project (60%) Oral exam (40%) Additional rules: Written Report (min. 20 pages, end of semester); oral examination (20 - 30 minutes, during the semester)

Compulsory reading:
Recommended reading:
Wallwork, A. (2011). *English for Writing Research Papers 2011 edition by Wallwork, Adrian (2011) Paperback*. The Johns Hopkins University Press. **Bui, Y.** (2014). *How to write a master's thesis*. Los Angeles, Calif. [u.a.]: Sage. **Saunders, M. & Lewis, P. & Thornhill, A.** (1600). *Research Methods for Business Students by Mark Saunders (2-Apr-2009) Paperback*. Pearson Education. **Murray, R.** (2011). *[(How to Write a Thesis)] [Author: Rowena Murray] published on (March, 2011)*. McGraw-Hill Education (UK). **Bryman, A. & Bell, E.** (2015). *Business Research Methods by Alan Bryman (26-Mar-2015) Paperback*. Oxford University Press.

International Financial Management II

Module: International Financial Management II	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Stefan Trencsik	

Semester: 2	**Semester part time:** 4	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2018-04-11
Recommended prior knowledge: The students should have basic knowledge about stocks, bonds, currencies and commodities as taught in the course IFM I		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	86.0
Project:	0.0
Examinations:	4.0
Total:	150

International Financial Management II

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students know the details of different derivative classes (forwards, futures, swaps and options) • Students know how option prices react to changes in the price of the underlying, of the interest rate, of the volatility, of the duration and of the dividend. • Students know how future- and forward prices are related to the price of the underlying. • Students understand the inherent risks in derivatives.	55%
Skills • Students can identify different basic risk factors for different asset classes and operating activities • Students can derive hedging strategies based on derivatives for different basic risks: • - protect complex investments in shares and bonds (€, $, CHF) against risks of changing shareprices and changing interest rates • - protect international transactions against changes in the exchange rate for all major currencies • - protect operational activities of companies against changes in commodity prices • - protect operational activities of companies against unexpected weather conditions	35%
Personal competences	
Social competence • Sudents can analyze and evaulate the results of their peers • Students can discuss the advantages and disadvantages of different strategies with their peers • Students can defend their own strategie in discussions with peers	10%
Autonomy • Students can independently conduct a risk identification for investments and for transactions in companies (exchange rates, commodity prices, weather conditions, interest rates). • Students can independently access information sources for financial and risk data • Students can independently derive hedging strategies based on their data analysis	

International Financial Management II

Content:
1. Basics of derivative instruments 2. Forwards and Futures 3. Fixed Income Futures 4. Money market futures 5. Futures on shares 6. Futures on currencies 7. Weather-Futures 8. Commodity Futures 9. Basic principles of options 10. Options at derivative exchanges 11. Swaps

Examination format:
Written exam

Compulsory reading:
C Hull, J. (2012). *Options, Futures, and Other Derivatives*. Pearson.
Recommended reading:
Bloss, M. & Ernst, D. & Häcker, J. (2008). *Derivatives: An authoritative guide to derivatives for financial intermediaries and investors*. De Gruyter Oldenbourg.

International Human Resources Management II

Module: International Human Resources Management II	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Marc Roedenbeck & M.A. Marcel Herold	

Semester: 2	**Semester part time:** 4	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2017-12-11
Recommended prior knowledge: Basics of HR Management and Organizational Design, English		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	80.0
Project:	8.0
Examinations:	2.0
Total:	150

International Human Resources Management II

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will learn how to develop a strategic approach to the attraction and retention of staff and the management of (internal) talents. • Students will be able to play a leading role in the development of (internal) talents. • Students obtain the knowledge to evaluate the major theories relating to motivation, commitment and engagement of employees and how these are put into practice by organizations.	30%
Skills • Students can systematically decide and communicate strategic performance aims, objectives, priorities and targets. • Students will be in the position to plan effective measures for developing and training staff in a global context.	20%
Personal competences	
Social competence • Students will be enabled to consider the use of proactive diversity management in intercultural communication. • Students acquire the competence to manage themselves and others in small and large teams with different personalities/ cultural backgrounds and individual differences in a professional and ethical way.	50%
Autonomy • Students will enhance competence in postgraduate study skills to contribute to personal and professional development. • Students will be assisted to make the most of their formal programs of study with the inclusion of key postgraduate study skills, including critical reflection on theory and practice from an ethical and professional standpoint.	

International Human Resources Management II

Content:
1. Strategic development of international managers and leaders. 2. Internal / in - house training in global/multinational companies. 3. Quality management of internal/external training and development activities; education controlling and performance management. 4. Self- and team management in a global context. 5. Development and challenges of international / intercultural teams. 6. Intercultural communication in global/multinational companies.

Examination format:
Oral exam (70%) and Projekt work (30%) (0%) Additional rules: Bonus or/and credit points can be achieved by holding a mid- term presentation.

Compulsory reading:
Recommended reading:
N. Garavan, T. & Hogan, C. & Cahir-O'Donnell, A. (1900). *Making Training & Development Work: A "Best Practice" Guide by Thomas N Garavan, Carole Hogan, Amanda Cahir-O'Donnell (2003) Paperback*. Packt Publishing. **Buckley, R. & Caple, J.** (2009). *The Theory and Practice of Training*. Kogan Page Publishers. Websites: www.cipd.co.uk, www.trainingzone.co.uk, www.trainingjournal.com Journals: Harvard Business Review, Human Resource Management Development International

International Marketing Management II

Module: International Marketing Management II	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Sandra Haas	

Semester: 2	**Semester part time:** 4	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2021-08-25
Recommended prior knowledge: Basic knowledge of marketing (such as module EM/01 - 06 - 03 - 1) is recommended but not mandatory for completing this module. Lecturer will advise on preparation needed		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	50.0
Project:	39.0
Examinations:	1.0
Total:	150

International Marketing Management II

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students are familiar with country specific differences that may require alternative marketing programs • They perceive detailed knowledge on international marketing mix and on creating an international marketing plan.	25%
Skills • Students apply and adapt planning and decision making techniques for developing marketing programs for international businesses. They are able to create an international marketing plan. • Students can identify influencing factors and benefits for standardizing or adapting international marketing programs and can find ways to react to marketing programs of competitors.	25%
Personal competences	
Social competence • Students work effectively and cooperatively in teams to solve multifaceted marketing problems. • Students develop their intercultural competence.	50%
Autonomy • Students will develop a critical, analytical, flexible and creative state of mind while practicing questioning, challenging and innovative thinking. • Through comprehensive project work, students improve their ability to plan and control learning processes independently.	

International Marketing Management II

Content:

1. Introduction to International Marketing Mix: The first section introduces basic decisions and action s regarding designing international marketing mix programs. Furthermore, specific problems will be presented via examples/cases.
2. How to create an International Marketing Plan?: The 2rd section gives detailed answers on how to create an international marketing plan.
3. Designing International Marketing Programs: Once a firm has decided how it will enter a foreign market, it has to design an international marketing mix program. Hereby, managers have to make fundamental decisions regarding the degree to which a firm should standardize or adapt their international marketing mix. In this section main factors favouring standardization/ adaptation will be elaborated. These two distinctive options will be discussed throughout the course. Following this introduction, every marketing mix instrument (product, price, distribution, and promotion within the international context) will be explained in detail. On this basis, students will design an international marketing plan.
4. Managing the International Marketing Mix: Although every element of the marketing mix is important, the relative importance of one versus another may vary between markets. This section gives an overview of methods to monitor international marketing programs appropriately.

Examination format:

SMP: Mündliche Prüfung (33%) und schriftliche Gruppenarbeit (63%) (0%)

Additional rules:
Prüfungsform: SMP

International Marketing Management II

Compulsory reading:
Hollensen, S. (2012). *Essentials of global marketing*. Harlow ; Munich [u.a.]: Pearson.
Recommended reading:
Cateora, P. & Gilly, M. & John, G. (2013). *International Marketing*. Mcgraw-Hill Publ.Comp.. **De Búrca, S. & Fletcher, R. & Brown, L.** (2004). *[(International Marketing: An SME Perspective)] [Author: Sean De Burca] [May-2004]*. FINANCIAL TIMES PRENTICE HALL. **Doole, I. & Lowe, R.** (2008). *International Marketing Strategy (with CourseMate & eBook Access Card) by Doole, Isobel, Lowe, Robin (2012) Paperback*. Cengage Learning EMEA. **Keegan, W. & Green, M.** (2011). *Global marketing*. Boston [u.a.]: Pearson. **Mueller, B.** (1707). *Dynamics of International Advertising: Theoretical and Practical Perspectives 2nd edition by Mueller, Barbara (2010) Paperback*. Addison Wesley. **Quelch, J. & Jocz, K.** (2012). *[All Business Is Local: Why Place Matters More Than Ever in a Global, Virtual World Quelch, John A. (Author)] { Hardcover } 2012*. Portfolio 2012. Updated article outcomes such as of Journal of International Business Studies, Journal of International Entrepreneurship, International Business Review etc.

Ausgewählte Themen in Steuern, Accounting und Valuation

Modul: Ausgewählte Themen in Steuern, Accounting und Valuation	
Studiengang: Europäisches Management	**Abschluss:** Master of Arts
Modulverantwortliche/r: Prof. Dr. rer. pol. Verena Klapschus	

Semester: 3	**Semester Teilzeit:** 7	**Dauer:** 1
SWS: 4.0	**davon V/Ü/L/P:** 2.0/2.0/0.0/0.0	**CP nach ECTS:** 5.0
Art der Lehrveranstaltung: Wahlpflicht	**Sprache:** Deutsch	**Stand vom:** 2019-03-14
Empfohlene Voraussetzungen: nationale und internationale (Konzern-)Rechnungslegung, Grundzüge der betrieblichen Steuerlehre, Grundzüge der Unternehmensbewertung und Finanzierung, am wichtigsten: Spaß und Interesse an den drei genannten Themengebieten und die Bereitschaft, sich mit entsprechenden Fragestellungen zu befassen.		
Pauschale Anrechnung von:		
Besondere Regelungen: Die Vorlesungsunterlagen sowie die Vortragssprache sind auf Deutsch. Präsentationen dürfen aber gerne auf Englisch erstellt und gehalten werden.		

Aufschlüsselung des Workload	**Stunden:**
Präsenz:	60.0
Vor- und Nachbereitung:	88.0
Projektarbeit:	0.0
Prüfung:	2.0
Gesamt:	150

Ausgewählte Themen in Steuern, Accounting und Valuation

Lernziele	**Anteil**
Fachkompetenzen	
Kenntnisse/Wissen • Studierende erwerben ein tiefgreifendes Verständnis für Fragestellungen, die sich im Kontext der drei Themengebiete ergeben. • Studierende erwerben ein Verständnis dafür, wie die Themengebiete zusammenhängen und können diese in einen größeren ökonomischen Kontext einordnen. • Studierende verstehen, dass die Ausgestaltung der Normen Handlungsmöglichkeiten für das Management eröffnen, die diese anreizbasiert wahrnehmen.	40%
Fertigkeiten • Studierende sind in der Lage, praxisnahe Fallstudien auf den drei Themengebieten zu lösen, Ergebnisse zu interpretieren und zu diskutieren. • Studierende sind in der Lage, die theoretisch erarbeiteten Themen praktisch abzubilden/zu modellieren. • Studierende sind in der Lage, ein Thema didaktisch aufzubereiten, zu präsentieren und zu diskutieren	40%
Personale Kompetenzen	
Soziale Kompetenz • Studierende sind in der Lage, sich untereinander sowie mit dem Dozent/der Dozentin auszutauschen, Lösungsansätze zu präsentieren und zu diskutieren.	20%
Selbstständigkeit • Studierende sind in der Lage, sich Informationen, Literatur etc. selbständig zu beschaffen, selbständig zu recherchieren, Literaturquellen auszuwerten und zu bewerten.	

Ausgewählte Themen in Steuern, Accounting und Valuation

Inhalt:

1. Der Kurs behandelt ausgewählte aktuelle Themen in den Bereichen "Steuern", "Accounting" und "Valuation/Unternehmensbewertung". Die Inhalte/Schwerpunkte können dahingehend variieren, als dass auf aktuelle Themen Bezug genommen wird, um den fortwährenden Änderungen in den genannten Bereichen Rechnung tragen zu können. Ein Schwerpunkt der Veranstaltung soll auf dem Thema â€žUnternehmenszusammenschlüsseâ€œ liegen.
2. Accounting (Themenauswahl): Konsolidierung Kaufpreisallokation (PPA) Impairment of Assets Leasing Anreizbasierte Managemententscheidungen
3. Valuation (Themenauswahl): Rechnungslegungsbezogene Unternehmensbewertung (Link zur PPA) Aktienrechtliche Unternehmensbewertung
4. Steuern (Themenauswahl): Besteuerung von Personengesellschaften/Mitunternehmern Besteuerung von Kapitalgesellschaften Zusammenhang zwischen handels- und steuerbilanziellem Abschluss UmwStG (Verschmelzung)

Prüfungsform:

Die konkreten Prüfungsmodalitäten entnehmen Sie bitte dem Prüfungsschema, welches vom Dozenten innerhalb der ersten beiden Vorlesungswochen bereit gestellt wird. (100%)

Zusätzliche Regelungen:
Bei dem Modul handelt es sich um ein gemeinsames Wahlpflichtmodul mit dem Studiengang Business Management. Im Studiengang Business Management werden 6.0, also 1.0 mehr CP vergeben. Dieser Tatsache wird dadurch Rechnung getragen, dass den Studierenden aus EMM ein abgegrenzter Themenschwerpunkt samt (Teil-)Prüfungsleistung im entsprechenden Umfang erlassen wird. Zwingender Bestandteil wird eine Präsentation sein, die auf Deutsch oder Englisch gehalten werden kann.

Pflichtliteratur:

Wird nach Festlegung der aktuellen Themen bekanntgegeben.
Vorlesungsunterlagen

Empfohlene Literatur:

European Labour Law

Module: European Labour Law	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. jur. Stefan Strassner	

Semester: 3	**Semester part time:** 7	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-11-29
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

European Labour Law

Learning objectives	Anteil
Subject specific competences	
Knowledge • Die Studieren kennen die wichtigsten Rechte und Pflichten, die sich für Unionsbürger, die als Arbeitgeber oder als Arbeitnehmer im EU - Inland oder EU - Ausland tätig ist, aus den Vorschriften des europäischen und internationalen Arbeitsrechts ergeben.	40%
Skills • Die Studierenden können beurteilen, ob und inwieweit für sie (und ihre Familien) auf der Grundlage der unionsrechtlich geschützten â€žArbeitnehmerfreizügigkeitâ€œ eine Arbeitnehmert ätigkeit in einem an deren EU - Staat sinnvoll ist.	20%
Personal competences	
Social competence • Die Studierenden können Arbeitsbedingungen danach beurteilen und gegebenenfalls so gestalten, wie es die europarechtlichen Schutzstandards z.B. beim Diskriminierungschutz vorsehen.	40%
Autonomy • Die Studierenden sind in der Lage, die wichtigsten und häufigsten arbeitsrechtlichen Fragen selbstständig unter Heranziehung und Auslegung der entsprechenden Vorschriften zu beantworten.	

European Labour Law

Content:
1. Einführung: Grundlagen des Rechts der Europäischen Union, Grundlagen des deutschen Arbeitsrechts 2. Die Arbeitnehmerfreizügigkeit: Anwendungsbereich Recht auf Teilnahme am Arbeitsmarkt, Diskriminierungsverbot 3. Schutzstandards für europäische Arbeitnehmer 3.1. Die Anti- Diskriminierungs- Richtlinien, Umsetzung am Beispiel des AGG 3.2. Die Mutterschutzrichtlinie, Umsetzung durch das MuSchG 3.3. Die Teilzeitarbeitsrichtlinie, Umsetzung am Beispiel des TzBfG 3.4. Die Arbeitsvertragsbefristungsrichtlinie, Umsetzung am Beispiel des TzBfG 3.5. Die Betriebsübergangsrichtlinie, Umsetzung am Beispiel des Â§ 613a BGB 3.6. Die Massenentlassungsrichtlinie, Umsetzung am Beispiel der Â§Â§ 17 ff. KSchG 3.7. Die Arbeitszeitrichtlinie, Umsetzung am Beispiel des ArbZG 3.8. Die Nachweisrichtlinie, Umsetzung am Beispiel des NachG 3.9. Die Entsenderichtlinie, Umsetzung am Beispiel des AentG 4. Internationales Arbeitsrecht

Examination format:
Written exam

Compulsory reading:
Grobauer, Christian (Hrsg.) Wirtschaftsgesetz für Wirtschaftsschulen und die kaufmännische Ausbildung
Recommended reading:

International Accounting II

Module: International Accounting II	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Christian Lendewig	

Semester: 3	**Semester part time:** 5	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-08-31
Compulsory prior knowledge: International Accounting I		
Recommended prior knowledge: German accounting principles (HGB)		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

International Accounting II

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will gain a thorough understanding of similarities and distinctions between Group Financial Statements and individual Financial Statements unter IFRS	50%
Skills • Students will be able to understand and to analyze group reports in IFRS	30%
Personal competences	
Social competence • Students will be able to develop solutions in dialog with other team members and the lecturer and to present the solutions.	20%
Autonomy • Students will be able to solve accounting questions and to analyze solutions.	

Content:
1. Introduction 2. IFRS 10 â€“ Control concept and basics of consolidation 3. IFRS 3 â€“ Business combinations 4. Regular Balance Sheet Adjustments 5. IFRS 10 â€“ Consolidation Procedures 6. Case Studies I - Adjustments in individual balance sheets 7. Case Studies II â€“ Consolidation Steps 8. De-Consolidation 9. Case Studies III - De-Consolidation

International Accounting II

Examination format:
The actual examination procedures can be found in the examination plan, which is provided by the lecturer within the first two weeks of lectures. (0%) Additional rules: Für das WS 2020/2021 wurde die Prüfungsart KMP (50% Klausur, 50% Gruppenpräsentation) beim Prüfungsausschuss beantragt.

Compulsory reading:
course material for download from moodle system elearning.th-wildau.de *International Financial Reporting Standards (IFRS) 2020: Deutsch-Englische Textausgabe der von der EU gebilligten Standards*. **Krimpmann, A.** (2015). *Principles of Group Accounting under IFRS*. John Wiley & Sons. **Mackenzie, B. & Coetsee, D. & Njikizana, T. & Chamboko, R. & Colyvas, B. & Hanekom, B.** (2012). *Wiley IFRS 2012: Interpretation and Application of International Financial Reporting Standards*. Wiley.
Recommended reading:

International Business Law

Module: International Business Law	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Dietmar Baetge	

Semester: 3	**Semester part time:** 7	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2019-01-27
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

International Business Law

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will be able to describe the differences between various sources of International Business Law. • They will be able to analyse the workings of documentary credits and other forms of payment.	30%
Skills • Students will be able to assess the legal risks involved in conducting international sale of goods transactions. • They will be capable of evaluating the differences between legal regimes that exist for the international transportation of goods. • Students will be able to appraise the significance and the functioning of arbitration for transnational business relations.	45%
Personal competences	
Social competence • Students will familiarize themselves with the terminology and legal concepts peculiar to international business law, thus enabling them to communicate in the same language with legal practitioners working in this area.	25%
Autonomy • Students will be able to identify legal problems arising in crossborder business transactions. After entering into employment they will, thus, be competent to make an informed decision whether to seek advice from legal experts.	

International Business Law

Content:

1. Sources of International Business Law
   1.1. Statutory law and case law; National, international and European legal sources; Treaty law, customary law and general principles of law
   1.2. Binding and non - binding (â€œsoft lawâ€•) sources; Non - state law, usage and the lex mercatoria.
2. International Sales Transactions
   2.1. Basic form of an international sales transaction: the documentary sale
   2.2. Uniform rules for international sales contracts; Contract formation; Sellerâ€™s obligations and buyerâ€™s obligations; Remedies for sellerâ€™s breach; Remedies for buyerâ€™s breach; Risk of loss
   2.3. International and national trade terms; ICC Incoterms 2010
3. International Payments
   3.1. International trade payment methods
   3.2. Cash and open account sales
   3.3. The commercial letter of credit ; Stages of a letter of credit transaction; Fundamental principles pertaining to letters of credit: autonomy of the credit and doctrine of strict compliance
   3.4. Uniform Customs and Practice for Documentary Credits (UCP 600); The fraud exception to letters of credit
4. Transportation of Exports
   4.1. The significance of international transportation in a global economy
   4.2. Transport industry parties
   4.3. Modes of transport and the corresponding legal rules: carriage of goods by sea, by land, by air, and multimodal transport; traditional methods of transport and container transport
   4.4. Special focus on carriage of goods by sea; Bills of lading and related carriage documents; Carrierâ€™s liability under the Hague - Visby Rules
5. International Commercial Arbitration
   5.1. Nature of international commercial arbitration and its distinguishing features; Advantages and disadvantag es of arbitration compared to oth er forms of dispute settlement
   5.2. Uniform law and other rules of law pertaining to international arbitration
   5.3. Role of the arbitrator and role of the parties

International Business Law

Examination format:
written test, oral test, written paper Additional rules: students will be informed about the examination format at the start of the semester

Compulsory reading:
Recommended reading:
August, R. (2004). *International business law*. Upper Saddle River, N.J.: Prentice Hall. **Bugg, S.** (2010). *Contracts in English*. München: Beck [u.a.]. **Folsom, R. & Gordon, M. & Spanogle, J.** (2009). *International business transactions in a nutshell*. St. Paul, Minn.: West. **Folsom, R. & Gordon, M. & Van Alstine, M. & Ramsey, M.** (2015). *International Business Transactions: A Problem-Oriented Coursebook*. West Academic. **Goode, R.** (2007). *Transnational commercial law*. Oxford [u.a.]: Oxford Univ. Press. **International Chamber of Commerce** (2010). *Incoterms 2010*. Paris: ICC. **Schmitthoff, C.** (2007). *Schmitthoff's export trade*. London: Sweet & Maxwell. **Taylor, D.** (2008). *The Complete UCP: Uniform Customs und Practice for Documentary Credits Text, Rules and History 1920-2007*. International Chamber of Commerce (ICC).

International Business Project II

Module: International Business Project II	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Christian Hederer	

Semester: 3	**Semester part time:** 5	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 0.0/0.0/0.0/4.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2018-03-21
Compulsory prior knowledge: Information about the project including the topic/title, the semester(s) and the confirmation from the supervisor		
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	29.0
Project:	60.0
Examinations:	1.0
Total:	150

International Business Project II

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students deepen and enrich their knowledge in one of the international business management areas.	20%
Skills • Students are able to setup a project, develop new concepts and implement them with a view to strategic management. • Students can assess existing organizational structures and processess. • Students can apply a broad range of scientific methods and present their findings. • Students can discuss possible consequences of their project for related management areas.	30%
Personal competences	
Social competence • Students can integrate in internal or external teams and actively participate in sucessfully undertaking an international business project.	50%
Autonomy • Students can independently structure project related tasks and develop goals taking into account the economic, cultural and social impact. • Students can independently conduct scientific investigations. • Students can independently establish the theoretical concepts underlying their specific project topic. • Students can independently conduct empirical studies on a scientific level and present their results including novel solutions.	

Content:
1. Definition of the project (topic, contents, goals) and relation to business processes within a given business unit 2. Discussion of stakeholder interests 3. Influence of the external environment 4. Application of empricial methods (based on project topic) 5. Theoretical framework 6. Scientific discussion of the results 7. Potential consequences for related management areas

International Business Project II

Examination format:
Project (60%) Oral exam (40%) Additional rules: Written Report (min. 20 pages, end of semester);Oral examination (englisch, 20 - 30 minutes, during the semester)

Compulsory reading:
Recommended reading:
Wallwork, A. (2011). *English for Writing Research Papers 2011 edition by Wallwork, Adrian (2011) Paperback*. The Johns Hopkins University Press. **Bui, Y.** (2014). *How to write a master's thesis*. Los Angeles, Calif. [u.a.]: Sage. **Saunders, M. & Lewis, P. & Thornhill, A.** (1600). *Research Methods for Business Students by Mark Saunders (2-Apr-2009) Paperback*. Pearson Education. **Murray, R.** (2011). *[(How to Write a Thesis)] [Author: Rowena Murray] published on (March, 2011)*. McGraw-Hill Education (UK). **Bryman, A. & Bell, E.** (2015). *Business Research Methods by Alan Bryman (26-Mar-2015) Paperback*. Oxford University Press.

International Commercial Mediation

Module: International Commercial Mediation	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Dr. Gregory Bond	

Semester: 3	**Semester part time:** 7	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2019-09-18
Recommended prior knowledge: At least one course in Negotiations and / or Mediation. Knowledge of English at high B2, preferably C1.		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	86.0
Project:	0.0
Examinations:	4.0
Total:	150

International Commercial Mediation

Learning objectives	Anteil
Subject specific competences	
Knowledge • Specific knowledge as to when and how mediation can be used in international commercial disputes. Specific knowledge of various forms of international commercial disputes and mediation cultures.	0%
Skills • Negotiation and mediation skills, both in the role of party to a dispute and of mediator / third-party neutral.	0%
Personal competences	
Social competence • Conflict competence, mediation competence	0%
Autonomy • Ability to independently prepare for and conduct mediation and negotiation in both the role of party and mediator	

Content:

1. The course is based on simulation of complex international commercial disputes from the fields of contract law in international sales (terms, quality), intellectual property law, construction disputes, and also disputes of a more personal nature between business partners.
2. Students address the process of commercial mediation and the mediation principles underlying it. They will distinguish mediation from other dispute resolution procedures (litigation, arbitration).
3. Students gain practical mediation skills, both as parties with business interests and in mediation advocacy and as third-party mediators.
4. Students will prepare scenarios in the roles of requesting and responding party and mediator. Preparation will include the writing of strategy papers (mediation plans) and opening statements.
5. Training focuses on simulation of mediation sessions and communication skills and includes a joint feedback culture.
6. Case analysis focuses on understanding business interests and legal frameworks and on addressing partiesâ€™ process interests in mediation. Students analyse cases in writing.
7. The course includes an overview of international commercial mediation practice in various parts of the world and jurisdictions.

International Commercial Mediation

Examination format:
Paper and oral examination (0%) Mündliche Gruppenprüfung (0%)

Compulsory reading:
Bond, G. (2015). *International commercial mediation training role-plays*. Paris: ICC Publ..
Recommended reading:
Blake, S. & Browne, J. & Sime, S. (2013). *The Jackson ADR handbook*. Oxford: Oxford University Press. **Busch, D.** (2010). *International and regional perspectives on cross-cultural mediation*. Frankfurt am Main [u.a.]: Lang. **Holbrook, J.** (2010). *Handbook on mediation*. Huntington, N.Y.: JurisNet. **Berger, K.** (2006). *Handbook [Private dispute resolution in international business/2.]*. The Hague [u.a.]: Kluwer. **Lee, J.** (2009). *An Asian perspective on mediation*. Singapore: Academy Pub.. **Abramson, H.** (2011). *Mediation representation*. New York: Oxford Univ. Press. Kluwer mediation blog, kluwermediationnblog.com

International Financial Management III

Module: International Financial Management III	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Stefan Trencsik & Prof. Dr. rer. pol. Verena Klapschus	

Semester: 3	**Semester part time:** 5	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-08-24
Recommended prior knowledge: Financial and managerial accounting, corporate budgeting		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

International Financial Management III

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students know the steps of the M&A process and can use theories and models to formulate a business strategy. • They can apply theories to explain M&A behavior and know tests of these theories and can interpret the results. • Students know the players in the M&A market and understand their objectives. • Students know and can derive all parameters and assumptions for valuing a company using dcf-methods • Students can use the fundamental valuation techniques and evaluate their results.	70%
Skills • Students can analyze a business in terms of possible growth strategies and formulate a growth strategy. • Students can value a company using different valuation techniques. • Students will be able to identify key issues, derive appropriate solutions, and have good understanding of their impact on M&A transaction outcomes. • Students can professionally build templates and models in excel • Students can calculate cost of capital using publicly available financial data	20%
Personal competences	
Social competence • Students will solve several case studies and learn how to discuss and defend their arguments.	10%
Autonomy	

International Financial Management III

Content:
1. Introduction to Mergers and Acquisitions 2. Merger and Acquisition Valuation and Modeling (Klapschus) 2.1. Primer on Cash Flow Valuation & Estimating Risk 2.2. Cost of Capital & Cash Flows 2.3. Discounted Cash Flow Models 2.4. Financial Modeling 2.5. Multiples 3. The Mergers and Acquisitions Enviroment and Process (Trencsik) 3.1. Common Takeover Tactics and Antitakeover Defenses 3.2. Developing a Business and Acquisition Plan 3.3. The Negotiation, Integration, and Closing Phases 3.4. Postmerger Integration

Examination format:
Written exam The actual examination procedures can be found in the examination plan, which is provided by the lecturer within the first two weeks of lectures.

Compulsory reading:
DePamphilis, D. (2019). *Mergers, Acquisitions, and Other Restructuring Activities: An Integrated Approach to Process, Tools, Cases, and Solutions*. Academic Press.
Recommended reading:

International Human Resources Management III

Module: International Human Resources Management III	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Marc Roedenbeck & M.A. Marcel Herold	

Semester: 3	**Semester part time:** 5	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2017-12-11
Recommended prior knowledge: Basics of HR Management and Organizational Design, Leadership Theories, English		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	80.0
Project:	8.0
Examinations:	2.0
Total:	150

International Human Resources Management III

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students will be able to understand and perform personnel management for service providers. Students will be enabled to under-stand and design behavioural trainings and assert themselves in executive coaching. Students understand the importance of Emotional Intelligence (EI).	30%
Skills • lead and influence others more effec-tively at executive level. Students utilize an essential people management skill-set to enhance in-ternal and external business relation-ships.	20%
Personal competences	
Social competence • Students will be able to manage intra-personal and inter-personal relation-ships more effectively in a profession-al context. Students acquire the competence to manage themselves more effectively in respect to self-awareness, time man-agement, personal organization skills, stress management, dimensions of personality and individual differences, professional and ethical approaches to self-management.	50%
Autonomy • Students will enhance competence in postgraduate study skills to contribute to personal and professional develop-ment. Students will be assisted to make the most of their formal programs of study with the inclusion of key post-graduate study skills, including critical reflection on theory and practice from an ethical and professional standpoint.	

Content:
1. Personnel management for service providers. 2. Behavioural training for managers and employees. 3. Developing good people skills and emotional intelligence. 4. Diversity Management as adding value to companies. 5. Challenges of executive coaching in todayâ€™s business. 6. New ways of conflict resolution by mediation.

International Human Resources Management III

Examination format:
Project (0%) Oral exam (0%)

Compulsory reading:
Watson, G. and Reissner, S.C. (2010): Developing Skills for Business Leadership. London: CIPD
Recommended reading:
Cottrell, S. (2003): Skills for Success â€“ The Personal Develop-ment Planning Handbook. Basingstoke: Palgrave Macmillan Goleman, D. (1995): Emotional Intelligence â€“ Why It Can Mat-ter More Than IQ. London: Bloomsbury Publishing Journals: Harvard Busine

International Marketing Management III

Module: International Marketing Management III	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. pol. Sandra Haas	

Semester: 3	**Semester part time:** 5	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2017-11-30
Recommended prior knowledge: Basic knowledge on marketing and academic writing/empirical studies is recommended but not mandatory for completing this module. Lecturer will advise on preparation needed.		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	88.0
Project:	0.0
Examinations:	2.0
Total:	150

International Marketing Management III

Learning objectives	Anteil
Subject specific competences	
Knowledge • The student acquires the theoretical, methodical and factual marketing knowledge that enables him or her to operate effectively in the cross - cultural world. • Students are able to distinguish major dimensions which define cultural differences among societies/groups. • Students are competent in marketing strategies for adaptation to cultural differences.	25%
Skills • Students can plan and carry out research projects on intercultural issues and can adapt marketing programs to local conditions. • This course will improve students' analytical and interpersonal skills in negotiation and conflict- management so as to enable them to deal efficiently with tensions, differences, and conflicts.	25%
Personal competences	
Social competence • Students reflect on their own culture and its impact on intercultural interactions. • Students act interculturally competent in everyday practice. • By presenting their research results in class, students will pass on their knowledge to their fellow students and improve the ability to assert themselves.	50%
Autonomy • Students will develop a critical, analytical, flexible and creative state of mind while practicing questioning, challenging and innovative thinking. • Through comprehensive research work, students develop their ability to plan and control learning processes independently.	

International Marketing Management III

Content:

1. â€œWith the rapid expansion of global markets, managers are struggling to balance the paradoxical demand to think globally and act locally. That imperative requires them to move people, ideas, products, and information around the world to meet local needsâ€• (Ulrich, 1998). Thereby, cultural intelligence proves to be - next to a deep understanding of intercultural marketing - a critical skill for nowadays marketers. This 3 rd semester course aims to strengthen studentsâ€™ abilities in both skills by adding a truly (cross)- cultural perspective to their marketing understanding and expertise. Therefore, students will carry out supervised research on cross- cultural marketing aspects. They will be requested to write a paper and present it in class.
2. Cultural Foundations: In this section the powerful environmental factor of culture will be explored. From a research perspective we will focus on questions such as: What is culture in the context of marketing? What is the role of culture as a factor influencing individual decisions? A selection of cultural concepts, cultural dimensions and classifications of culture will be discussed and evaluated with regard to their practical relevance.
3. Interculturality: Aspects of interculturality in a national and international context will be addressed in the 2 nd section. We will look at key areas for action in Ethno - Marketing, International Marketing and Intercultural Marketing and will explore similarities and distinctions in the mode of action.
4. Intercultural Marketing: The 3rd section focuses on Intercultural Marketing. Students get insights in to aspects such as cross - cultural buying behaviour, developing country profiles, cross - cultural market segmentation, paradigm of standardization/ adaptation, strategy of adapted standardization and cultural aspects in marketing - mix decisions.
5. Intercultural Communication/ Culture and Negotiations: Due to the fact, that marketers are one of the biggest practitioners of intercultural communications, this section prepares students to communicate with culturally diverse customers, business partners as well as to cooperate in, and to run successfully multi- cultural working groups.

Examination format:

SMP: Research Paper; Project Work (0%)

International Marketing Management III

Compulsory reading:
Recommended reading:
Emrich, C. (2007). *Interkulturelles Marketing-Management*. Wiesbaden: Dt. Univ.-Verl.. **Usunier, J. & Lee, J.** (2009). *Marketing across cultures*. Harlow [u.a.]: Prentice Hall. **de Mooij, M.** (2010). *Consumer Behavior and Culture: Consequences for Global Marketing and Advertising by Marieke de Mooij (16-Nov-2010) Paperback*. SAGE Publications, Inc. Updated article outcomes such as of Journal of International Business Studies, Journal of International Entrepreneurship, International Business Review etc.

International Trade and Investment

Module: International Trade and Investment	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Christian Hederer	

Semester: 3	**Semester part time:** 7	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2020-09-06
Compulsory prior knowledge: English B2 (minimum)		
Recommended prior knowledge: Basic knowledge in Economics		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	60.0
Project:	30.0
Examinations:	0.0
Total:	150

International Trade and Investment

Learning objectives	Anteil
Subject specific competences	
Knowledge • Students know ... • ... the main elements of the current global institutional framework for cross-border trade and investment, and its economic and political background; • â€¦ the WTO, its main components, and significance for cross-border trade and investment from a business perspective; • â€¦ international investment agreements and how businesses as international investors can make use of them; • â€¦ the main current policy debates on the current international trade and investment system, and how to assess different scenarios from a business perspective.	60%
Skills • Students learn to ... • â€¦ read and assess primary, including legal, sources on international trade and investment; • â€¦ apply correct terminology on issues in international trade and investment, including in dispute settlement; • â€¦ form positions on, and participate in, current debates on the future of the international trade and investment system.	20%
Personal competences	
Social competence • Students learn to â€¦ • ... organize group discussions to develop and defend common positions, including a division of tasks; • ... resolve differences in group members' preferences; • ... arrange effective group communication to present results to a larger audience.	20%
Autonomy • Students learn to â€¦ • â€¦ read and analyse English texts under a tight timeframe; • â€¦ produce effective oral statements and briefings; • â€¦ (if chosen) prepare a short scientific text, including a specific research question and ensuing analysis.	

International Trade and Investment

Content:
1. The economics and politics of international trade and investment: overview of theoretical approaches 2. Patterns of international trade and investment: past and present a. International trade relations in human history: a (very) short overview b. Steps towards â€œglobalisationâ€• after Word War II c. The current status: intense trade, precarious politics 3. International trade a. The World Trade Organisation (WTO): mission, principles, organisation, main agreements (on trade in goods, services; intellectual property), dispute settlement b. Regional trade agreements: patterns and principles 4. International investment a. International investment protection: what it covers, how it works b. Focus on dispute settlement between states and foreign investors 5. Scenarios for international trade and investment in the future, and their implications for business

Examination format:
The actual examination procedures can be found in the examination plan, which is provided by the lecturer within the first two weeks of lectures. (100%)

Compulsory reading:
tba
Recommended reading:

Risk Management

Module: Risk Management	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. rer. nat. Rainer Stollhoff	

Semester: 3	**Semester part time:** 7	**Duration:** 1
Hours per week per semester: 4.0	**Of which L/S/LW/P:** 2.0/2.0/0.0/0.0	**CP according to ECTS:** 5.0
Form of course: Elective	**Language:** English	**As of:** 2019-09-18
Recommended prior knowledge: Elementary mathematical calculations and statistics		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	60.0
Pre- and post-course work:	60.0
Project:	30.0
Examinations:	0.0
Total:	150

Risk Management

Learning objectives	Anteil
Subject specific competences	
Knowledge • systematic of risk management • risk factors, mapping and different measures • procedures for determining the impact of different risks • connections to other business relevant and critical processes	60%
Skills • explain and use the most important procedures to identify and to measure risks in business • explain widely used methods, analyse practical examples and adapt the procedures for other different scenarios • qualitative and quantitative risk analysis	30%
Personal competences	
Social competence • Ability to criticize: Students can discuss problems with respect to the opinion of other students. • Conflict management: Students can deal with the different opinions of other people and can bring them together, so a solution for the challenges can be created. • Teamwork: Students can work in teams and analyse and solve different and as well as difficult situations.	10%
Autonomy • Students are able to organize the work on difficult examples and structure their work for themselves.	

Risk Management

Content:

1. Introduction to Risk Management
   1.1. Objectives of Risk Management, Regulatory Framework
   1.2. Risk Management in relation to Governance and Compliance
   1.3. Risk Management Principles, Framework, Processes and Risk Culture
2. Qualitative Risk Management
   2.1. Risk Identification
   2.2. Risk Analysis and Aggregation, Scenario Analysis
   2.3. Risk Control and Monitoring
3. Quantitative Risk Management
   3.1. Basis of Probability Calculus and Statistics
   3.2. Quantitative Risk Assessment
   3.3. Quantitative Risk Aggregation, Portfolio Models
4. Enterprise Risk Management
   4.1. Physical Risks
   4.2. Intangible Risks
   4.3. Financial Risks
   4.4. Global and Strategic Risks
5. Banking Regulation and Supervision

Examination format:

Paper (100%)

Additional rules:
Students will conduct a case study and have to choose three out of four risk areas of enterprise risk management for the written report

Risk Management

Compulsory reading:
Green, P. (2015). *Enterprise Risk Management*. Elsevier Science. **Brown, A.** (2015). *Financial Risk Management For Dummies*. For Dummies.
Recommended reading:
Current scientific papers supplied by the lecturer. **J. McNeil, A.** (2015). *[(Quantitative Risk Management : Concepts, Techniques and Tools)] [By (author) Alexander J. McNeil] published on (June, 2015)*. Princeton University Press.

Statistik mit SPSS

Modul: Statistik mit SPSS	
Studiengang: Europäisches Management	**Abschluss:** Master of Arts
Modulverantwortliche/r: Dr. rer. nat. Gabriela Birgit Witte	

Semester: 3	**Semester Teilzeit:** 7	**Dauer:** 1
SWS: 4.0	**davon V/Ü/L/P:** 2.0/2.0/0.0/0.0	**CP nach ECTS:** 5.0
Art der Lehrveranstaltung: Wahlpflicht	**Sprache:** Deutsch	**Stand vom:** 2021-08-30
Empfohlene Voraussetzungen: Grundkenntnisse aus der beschreibenden Statistik		
Pauschale Anrechnung von:		
Besondere Regelungen:		

Aufschlüsselung des Workload	**Stunden:**
Präsenz:	60.0
Vor- und Nachbereitung:	88.0
Projektarbeit:	0.0
Prüfung:	2.0
Gesamt:	150

Statistik mit SPSS

Lernziele	Anteil
Fachkompetenzen	
Kenntnisse/Wissen • In den Wirtschaftswissenschaften gehören statistische Methoden zum unumgänglichen Instrumentarium um praxisorientierte Prozesse wissenschaftlich zu analysieren und zu bewerten. Es werden Methoden der deskriptiven und induktiven Statistik und deren Umsetzung mit SPSS erarbeitet. Die Studierenden kennen die gängigen Methoden der deskriptiven Statistik. Sie können die verschiedensten Parameter in ihrer Zielsetzung voneinander abgrenzen und die zugehörigen Berechnungsformeln angeben. Sie können den Unterschied zwischen uni- und multivariaten Fragestellungen darlegen und verstehen die Prinzipien der Zusammenhangs- und Regressionsanalyse. Sie wissen, wie man aus Stichprobendaten Rückschlüsse auf eine Grundgesamtheit ziehen kann und verstehen die dazu nötigen Grundlagen aus der Wahrscheinlichkeitstheorie.	40%
Fertigkeiten • Die Studierenden können fremd erstellte Statistiken kritisch lesen und hinterfragen, sie können mit großen Datenmengen sicher umgehen, diese angemessen und aussagekräftig darstellen und geeignete Parameter zielgerichtet und begründet auswählen, berechnen und interpretieren. Sie haben vertiefte praktische und theoretische Kenntnisse der Zusammenhangs- und Regressionsanalyse und können diese anwenden. Weiterhin können die Studierenden grundlegende wahrscheinlichkeitstheoretische Fragestellungen bearbeiten sowie Zufallsvariable und deren Verteilungen einordnen. Sie können ihre Kenntnisse aus der Wahrscheinlichkeitstheorie auf statistische Untersuchungen anwenden, Parameter schätzen und Hypothesen testen.	40%
Personale Kompetenzen	
Soziale Kompetenz • Die Studierenden können sich aktiv und konstruktiv in die Unterrichtsdiskussion einbringen. Sie können sich selbständig organisieren und komplexe Aufgabenstellungen in begrenzter Zeit diskutieren, strukturieren und lösen. Sie können eigene Ergebnisse vertreten und Lösungswege begründen.	20%
Selbstständigkeit • Die Studierenden können sich Lernziele eigenverantwortlich setzen und realisieren. Sie können Lerninhalte eigenständig recherchieren und sich Fachwissen aus unterschiedlichen Quellen aneignen.	

Statistik mit SPSS

Inhalt:
1. Einführung und Grundbegriffe der deskriptiven Statistik: Typische Fragestellungen, Abgrenzung deskriptive/induktive Statistik, Grundgesamtheit, Stichproben, Rolle der Wahrscheinlichkeitsrechnung 2. Einführung in SPSS für Windows: Editoren, Viewer, Menüführung, Hilfesystem 3. Univariate Statistik: Merkmale und Merkmalsträger, Klassifizierung von Merkmalen, Tabellen, Diagramme, Kennzahlen 4. Zusammenhangsanalyse: Kreuztabellen, Zusammenhangsmaße für nominale, ordinale und metrisch skalierte Merkmale 5. Regressionsrechnung: Lineare und nichtlineare Regression, Bestimmtheitsmaß 6. Wahrscheinlichkeitsrechnung: Zufällige Ereignisse, Wahrscheinlichkeiten, Kombinatorik, bedingte Wahrscheinlichkeiten, stochastische Unabhängigkeit, Baumdiagramme 7. Zufallsvariablen: Diskrete und stetige Verteilungen, Verteilungsparameter 8. Einführung in die induktive Statistik: Schätzen einer unbekannten Größe, Testen einer Hypothese

Prüfungsform:
Klausur

Pflichtliteratur:
Empfohlene Literatur:
K. Backhaus, B. Erichson, W. Plinke, R. Weiber (2015); Multivariate Analysemethoden: Eine anwendungsorientierte Einführung; Springer Gabler G. Bamberg, F. Baur, M. Krapp (2009); Statistik; München: Oldenbourg J. Bleymüller, G. Gehlert, H. Gülicher (2004); Statistik für Wirtschaftswissenschaftler; München: Vahlen F. Brosius (2013); SPSS 21; MITP Verlag P. Eckstein (2012); Angewandte Statistik mit SPSS: Praktische Einführung für Wirtschaftswissenschaftler; Gabler Verlag

Master's Thesis

Module: Master's Thesis	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Christian Hederer	

Semester: 4	**Semester part time:** 6	**Duration:** 0
Hours per week per semester: 0.0	**Of which L/S/LW/P:** 0.0/0.0/0.0/0.0	**CP according to ECTS:** 24.0
Form of course: Compulsory	**Language:** English	**As of:** 2020-09-06
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	0.0
Pre- and post-course work:	0.0
Project:	720.0
Examinations:	0.0
Total:	720

Learning objectives	**Anteil**
Subject specific competences	
Knowledge	20%

Master's Thesis

Skills • Students can conduct scientific work in accordance with established scientific standards.	60%
Personal competences	
Social competence • The general study guidelines ("Rahmenordnung") offer the possibility to work in teams of two persons.	20%
Autonomy • Students are able to work independently on a concrete scientific problem and develop their own answers and solutions.	

Content:
1. Master's Thesis

Examination format:
Paper (100%)

Compulsory reading:
Recommended reading:

Master's Thesis defense

Module: Master's Thesis defense	
Degree programme: Europäisches Management	**Degree:** Master of Arts
Responsible for the module: Prof. Dr. Christian Hederer	

Semester: 4	**Semester part time:** 6	**Duration:** 1
Hours per week per semester: 0.0	**Of which L/S/LW/P:** 0.0/0.0/0.0/0.0	**CP according to ECTS:** 6.0
Form of course: Compulsory	**Language:** English	**As of:** 2020-09-06
Recommended prior knowledge:		
Recognition of external relevant qualification/experience:		
Special regulations:		

Workload distribution	**Hours:**
In class:	0.0
Pre- and post-course work:	180.0
Project:	0.0
Examinations:	0.0
Total:	180

Learning objectives	**Anteil**
Subject specific competences	
Knowledge	70%
Skills	30%

Master's Thesis defense

Personal competences	
Social competence	0%
Autonomy • Presentation and defense of thesis in oral discussion with supervisors.	

Content:
1. Substantive content of Master's Thesis.

Examination format:
Oral exam (100%)

Compulsory reading:
Recommended reading: