

## BACHELOR (B.A.) IN INTERNATIONAL BUSINESS Course Descriptions

The different colors show on which Study and Exam Regulations (SPO) the course description is based:  
**red = SPO valid since winter semester 2010 (relevant for all exchange students)**  
**grey = SPO valid since winter semester 2005 (till summer semester 2010)**


### Information for EXCHANGE STUDENTS:

**Lecture:** No active participation necessary

**Seminar:** Active participation (presentation, group work) needed, **prerequisite: English test B2!**

When planning your curriculum for a particular semester, please take into account that some courses will be offered **alternately**, either during the **summer (SS)** or the **winter semester (WS)**.

Changes in the schedule/courses offered may occur till the beginning of every semester. Please make sure that you **frequently check the current course catalogue** on the IB homepage in the *Download Area >> IB Bachelor Downloads* or at the IB Bulletin Board on the 2<sup>nd</sup> floor of the Business Department Building!

Course No.	Module No. and Course Title	Brief Course Description	Contact Hours/Week <sup>1</sup>	EC TS <sup>2</sup>	Information for EXCHANGE STUDENTS
	24.2 <b>Bachelor Seminar</b>	This course can only be chosen in combination with a Bachelor thesis. Exchange of experience, instruction and consultation, deepening and refreshment of knowledge, in particular through short projects about practical work, through questioning and discussion.	1	1	<b>NOT for exchange students</b>
<b>1689</b> <b>1510</b>	7.1 <b>Business Language Ia+b :</b>  <ul style="list-style-type: none"> <li>• English I (C1)</li> <li>• English II (C1)</li> </ul>	Business correspondence specialized economic terminology, presentations and discussions as well as negotiation simulation, relevant idiomatic phrases as well as specialized terminology in particular from the areas of marketing, finance, national economics and international contractual language <sup>3</sup> . English: 2 Levels (Advanced Business English I + II)   <i>Vocabulary and grammar</i>	4+4 (WS+SS)	4+ 4	<b>NOT for exchange students</b>
<b>•1598</b> <b>•1511</b>  <b>•1697</b> <b>•1518</b>  <b>•1652</b> <b>•1517</b>	7.2 <b>Business Language IIa+b:</b>  <ul style="list-style-type: none"> <li>• French B1</li> <li>• French B2</li> <li>• German B1</li> <li>• German B2</li> <li>• Italian B1</li> <li>• Italian B2</li> </ul>	For all languages there are different levels: Beginners: A2; Intermediate: B1, B2; Advanced: C1, C2 Enhancement of basic knowledge of business and trade correspondence within the target group. Initiating and carrying on of business or trade procedures in written form; possible subject areas: sales, finance, advertising, and economics. Oral presentations and conversations in the target language. Applying and furthering of presentations and conversational	4+4 (WS+SS)	4+ 4	<b>Please contact the respective lecturer</b>

<sup>1</sup> One contact hour = 45 minutes of lecture, approximately 15 weeks per semester

<sup>2</sup> Credits according to the European Credit Transfer System (ECTS)

<sup>3</sup> These are business language courses for advanced speakers.

<ul style="list-style-type: none"> <li>•1640</li> <li>•</li> <li>•1613</li> <li>•1514</li> <li>•1520</li> </ul>	<ul style="list-style-type: none"> <li>• Spanish B1</li> <li>• Spanish B2</li> <li>• Chinese A1 (3+4)</li> <li>• Chinese A1 (5+6)</li> <li>• Japanese A1 (3+4)</li> </ul>	<p>techniques.</p> <p><b>French:</b>  <u>B1:</u> Important situations and simple dialogs in business environments and daily life. Grammar, speaking and understanding  <u>B2:</u> Prerequisite is a solid foundation of French (4-5 years of French classes)</p> <p><b>German:</b>  An obligatory assessment test for new international IB-students and for exchange students will be offered at the beginning of each semester.  <u>B1:</u> Training of reading, writing and speaking; repeating and deepening of basic grammar  <u>B2:</u> Enlarging the active and passive vocabulary and strengthening the grammar; reading of texts in present day language  <u>C1:</u> Writing, grammar, arguing, quotation, evaluation of figures and data; writing of theses and structuring scientific texts</p> <p><b>Italian:</b>  <u>B1:</u> Conversations in small groups (topics like politics, art, music, work)  <u>B2:</u> Solidifying grammar and vocabulary, learning the various meanings of words in regard to different situations</p> <p><b>Spanish:</b>  <u>B1:</u> Listening and understanding, speaking and writing; handling daily life situations; grammar, prepositions and times (e.g. subjuntivo).  <u>B2:</u> Deepening the active and passive vocabulary and grammar.</p> <p>📖 <i>Vocabulary and grammar of the respective language</i></p>			
1410	5 <b>Business Law</b>	<ul style="list-style-type: none"> <li>• Essentials of the general fields of civil code, contract law and property law with special emphasis on the conclusion of contracts, revocation and rescission of contracts, representation and irregular performance (especially delay of delivery and warranty in case of damaged items)</li> <li>• Essentials of the commercial code with special emphasis on representation of merchants</li> </ul> <p>📖 <i>An approx. 80 page script is available on the university's intranet (with special remarks to further readings).</i></p>	4	5	- Lecture - For all exchange students
1370	3 <b>Business Mathematics</b>	<ul style="list-style-type: none"> <li>• Calculations, compounding of interest, annuity and repayments, return on capital</li> <li>• Calculation of matrices and linear equations</li> <li>• Differentiation of economic functions with one or more variables.</li> <li>• Introduction into the theory of probability.</li> </ul> <p>📖 <b>Häusler</b>, Ernest F./Paul, Richard S.: <i>Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences</i>, Prentice Hall International,</p>	4	5	- Lecture -

1380	4.1. <b>Business Statistics</b>	<p>New Jersey</p> <ul style="list-style-type: none"> <li>• Data collection and processing, frequency tables, charts, calculation and interpretation of averages and measures of dispersion</li> <li>• Indices; simple and multiple regression and correlation analysis</li> <li>• Time series analysis and forecasting techniques</li> <li>• Sampling and sampling distributions, confidence intervals, required sample size, test of means and proportions, type I and type II errors, chi-square tests: goodness of fit and independence tests.</li> </ul> <p>📖 <b>Newbold</b>, Paul: <i>Statistics for Business and Economics</i>  📖 <b>McClave</b>, James T. et al.: <i>Statistics for Business and Economics</i>  📖 <b>Wonnacott</b>: <i>Introductory Statistics for Business and Economics</i>  📖 <b>Feller</b>, W.: <i>An introduction to Probability Theory and its Applications Volume I and II</i></p>	4	5	<b>- Lecture -</b>
4875	18.2 <b>Case Studies in International Business</b>	<p>Teamwork, with a presentation of group findings on selected practical cases about international business. Excursions to firms and international institutions.</p> <p>Practical cases in the areas of:</p> <ul style="list-style-type: none"> <li>• International marketing</li> <li>• International finance</li> <li>• International commercial law</li> <li>• Export handling</li> </ul> <p>📖 <b>Daniels</b>, J.D. et al.: <i>International Business</i></p>	2  Attendance is mandatory	3	<b>NOT for exchange students</b>
5004	19 + 20 <b>Case Studies in International Finance</b>	<p>Discussion of cases in finance with the following topics: Valuation of companies, Valuation of bonds and stocks, Mergers &amp; Acquisitions, Economic Value Added, Stock Market Analysis, Investment Management and Portfolio Theory. The students should learn to find solutions for real world cases in the financial world. Assessment the cases and to present the solutions in front of the class</p> <p>Advanced course in Financial Management: Corporate Finance; Valuation of companies, equities, stocks; Risk and Return, Portfolio Theory, Management of Financial Services Companies</p> <p>📖 <b>Brealey/Myers</b>: <i>Principles of Corporate Finance</i>  📖 <b>Bruner</b>: <i>Case Studies in Finance</i></p>	2	3.5	<b>- Seminar - ONLY for business exchange students</b>
1125	4.2 <b>Computer Science: Applied IT</b>	<p>Sound knowledge of Microsoft's office software: Current versions of Word, Excel, Access and Power Point.</p> <ul style="list-style-type: none"> <li>• Understanding the software's underlying principles and technology</li> <li>• Comprehension of intended purposes of the software tools</li> </ul>	4	4	<b>- Lecture - For all exchange students</b>

		<ul style="list-style-type: none"> <li>• Skills in applying the software to business situations and in solving business problems</li> <li>• Content in details: <ul style="list-style-type: none"> <li>• <b>Word:</b> Using templates, applying font, paragraph, list and table styles, using borders and shading, inserting images, creating charts, working with serial letters, creating web documents, etc.</li> <li>• <b>Excel:</b> Applying mathematical and financial functions, using references, creating charts, analyzing data, inserting graphics etc.</li> <li>• <b>Access:</b> Creating and structuring databases, updating records, sorting and filtering, creating input masks and lookup fields, creating and executing queries, creating calculated fields, joining tables, creating forms, creating data access pages, drafting reports, creating serial letters, working with pivot tables, etc.</li> <li>• <b>Power Point:</b> Working with Power Point views, using grids and guides, using templates and drawing tools, selecting and grouping, adding tables and charts, using outline tools, working with animation effects, creating customized shows, publishing to the web, etc.</li> </ul> </li> </ul> <p><b>Method:</b></p> <ul style="list-style-type: none"> <li>• E-Learning (CBT – computer based training),</li> <li>• Exercises (complex business problems to be solved with Microsoft's office software)</li> <li>• Lecture</li> </ul> <p>📖 <b>Capron, H. L./Johnson, J. A.:</b> <i>Computers, Tools for an Information Age</i>, Prentice Hall, 8th edition (2004)</p>			
5034	19 + 20 <b>Controlling</b> - <b>Controlling I</b>	<p><b><u>In German:</u></b></p> <ul style="list-style-type: none"> <li>- Grundlagen der Controlling-Funktion</li> <li>- Zielsetzung des Controlling</li> <li>- Controlling-Organisation</li> <li>- Aufbau eines Controlling-Systems</li> <li>- Arbeitsabläufe</li> <li>- Überblick über Controlling Werkzeuge</li> <li>- Ergänzende rechnerische Übungen</li> </ul> <p>📖 <b>Horvath, P.:</b> <i>Das Controllingkonzept. Der Weg zu einem wirkungsvollen Controllingsystem</i>, München 2006</p> <p>📖 <b>Jung, H.:</b> <i>Controlling</i>, München 2007</p> <p>📖 <b>Preißler, P.:</b> <i>Controlling</i>, München 2007</p> <p>📖 <b>Ziegenbein, K.:</b> <i>Controlling</i>, Ludwigshafen 2007</p> <p>📖 <b>Weber, J.:</b> <i>Einführung in das Controlling</i>, 2006</p>	4	7	<b>- Lecture -</b> <b>ONLY for business exchange students</b>
5035	- <b>Seminar Controlling I</b>	<p><b><u>In German:</u></b></p> <ul style="list-style-type: none"> <li>- Internationalisierung und Controlling</li> <li>- Ausgewählte Zielländer aus Perspektive</li> </ul>			<b>- Seminar -</b> <b>ONLY for business</b>

		<p>des Controlling</p> <ul style="list-style-type: none"> <li>- Beteiligungscontrolling vs. operatives Controlling</li> <li>- Ausgewählte Controllingaspekte in internationalen Unternehmensgruppen</li> <li>- ITP, Zölle und Währungseffekte im Controlling</li> <li>- Internationales Berichtswesen</li> <li>- Spezielle Fragestellungen im Controlling ausgewählter Branchen</li> </ul> <p>📖 <b>Behrens, W. / Born, A. / Hoffjan, A.:</b> <i>Controlling international tätiger Unternehmen</i>, Stuttgart 2000</p> <p>📖 <b>Weber, J. / Meyer, M.:</b> <i>Internationalisierung des Controlling</i>, Wiesbaden 2005</p> <p>📖 <b>Kammer, K.:</b> <i>Reporting internationaler Unternehmen</i>, Wiesbaden 2005</p> <p>📖 <b>Funk, W. / Rossmann, J.:</b> <i>Internationale Rechnungslegung und internationales Controlling</i>, Wiesbaden 2007</p> <p>📖 Weitere Literatur abhängig von jeweils im Semester gesetzten Schwerpunkten</p>			exchange students
5036	19 + 20 <b>Controlling II</b>	<p><b><u>In German:</u></b></p> <ul style="list-style-type: none"> <li>- Behandlung ausgewählter Controlling-Gebiete anhand von Überblicken</li> <li>- Wertorientierte Unternehmenssteuerung</li> <li>- Beispiele sowie praktische Übungen zu aktuellen Fragestellungen im Controlling</li> </ul> <p>📖 <b>Horvath, P.:</b> <i>Das Controllingkonzept. Der Weg zu einem wirkungsvollen Controllingsystem</i>, München 2006</p> <p>📖 <b>Beck, R.:</b> <i>Erfolg durch wertorientiertes Controlling. Entscheidungen unterstützende Konzepte</i>, Berlin 2003</p> <p>📖 <b>Schierenbeck, H. / Lister, M.:</b> <i>Value Controlling. Grundlagen wertorientierter Unternehmensführung</i>, München/Wien 2002</p> <p>📖 <b>Copeland, T. / Koller, T./ Murrin, J.:</b> <i>Unternehmenswert. Methoden und Strategien für eine wertorientierte Unternehmensführung</i>, Frankfurt a.M. 2002</p>	4	7	- Lecture - ONLY for business exchange students
5030	19 + 20 <b>Corporate Financing Strategy</b>	<ul style="list-style-type: none"> <li>• Description will be provided soon.</li> </ul>	4	7	- Lecture - ONLY for business exchange students (must have had a course in Mathematics + Finance)
1360	2.2 <b>Cost Accounting</b>	<ul style="list-style-type: none"> <li>• Aims, tasks and basic concepts of cost accounting and performance accounting as part of corporate information and control systems</li> <li>• Recording, systematization, evaluation, accruing and deferring of charging costs to accounts</li> <li>• Setting up of cost centres, charging costs</li> </ul>	4	4	- Lecture - For all exchange students

		<p>and outputs to accounts within a firm.</p> <ul style="list-style-type: none"> <li>• Cost unit period accounting; profit and loss statements; cost unit accounting.</li> <li>• Actual and budgeted costing; full and variable costing and relative unit cost accounting</li> </ul> <p>📖 <b>Horngren:</b> <i>Cost Accounting</i>, Prentice Hall</p>			
5023	19 + 20 <b>Distribution und Supply Chain Management</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Einführung</li> <li>• Third-Party-/Fourth-Party-Logistics</li> <li>• Einsatzteillogistik</li> <li>• Efficient Consumer Response</li> <li>• Identifikationstechnologien in der Distributionslogistik</li> <li>• Lean Warehouse Management</li> <li>• Collaborative Planning, Forecasting and Replenishment</li> <li>• Entsorgungslogistik</li> </ul> <p>📖 <b>Corsten, D./Pötzl, J.:</b> <i>ECR – Efficient Consumer Response – Integration von Logistikketten</i>, München, Wien 2000</p> <p>📖 <b>Womak, J.P. / Jones, D.T.:</b> <i>Lean Thinking</i>, Frankfurt, New York 2004</p> <p>📖 <b>Drew, J. / McCallum, B.:</b> Roggenhofer, S. <i>Unternehmen Lean</i>, Frankfurt 2005</p> <p>📖 <b>Augustin:</b> <i>Lean Warehousing</i>, München 2009</p> <p>📖 <b>Pautsch / Gorecki:</b> <i>Lean Management</i>, München 2010</p> <p>📖 <b>Pflaum, A.:</b> (Fraunhofer Arbeitsgruppe für Technologien der Logistik-Dienstleistungswirtschaft) <i>Radio Frequency Identification-Technologien in der Logistik</i>, 2003</p>	4	7	<b>- Lecture -</b> <b>ONLY for business exchange students</b>
5022	19 + 20 <b>Einkauf und Supply Management</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Grundlagen des Supply Managements</li> <li>• Formulierung der Rahmenstrategie im Einkauf und Supply Management</li> <li>• Grundlagen des Einkaufscontrollings</li> <li>• Formulierung und Implementierung von Supply-Marktstrategien</li> <li>• Lieferantenmanagement sowie Formulierung und Entwicklung von Lieferantenstrategien</li> <li>• Bestellprozess, insb. Methoden des Angebotsvergleichs</li> <li>• Methoden und Ansätze im E-Procurement</li> <li>• Gestaltung und Steuerung der Versorgungsprozesse (Beschaffungslogistik)</li> </ul> <p>📖 <b>Appelfeller, W. / Buchholz, W.:</b> <i>Supplier Relationship Management</i>, Wiesbaden 2005</p> <p>📖 <b>Arnold, U. / Kasulke, G.:</b> <i>Praxishandbuch innovativer Beschaffung</i>, Weinheim 2007</p> <p>📖 <b>Boutellier, R. / Wagner, S. / Wehrli, H.P.:</b> <i>Handbuch Beschaffung – Strategien, Methoden, Umsetzung</i>, München 2003</p> <p>📖 <b>BME-Verhaltensrichtlinie</b>, in <a href="http://www.bme.de">www.bme.de</a></p> <p>📖 <b>Hahn, D. / Kaufmann, L.:</b> <i>Handbuch</i></p>	4	7	<b>- Lecture -</b> <b>ONLY for business exchange students</b>

		<p><i>industrielles Beschaffungsmanagement</i>, 2. Aufl. Wiesbaden 2002</p> <p>📖 <b>Heß, G.:</b> <i>Supply Strategien in Einkauf und Beschaffung</i>, 2. Auflage 2010, Wiesbaden</p> <p>📖 <b>Koppelman, U.:</b> <i>Beschaffungsmarketing</i>, 4. Aufl. Berlin ua. 2004</p> <p>📖 <b>Large, R.:</b> <i>Strategisches Beschaffungsmanagement</i>, 4. Aufl. Wiesbaden 2009</p>			
5021	19+20 <b>Energy and Development</b>	<p>We will cover the following content: Introduction to development studies and how the energy sector is linked to it, global energy trends, different technologies for energy supply with a special focus on renewable energies, analysis of energy demand issues, the relation between energy, poverty and gender, rural energy issues, energy and international trade, the World´s energy security, global environmental repercussions and energy policy ramifications; Special focus is given on the situation and future development of China and India (Political, economic and demographic context, overview of the energy sector, demand and supply projections)</p> <p>📖 <b>International Energy Agency:</b> <i>World energy outlook 2007 – China and India insights</i>, Paris, 2007</p> <p>📖 <b>Energia:</b> <i>Energy policies for the poor and women</i>, Volume 12, Issue 1, July 2009 (available on m-drive)</p> <p>📖 <b>Eitel, Birgit:</b> <i>Die wirtschaftspolitische Förderung der Verbreitung von Kleinwasserkraftanlagen durch dezentrale Akteure in Entwicklungsländern</i>, Aachen, 2001</p> <p>📖 <b>International Energy Agency:</b> <i>World energy outlook 2002 – Energy and Poverty</i>, Paris, 2002 (available on m-drive)</p>	2	3.5	<b>- Lecture -</b> <b>ONLY for business exchange students (must have had a course in Macroeconomics)</b>
	21.1 <b>Environmental Management in Business</b>	<p>The concept of external costs; private and public accountability; the long term view of environmental management versus the short term view of shareholder interests; global environmental problems; present and future environmental regulations influencing management decisions; renewable and non-renewable energy sources and potential solutions; drivers of environmental management; solutions and limitations to private environmental management; certification; emission trade</p> <p>📖 <b>Burke, Gwendolin, et al.:</b> <i>Handbook of Environmental Management and Technology</i>, Hoboken, New Jersey, 2005 (Chapter 1,2 5, 7, 14,28)</p> <p>📖 <b>Hoffmann, Andrew J.:</b> <i>Competitive Environmental Strategy</i>, Washington 2000</p>	2  Attendance is mandatory	2	<b>- Seminar -</b> <b>For all exchange students</b>
5003	19 + 20 <b>Export Management</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Supply chain management als grundlegende Unternehmensstrategie bei der</li> </ul>	2	3.5	<b>- Lecture -</b> <b>For all exchange</b>

		<p>Abwicklung von Auslandsgeschäften</p> <ul style="list-style-type: none"> <li>• Verkehrsträgereinsatz bei der Abwicklung von Export- und Importgeschäften</li> <li>• Abwicklung von Seefrachtgeschäften</li> <li>• Abwicklung von Luftfrachtgeschäften</li> <li>• Liefer- und Zahlungsbedingungen im Außenhandel</li> <li>• Zahlungssicherung mittels Akkreditiv</li> <li>• Zollrechtliche Abwicklung von Export- und Importgeschäften mit Drittländern im Überblick</li> </ul>			students
4850	15 <b>Finance, Investment and Capital Budgeting</b>	<p>Liquidity, capital requirement, financial balance, organisation of internal finance management, payment transactions, instruments of financial management (financial ratios, plans and controls). Types of financing, relevant markets for financial management, financial substitutes, safeguarding of credit. Practising financial planning, cash management, cash-flow management, balance sheet analysis, financial regulations, new developments in the field of finance, corporate financial policy. Types of investment, problems of uncertainty, investment plans, analysis based on ROI, NPV, IRR, annuity.</p> <p>📖 <b>Gitmann</b>, Lawrence J.: <i>Essentials of Managerial Finance</i>  📖 <b>Brealey/Myers</b>: <i>Principles of Corporate Finance</i></p>	4	5	- Lecture - For all exchange students
1350	2.1 <b>Financial Accounting</b>	<ul style="list-style-type: none"> <li>• Role of accountancy in management; difference between financial and corporate accounting; systems and techniques of book-keeping as well as uniform classification of accounts and charts of accounts; commercial code of accounting</li> <li>• Integrated systems of accountancy and book-keeping for particular business transactions, balance sheets and evaluation methods</li> <li>• Tax regulations and their effects on the end of year financial statements. Drawing up and analysis of an annual financial statement. Overview of preparatory annual accounting work (for example inventories, analysis of fixed assets)</li> </ul> <p>📖 <b>Kieso/Weigandt/Kimmel</b>: <i>Financial Accounting</i>, Wiley</p>	4	5	- Lecture - For all exchange students
5013	19 + 20 <b>Finanzen I</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Grundlegende Konzepte der Investitionsbewertung und NPV-Rechnung, Bewertung von Aktien und Bonds</li> <li>• DCF, Multiples, NAV-Verfahren, Berechnung der Kapitalkosten und Portfoliotheorie</li> <li>• Konzepte der Eigenkapital- und Fremdkapitalfinanzierung</li> <li>• Bewertung von Finanzunternehmen und wertorientierte Unternehmensführung</li> </ul>	4	7	- Lecture - ONLY for business exchange students

		<p>bei Banken und Versicherungen</p> <ul style="list-style-type: none"> <li>• M&amp;A und Shareholder Value, Bewertung von M&amp;A-Transaktionen, M&amp;A-Prozess</li> </ul>			
4822	12.2 <b>Forwarding and Transportation Management</b>	<ul style="list-style-type: none"> <li>• Transportation, transportation systems and freight forwarding</li> <li>• Transporting goods on road system</li> <li>• Selection of appropriate means of transportation</li> <li>• Strategic management in regard to transportation systems</li> <li>• Geographical aspects of transportation systems</li> <li>• Operative management (resource allocations)</li> <li>• Scheduling (with case studies)</li> <li>• Cost accounting and calculating transport services</li> <li>• Marketing management</li> </ul>	2	2.5	<b>- Lecture -</b>
1110	1 <b>Foundations of Business</b>	<ul style="list-style-type: none"> <li>• What exactly is economic activity? Maximization and profit strategy; Profit- and non-profit-organisations</li> <li>• Basic concepts of business administration – “Entrepreneurship”</li> <li>• Decision-making processes concerning the formation, the legal structure and the location of the business entities</li> <li>• Management and business strategies.</li> <li>• Different types of organisational concepts and “Structure follows Strategy”</li> <li>• Internal and external accounting as a common “language” of corporations</li> <li>• Corporate governance und co-determination (the German “Mitbestimmung” as a special case), business ethics</li> <li>• Management processes: planning, production, controlling; decision-making; strategic and operative planning</li> <li>• Human resources and leadership styles, motivation theories</li> <li>• Information and quality management: Operations management</li> <li>• Basic concepts of marketing and sales activities</li> </ul> <p>📖 <b>Griffin</b>, R.W./Ebert R.J.: <i>Business</i> 📖 <b>Daft</b>, R.L.: <i>Management 4</i></p>	4	5	<b>- Lecture -</b> <b>For all exchange students</b>
5002	19 + 20 <b>Innovation Management</b>	<p>The course introduces the knowledge and skills necessary to manage innovation at the operational and strategic levels. It integrates the management of market, organizational and technological change to improve the competitiveness of firms and other organizations. Since the management of innovation is inherently interdisciplinary and multifunctional, this course provides an integrative approach to the subject.</p>	2	3.5	<b>- Lecture -</b> <b>For all exchange students</b>
1710	9.1 <b>Intercultural Communication I</b>	<p>In order to provide the students with basic academic and applied theories and principles, the students will learn the</p>	2	2.5	<b>NOT for exchange students</b>

<sup>4</sup> Literature refers to core literature or the textbook used. Additional literature will be announced at the beginning of the course.

(Principles)		<p>following (sub-) areas and theoretical backgrounds of intercultural communication during the lecture: Communication, culture, perception, intercultural learning, stereotyping, leading theories by Hall, Hofstede, Trompenaars, Orbe and Alexander, cultural transition and adaptation, conflict management, research methods in intercultural communication and doing business with people from different cultures.</p> <p>📖 <b>Bolten, J.</b> (2007). <i>Interkulturelle Kompetenz</i>. Erfurt: Landeszentrale für politische Bildung Thüringen.</p> <p>📖 <b>Hall, E.T.</b> (1982). <i>The dance of life</i>. New York: Anchor Press.</p> <p>📖 <b>Hofstede, G.</b> (2001). <i>Culture's consequences</i>. Thousand Oaks: Sage</p> <p>📖 <b>Lusting, M.W., &amp; Koester, J.</b> (2006a). <i>Culture and intercultural communication</i>. In: M.W. Lusting &amp; J. Koester (eds.). <i>Intercultural communication competence: Interpersonal communication across cultures</i>. (pp.24 – 55). New York, NY: Allyn and Bacon.</p> <p>📖 <b>Lusting, M.W., &amp; Koester, J.</b> (2006b). <i>Cultural patterns and communication: Taxonomies</i>. In: M.W. Lusting &amp; J. Koester (eds.). <i>Intercultural communication competence: Interpersonal communication across cultures</i>. (pp.109 – 135). New York, NY: Allyn and Bacon.</p> <p>📖 <b>Mody, B.</b> (1991). <i>Designing messages for development communication</i>. New Delhi: Sage.</p> <p>📖 <b>Orbe, M.</b> (1998). <i>Constructing co-cultural theory</i>. Thousand Oaks: Sage.</p> <p>📖 <b>Thomas, A.</b> (1993). <i>Kulturvergleichende Psychologie</i>. Göttingen: Hogrefe.</p> <p>📖 <b>Trompenaars, F.</b> (1993). <i>Riding the waves of culture</i>. London: Nicholas Brealey.</p>			
1720	9.2 <b>Intercultural Communication II</b> (Applications)	<p>This course is comparable to an intercultural awareness training. It has a strongly interactive focus and arouses the participation of the students with their different cultural backgrounds and experiences through contributions to group work, discussions, role games and simulations. It creates an awareness for culture-specific behavior and communication styles as well as providing insight into why cultures "act" as they do. Moreover, the course sharpens the perception of one's communication partner and improves the ability to correctly read the other's actions and how to appropriately react to them. In addition, it deals with the challenges of multi-cultural joint projects and the correct handling of problems arising from different cultural backgrounds. It seeks to improve intercultural competence and to create confidence in intercultural settings in order to better cope with intercultural challenges.</p>	2	2.5	<b>NOT for exchange students</b>

		📖 <i>Various handouts</i>			
4870	18.1 <b>International Accounting and Taxation</b>	British and American principles of accounting (GAAP, IAS). Valuation regulations, structure of balance sheets, profit and loss accounts, closing entry and year end accounts, understanding important accounting questions and the international terminology.  📖 <b>ACCA:</b> <i>Preparing Financial Statements, Preparation Papers 1.1, International Stream, BPP</i>	2	3	- Lecture - Only for business exchange students with basic knowledge in Accounting
	16 <b>International Business Law</b>	<b>Introduction:</b> European Union and European communities <ul style="list-style-type: none"> <li>• Institutions &amp; scope of community powers</li> <li>• Relationship between EC law and national law</li> <li>• Principle of state liability</li> <li>• Fundamental freedoms within the EC: <ul style="list-style-type: none"> <li>• Free movement of goods (Art. 28 ff. TFEU)</li> <li>• Free movement of services (Art. 56 ff. TFEU)</li> </ul> </li> <li>• Freedom of establishment (Art. 49 ff. TFEU)</li> <li>• Free movement of workers (Art. 45 ff. TFEU)</li> <li>• Principles of non-discrimination and proportionality</li> <li>• Fundamental rights of the Union</li> <li>• WTO Law and EU Law</li> <li>• Court of Justice / General Court: <ul style="list-style-type: none"> <li>• Enforcement Actions, Art. 258 ff. TFEU</li> <li>• Preliminary Rulings, Art. 267 TFEU</li> <li>• Review of Legality, Art. 263 TFEU</li> <li>• Damage Action, Art. 268 TFEU</li> </ul> </li> </ul> 📖 <i>Text of the EC-Treaty and of the EU-Treaty</i> 📖 <b>Brigola:</b> <i>European Law</i> 📖 <b>Craig/de Búrca:</b> <i>EU Law, Text, Cases and Materials</i> 📖 <b>Horspool/Humphreys:</b> <i>European Union Law</i> 📖 <b>Cuthbert, Mike:</b> <i>European Community Law</i> 📖 <b>Emmert, Frank:</b> <i>European Union Law – Cases</i>	4	6	- Lecture - ONLY for business exchange students
4861	17.1 <b>International Financial Management</b>	<b>IN GERMAN:</b> Europäisches Währungssystem, Intern. Finanzarchitektur (EWS, IWF, Weltbank, SZR), Ursachen von Währungskrisen, Terminabsicherung für Handelsgeschäfte durch verschiedene Instrumente, Exportabsicherung und –Finanzierung (Exportkreditversicherung, Forfaitierung, Bestellerkredite) Fall zu Exportfinanzierung <b>Prerequisites:</b> Knowledge in German, Knowledge of standard financial instruments  (📖 <b>Brealey/Myers:</b> <i>Principles of Corporate</i>	2	3.5	- Lecture -

		Finance) 📖 <b>Stocker</b> : <i>Management internationaler Finanz- und Währungsrisiken</i> 📖 <b>Eiteman</b> , Stonehill et al.: <i>Multinational Finance</i>			
4922 + 4923	21.3 <b>International Management</b> with Case Studies	Management in MNC, globalization, differing environments, economic integration, a broad-brush approach to finance, accounting, control and diversification in a global environment. A session on the assessment of the beneficial or the opposite effects on MNC countries of different development levels will be offered.  📖 <b>Daniels</b> , J.D. et al.: <i>International Business</i> 📖 <b>Peng</b> , M.: <i>Global Business</i> , South-Western, Cengage Learning, 2009	2  Attendance is mandatory	3	- Seminar - ONLY for business exchange students
4865	17.2 <b>International Marketing</b>	Case studies, exercises and business games with „real life“ simulated situations in the area of international marketing. Access is limited (for visiting students). A prerequisite is advanced knowledge in Marketing  📖 <b>Kotler</b> , Philip: <i>Marketing Management</i> , 11 <sup>th</sup> ed., Prentice Hall 📖 <b>Hollensen</b> , Svend: <i>Global Marketing</i> , 4 <sup>th</sup> ed., Prentice Hall, 2007	2	3.5	NOT for exchange students
5012	19 + 20 <b>International Project Evaluation and Finance</b>	Terms: Evaluation, Finance and Project Finance, where do the funds come from: Equity and loan, sectors and regions for large projects and the performance of large projects, important financial terms revisited (Cash Flow, Leverage, EBIT, EBITDA etc.) leverage, structuring projects, developing realistic estimates on key project parameters, valuing projects (project evaluation). An economic framework for Assessing Development Impact Financing Projects  Cases on structuring, evaluating and financing international projects.  📖 <b>Esty</b> , Benjamin C.: <i>Textbook: Modern Project Finance</i> , Boston 2004 📖 <b>Pollio</b> , Gerald: <i>International Project Analysis and Financing</i>	2	3.5	- Lecture -
	22.1 <b>Internship Seminar</b>	This course can only be chosen in combination with an internship. Exchange of experience, instruction and consultation, deepening and refreshment of knowledge, in particular through short projects about practical work, through questioning and discussion.	1	1	NOT for exchange students
5029	19 + 20 <b>Introduction into Economics of European Integration</b>	After a brief introduction into the history and institutions of European integration the effects of the customs union and, the single market on trade and welfare will be discussed. This is followed by an extensive introduction into the monetary integration of Europe. Topics in this part of the course will cover the European Monetary System and the European Monetary Union.	2	3.5	- Lecture - For all exchange students

		<p>📖 <b>Baldwin, Richard and Charles Wyplosz</b> (2009): <i>The Economics of European Integration</i></p>			
5028	19 + 20 <b>Key Performance Indicators</b>	<ul style="list-style-type: none"> <li>Valuing simple bonds and simple options</li> <li>Different types of bonds, equity measures, mezzanine financing, working capital management and leasing</li> <li>International financing instruments</li> <li>The irrelevancy theorem of Modigliani/Miller</li> <li>Financing with taxes and bankruptcy costs</li> <li>Equity financing and asymmetric information</li> <li>Debt financing and asymmetric information</li> <li>The pecking order theory</li> </ul> <p>📖 <b>Brealy, R.A./Myers, S.C. and F. Allen</b> (2008): <i>Principles of Corporate Finance</i>, 9<sup>th</sup> Edition, McGraw Hill.</p> <p>📖 <b>Choudry, Moorad</b> (2009): <i>The Money Markets Handbook</i>, Wiley &amp; Sons.</p> <p>📖 <b>Choudry, Moorad</b> (2003): <i>The Bond &amp; Money Markets: Strategy, Trading, Analysis</i>, Butterworth.</p> <p>📖 <b>Hull, John C.</b> (2008): <i>Options, Futures and other Derivatives</i>, 7<sup>th</sup> Edition, Prentice Hall.</p> <p>📖 <b>Ross, S.A., Westerfield, R.W. and J.F. Jaffe</b> (2004): <i>Corporate Finance</i>, McGraw Hill</p>	2	3.5	- Lecture - ONLY for business exchange students (must have had a course in Mathematics + Finance)
4803 + 4804	10 <b>Macroeconomics</b>	<p>Topics include: macroeconomic accounting; the business cycle; money and inflation; unemployment; economic policies under different exchange rate arrangements; Phillips Curve analysis; demand vs. supply side policies; problems of demand side policies; determinants of economic growth. The theoretical analysis is consistently applied to real world cases.</p> <p>📖 <b>Mankiw, N. Gregory</b>: <i>Macroeconomics</i>, 6<sup>th</sup> Ed., New York, 2007</p> <p>📖 <b>Miles, David/Andrew, Scott</b>: <i>Macroeconomics, Understanding the Wealth of Nations</i>, Chichester, 2005</p> <p>📖 <b>Burda, Michael/Charles, Wyplosz</b>: <i>Macroeconomics. A European Text</i>, 3<sup>rd</sup> Ed., Oxford, 2001</p>	6	7	- Lecture - ONLY for business exchange students
4830	13 <b>Marketing</b>	<p><b>Marketing concepts</b> and philosophies, marketing organisation, instruments and marketing mix, marketing aims, planning, control and strategies.</p> <p>Basic concepts of <b>market research</b>, secondary research, setting up of primary research projects, evaluation techniques and information processing, market forecasting.</p> <p><b>Customer relations</b>, product strategies, product planning and development, product range policy.</p>	4	5	- Lecture - For all exchange students

		<p><b>Pricing policies/strategies</b>, price determination, terms and conditions policies.</p> <p><b>Direct and indirect sales</b> concepts and strategies, physical distribution/communication theory; corporate identity; advertising PR, sales promotion.</p> <p>Examples from the consumer goods industry, the capital goods industry or from the services sector; sector-specific marketing concepts; Introduction into international marketing.</p> <p>📖 <b>Kotler</b>, Philipp: <i>Marketing Management</i></p> <p>📖 <b>Mühlbacher/Leih/Dahringer</b>: <i>International Marketing</i></p>			
4801 + 4802	11 <b>Microeconomics</b>	<p>The economy as a complex, self-organizing system; economic theory of human behaviour; theory of the firm and market structure; implications of different market structures; economic analysis of the government; externalities; private and public solutions to the problem of externalities; national and international environmental policy</p> <p>📖 <b>Pindyck</b>, Robert S./Daniel L. Rubinfeld: <i>Microeconomics</i>,</p> <p>📖 <b>Robert</b>, Frank: <i>Microeconomics and Behavior</i></p> <p>📖 <b>Besanko</b>, David/Braeutigam, Ronald R.: <i>Microeconomics. An integrated approach</i>,</p> <p>📖 <b>Perman</b>, Roger et al.: <i>Natural Resource and Environmental Economics</i></p>	6	8	- <b>Lecture</b> - <b>ONLY</b> for <b>business exchange students</b>
4820	12.1 <b>Operations Management</b>	<p>Operations Strategy, Process Management, Planning of Capacity, Location Planning, Inventory Management, Material Requirement Planning, Master Production Scheduling, Supply Chain Management, Lean Systems.</p> <p>📖 <b>Krajewski/Ritzman</b>: <i>Operations Management</i></p> <p>📖 <b>Heizer/Render</b>: <i>Prinziples of Operations Management</i></p>	2	2.5	- <b>Lecture</b> - <b>For all exchange students</b>
5033	19 + 20 <b>Personalmanagement mit Fallstudien</b>	<p><b>In German:</b> Personalwirtschaftliche Aufgaben, Instrumente und Methoden der Personalwirtschaft, Bewerbungstraining, verhaltenswissenschaftliche Grundlagen, aktuelle personalpolitische Trends, kommunikative Kompetenz durch Coaching und Entwicklung von Teamfähigkeit</p> <p>📖 <b>Schneider, H.</b>: <i>Mensch und Arbeit</i>. 11. Aufl., Düsseldorf 2008</p> <p>📖 <b>Berthel, B./Becker, F.</b>: <i>Personalmanagement</i>. 8. Aufl., Stuttgart 2007</p> <p>📖 <b>Schneider, H./Fritz, S./Zander, E.</b>: <i>Erfolgs- und Kapitalbeteiligung der Mitarbeiter</i>. 6. Aufl., Düsseldorf 2007</p>	2	3.5	- <b>Seminar</b> - <b>ONLY</b> for <b>business exchange students</b>

5031 + 5032	19 + 20 <b>Personalwirtschaft und - praxis</b>	<p><b><u>In German:</u></b></p> <ul style="list-style-type: none"> <li>• Methoden und Instrumente der Personalbeschaffung (Suche und Personalauswahl) unter Berücksichtigung zeitgemäßer Kommunikations- und Informationstechnologien (ERecruiting)</li> <li>• Einstellung und Einarbeitung neuer Mitarbeiter</li> <li>• Aktuelle Entwicklungen sowie zeitgemäße Konzepte und Instrumente zur Personalwirtschaft (z.B. Arbeitszeitgestaltung, Personaldienstleistungen, Personalfreisetzung)</li> <li>• Formen und Instrumente zeitgemäßer Personalorganisation</li> </ul> <p>📖 <b>Jung, H.:</b> <i>Personalwirtschaft</i>, Oldenbourg Verlag München 2008  📖 <b>Jung, H.:</b> <i>Arbeits- und Übungsbuch Personalwirtschaft</i>, Oldenbourg Verl. München 2008</p>	2	3.5	<b>- Seminar -</b> <b>ONLY for business exchange students (with prior knowledge in labor laws)</b>
4840 + 4845	14 <b>Personnel Management</b>	<p><b>Personnel Management:</b> Personnel recruitment and selection; training and development of employees in view of technical or organizational changes; human resource planning and organization; training of employees; remuneration of personnel; development of human resources; dismissal; trade unions.</p> <p><b>Case Studies:</b> Application of Personnel Management theory (see Personnel Management) to practical case. Perception, communication, motivation, reasoning for norms and discussion of leadership best practices in case examples. Humanization of work and worker participation. Leadership styles and models. Different management models and corporate culture. Performance appraisal and wage determination.</p> <p>📖 <b>Mondy, R. W.:</b> <i>Human Resource Management</i></p>	4	5	<b>- Seminar -</b>
1450	6.1 <b>Presentation and Communication Techniques</b>	<p>This course will provide you with general presentation and communication skills and will help you to gain security in presenting in front of diverse audiences. The participants of this course will learn the elements, the structure and presentation tools for an effective presentation. Moreover, they will become aware of their own way of communicating and will learn how to effectively use verbal and nonverbal communication in order to successfully target their audience.</p>	2  Attendance is mandatory	2.5	<b>- Seminar -</b> <b>For all exchange students</b>
5020	19 + 20 <b>Principles of International Economics</b>	<p>We will cover the following content: Introduction in international trade theory in an historical context (Mercantilists, classical theory and modern trade theories), international trade policy (e.g. effects of taxes and subsidies, nontariff trade barriers, modern arguments related to protection), the forms and effects of economic</p>	4	7	<b>- Lecture -</b> <b>ONLY for business exchange students (must have had a course in Economics)</b>

		<p>integration (EU, NAFTA, Mercosur) and an introduction in exchange rates and the international financial system. In this context we will also discuss case studies and current developments in international economics.</p> <p>📖 <b>Salvatore:</b> <i>Introduction to International Economics</i>, 2004</p> <p>📖 <b>Nordhaus/Samuelson :</b> <i>Economics</i>, 2005</p> <p>📖 Salvatore: <i>Introduction to International Economics</i>, 2005</p> <p>📖 <b>Salvatore:</b> <i>International Economics</i>, 2004</p> <p>📖 <b>Feenstra, Taylor:</b> <i>International Economics</i>, 2008</p> <p>📖 <b>Jepma, Jager, Kamphuis:</b> <i>Introduction to International Economics</i>, 2009</p> <p>📖 <b>WTO:</b> <i>The trade situation in 2008-09</i> (available on m-drive)</p>			
5019	19 + 20 <b>Product and Market Development – Basics</b>	<ul style="list-style-type: none"> <li>• Description will be provided soon.</li> </ul>	2	3.5	<b>Seminar ONLY for business exchange students</b>
5024	19 + 20 <b>Produktionsplanung und –steuerung</b>	<p><b><u>In German:</u></b></p> <ul style="list-style-type: none"> <li>• Die MRPII – Philosophie</li> <li>• IT als Erfolgsfaktor: PPS- und SCM-Systeme</li> <li>• Betriebswirtschaftliche und technische Grunddaten</li> <li>• Produktionsplanung: Absatzplanung (SOP)</li> <li>• Produktionsplanung: Programmplanung (MPS)</li> <li>• Produktionsplanung: Bedarfsplanung (MRP)</li> <li>• Produktionsplanung: Kapazitätsplanung (CRP)</li> <li>• Produktionssteuerung: Fertigungsaufträge</li> <li>• Produktionssteuerung: Betriebsdatenerfassung</li> <li>• Produktionssteuerung: KANBAN</li> <li>• Produktionssteuerung: JIT/JIS</li> </ul> <p>📖 <b>Glaser / Geiger / Rohde:</b> <i>PPS. Grundlagen-Konzepte-Anwendungen</i>, Wiesbaden, ISBN 3-409-23906-5</p> <p>📖 <b>Schneider / Buzacott / Rücker:</b> <i>Operative Produktionsplanung und –steuerung</i>, München Wien 2005</p> <p>📖 <b>Zäpfel, G.:</b> <i>Produktionswirtschaft. Operatives Produktions-Management</i>, Berlin New York 1982</p> <p>📖 <b>Wight, O. W.:</b> <i>Manufacturing Resource Planning: MRP II</i>, Essex Junction 1984, ISBN 0-939246-03-1</p> <p>📖 <b>Gerhard, K. / Teufel, T.:</b> <i>SAP R/3 prozeßorientiert anwenden</i>, Addison-Wesley, ISBN 3-8273-1258-2</p> <p>📖 <b>Kurbel, K.:</b> <i>Produktionsplanung und –steuerung</i>, 5.Aufl. München/Wien 2003</p> <p>📖 <b>Schneeweiß, Ch.:</b> <i>Einführung in die</i></p>	4	7	<b>- Lecture - ONLY for business exchange students</b>

		<p><i>Produktionswirtschaft</i>, 8.Aufl. Berlin u.a. 2002</p> <p>📖 <b>Specht</b> / Ahrens / Wolter: <i>Material- und Fertigungswirtschaft, Produktionslogistik mit PPS-Systemen</i>, 1994</p>			
4980	23 <b>Project Work</b>	<p>Project and team work: Development and Presentation of a business plan for an international venture containing all aspects of a typical business:</p> <p>General idea, philosophy of the project, "benefit of the product"; Marketing concept: Main feature of the product; Planning of resources: personal, equipment, location, developing a time plan; Time and cost overview: Investment and current cost, profit + cash flow planning, financing (bank loans, equity, government support schemes); Legal questions: Sensitivity analysis, worst case scenario, strong and weak points of the concept, key factors and strategy.</p> <p>Visiting students are welcome, but course size is limited to 20 and only advanced students may take part</p> <p>📖 <b>Bhide</b>, A., et al.: <i>Harvard Business Review on Entrepreneurship</i>, Boston: Harvard Business School Press, 1999</p> <p>📖 <b>Cassidy</b>, J.: <i>DOT.CON - The real story of why the Internet bubble burst</i>, London 2001</p>	4  Attendance is mandatory	6	- Seminar - For all exchange students
5009 +	19 + 20 <b>Sales Management</b> - <b>Vertriebspolitik</b>	<p><b><u>In German:</u></b></p> <ul style="list-style-type: none"> <li>• Vertriebsorganisation: Struktur- und Prozeßorientierung;</li> <li>• Vertriebskanal- und -partnerpolitik;</li> <li>• Akquisition: Modelle und Vorgehensweisen;</li> <li>• Kundenprofilierung und –qualifizierung, Kundennähe, Churn-Management, CRM;</li> <li>• Operatives und strategisches Vertriebscontrolling;</li> <li>• Wettbewerberanalysen und Benchmarking im Vertrieb;</li> <li>• Vertriebsgesamtsteuerung und Identifizierung von Zukunftspotentialen;</li> </ul> <p>📖 <b>Winkelmann</b>, Peter: <i>Marketing und Vertrieb</i></p> <p>📖 <b>Winkelmann</b>, Peter: <i>Vertriebskonzeption</i></p> <p>📖 <b>Hofbauer</b>, G.: <i>Professionelles Vertriebsmanagement</i></p>	4	7	NOT for exchange Students
5010	- <b>Marketing Planspiel</b>	<p><b><u>In German:</u></b></p> <p>Anhand der realistischen, modellhaften Abbildung der Marketingabteilung eines Uhrenherstellers erfüllen konkurrierende Studierenden-Teams folgende Aufgaben:</p> <ul style="list-style-type: none"> <li>• Strategische und operative Entscheidungen im Marketing und deren Koordination mit Fertigung und F&amp;E</li> <li>• Transfer betriebswirtschaftlicher Modelle in die Praxis</li> </ul>			

		<ul style="list-style-type: none"> <li>Entscheidungsfindung im Team und unter Einsatz von PC-gestützten Planungsinstrumenten</li> </ul> <p>📖 <b>Homburg/Krohmer:</b> <i>Marketingmanagement</i>, 2. Aufl., Wiesbaden 2006 Description will be provided shortly!</p>			
1460	6.2 <b>Scientific Methods and Research</b>	<p>The goal for the students is for them to practice writing a proper academic paper and learn how to structure and research arguments scientifically, using theory to support the thesis. The methodology used is that of guided learning by doing. The doing is writing two assignments based on the theory being taught in the parallel course <i>Foundations of Business Administration</i>. The imported theory will be used by the student as an explanation and logic support.</p> <p>📖 <b>Bailey/Stephen/Routledge:</b> <i>Academic Writing: A Handbook for International Students</i>, 2<sup>nd</sup> Edition, (2009).</p> <p>📖 <b>Murray, N./Beglar, D.:</b> <i>Inside Track: Writing dissertations &amp; theses</i>, Pearson (2009)</p> <p>📖 <b>Turabian, K.:</b> <i>A Manual for Writers of term papers, theses and dissertations</i>, University of Chicago Press, any edition is OK.</p>	2  Attendance is mandatory	2.5	<b>NOT for exchange students</b>
4912 + 4913	21.2 <b>Strategic Management</b>	<p>The changing paradigm and history of management</p> <ul style="list-style-type: none"> <li>Planning versus incrementalism</li> <li>Corporate strategy, strategy development and analyzing the environment</li> <li>Resources, competences and strategic capabilities</li> <li>Stakeholders and purpose, leading</li> <li>Strategic choice, strategic options, strategic selection and evaluation</li> <li>Organising, organizational structure</li> <li>Strategic change, controlling</li> <li>The resource based view of the firm (RBV) and the learning organization</li> </ul> <p><b>Prerequisites:</b> This is an advanced course aimed at IB bachelor students in their semesters 5-7. The course builds on, and extends, concepts experienced in IB 1.1 (Foundations of Business Administration). The four pillars of general management: planning organizing, leading and controlling will be revisited. Links will be introduced from these four pillars to strategic choices. The links will be apparent through the use of cases</p> <p>📖 <b>Daft:</b> <i>Management</i>, 4<sup>th</sup> ed., Dryden Press</p> <p>📖 <b>Johnson &amp; Scholes:</b> <i>Exploring Corporate Strategy</i>, 5th ed. or later ed., Prentice Hall</p> <p>📖 <b>Thomson &amp; Baden-Fuller:</b> <i>Basic Strategy in Context</i>, Blackwell/Wiley, 2009</p>	4	4	<b>- Lecture - ONLY for business exchange students</b>

1365	2.3. <b>International Accounting and Taxation</b>	British and American principles of accounting (GAAP, IAS). Valuation regulations, structure of balance sheets, profit and loss accounts, closing entry and year end accounts, understanding important accounting questions and the international terminology.  📖 <b>ACCA</b> : <i>Preparing Financial Statements</i> , Preparation Papers 1.1, International Stream, BPP	2	2.5	<b>- Lecture -</b> <b>Only for business exchange students with basic knowledge in Accounting</b>
1430	4.2. <b>International Business Law</b>	<ul style="list-style-type: none"> <li>• Introduction to the European Union and European Communities</li> <li>• Institutions &amp; Scope of Community Powers</li> <li>• Relationship between EC-Law and National Law</li> <li>• Principle of state liability</li> <li>• Fundamental freedoms within the EC: <ul style="list-style-type: none"> <li>• Free Movement of Goods (Art. 23 ff. EC)</li> </ul> </li> <li>• European Court of Justice/Court of First Instance: <ul style="list-style-type: none"> <li>• Enforcement actions against member states, Art. 226 EC, Art. 228 EC</li> <li>• Preliminary Rulings, Art. 234 EC</li> </ul> </li> </ul> 📖 <i>Text of the EC-Treaty and of the EU-Treaty</i> 📖 <b>Craig</b> /de Búrca: <i>EU Law, Text, Cases and Materials</i> 📖 <b>Horspool</b> /Humphreys: <i>European Union Law</i> 📖 <b>Weatherill</b> , Stephen: <i>Cases &amp; Materials on EU Law</i> 📖 <b>Emmert</b> , Frank: <i>European Union Law – Cases</i> 📖 <b>Foster</b> , Nigel: <i>EU Law – Questions &amp; Answers</i>	2	2.5	<b>- Lecture -</b> <b>ONLY for business exchange students</b>
3300	12.1. <b>Internship Seminar I (General)</b>	The students are introduced to the rules and practices of academic writing. The participants have to provide an academic paper and to give a presentation. They have to choose a theoretical concept out of Business Administration or Economics and apply this to a real world case. Furthermore participants are to practice presenting this paper in a precise and motivating way.  📖 <b>Murray</b> , Rowena (2002): <i>How to write a thesis</i> , Open University Press, Maidenhead. 📖 <b>Saunders</b> , Mark/Philip Lewis/Adrian Thornhill (2003): <i>Research methods for business students</i> , Pearson, Harlow.	2	2.5	<b>NOT for exchange students</b>
3400	12.2. <b>Internship Seminar II (Specific)</b>	This course can only be chosen in combination with an internship. Exchange of experience, instruction and consultation, deepening and refreshment of knowledge, in particular through short projects about practical work, through	2	2.5	<b>NOT for exchange students</b>

		questioning and discussion, through including practical specialists as well as visits to firms.			
<b>4701</b> (assign. /pres.) + <b>4702</b> (written exam)	5.1. <b>Microeconomics</b>	The economy as a complex, self-organizing system; economic theory of human behaviour; theory of the firm and market structure; implications of different market structures; economic analysis of the government; externalities; private and public solutions to the problem of externalities; national and international environmental policy  <b>Pindyck</b> , Robert S./Daniel L. Rubinfeld: <i>Microeconomics</i> , <b>Robert</b> , Frank: <i>Microeconomics and Behavior</i> <b>Besanko</b> , David/Braeutigam, Ronald R.: <i>Microeconomics. An integrated approach</i> , <b>Perman</b> , Roger et al.: <i>Natural Resource and Environmental Economics</i>	6	7.5	- Lecture - ONLY for business exchange students
<b>4706</b> (assign. /pres.) + <b>4707</b> (written exam)	5.2. <b>Macroeconomics</b>	Topics include: macroeconomic accounting; the business cycle; money and inflation; unemployment; economic policies under different exchange rate arrangements; Phillips Curve analysis; demand vs. supply side policies; problems of demand side policies; determinants of economic growth. The theoretical analysis is consistently applied to real world cases.  <b>Mankiw</b> , N. Gregory: <i>Macroeconomics</i> , 6 <sup>th</sup> Ed., New York, 2007 <b>Miles</b> , David/Andrew, Scott: <i>Macroeconomics, Understanding the Wealth of Nations</i> , Chichester, 2005 <b>Burda</b> , Michael/Charles, Wyplosz: <i>Macroeconomics. A European Text</i> , 3 <sup>rd</sup> Ed., Oxford, 2001	6	7.5	- Lecture - ONLY for business exchange students
<b>4710</b>	7.1 <b>Operations Management</b>	Operations Strategy, Process Management, Planning of Capacity, Location Planning, Inventory Management, Material Requirement Planning, Master Production Scheduling, Supply Chain Management, Lean Systems.  <b>Krajewski/Ritzman</b> : <i>Operations Management</i> <b>Heizer/Render</b> : <i>Prinziples of Operations Management</i>	2	2.5	- Lecture - For all exchange students
<b>4715</b>	7.2 <b>Marketing</b>	Marketing concepts and philosophies, marketing organisation, instruments and marketing mix, marketing aims, planning, control and strategies. Basic concepts of market research, secondary research, setting up of primary research projects, evaluation techniques and information processing, market forecasting. Customer relations, product strategies,	4	5	- Lecture - For all exchange students

		<p>product planning and development, product range policy.</p> <p>Pricing policies/strategies, price determination, terms and conditions policies.</p> <p>Direct and indirect sales concepts and strategies, physical distribution/communication theory; corporate identity; advertising PR, sales promotion.</p> <p>Examples from the consumer goods industry, the capital goods industry or from the services sector; sector-specific marketing concepts; Introduction into international marketing.</p> <p>📖 <b>Kotler</b>, Philipp: <i>Marketing Management</i></p> <p>📖 <b>Mühlbacher/Leih/Dahringer</b>: <i>International Marketing</i></p>			
<p><b>4721</b> (assign./pres.) + <b>4722</b> (written exam)</p>	<p>7.3. <b>Personnel Management</b></p>	<p>Personnel Management: Personnel recruitment and selection; training and development of employees in view of technical or organizational changes; human resource planning and organization; training of employees; remuneration of personnel; development of human resources; dismissal; trade unions.</p> <p>Case Studies: Application of Personnel Management theory (see Personnel Management) to practical case. Perception, communication, motivation, reasoning for norms and discussion of leadership best practices in case examples. Humanization of work and worker participation. Leadership styles and models. Different management models and corporate culture. Performance appraisal and wage determination.</p> <p>📖 <b>Mondy</b>, R. W.: <i>Human Resource Management</i></p>	4	5	- Seminar -
<p><b>4725</b></p>	<p>7.4 <b>Finance, Investment and Capital Budgeting</b></p>	<p>Liquidity, capital requirement, financial balance, organisation of internal finance management, payment transactions, instruments of financial management (financial ratios, plans and controls). Types of financing, relevant markets for financial management, financial substitutes, safeguarding of credit. Practising financial planning, cash management, cash-flow management, balance sheet analysis, financial regulations, new developments in the field of finance, corporate financial policy. Types of investment, problems of uncertainty, investment plans, analysis based on ROI, NPV, IRR, annuity.</p> <p>📖 <b>Gitmann</b>, Lawrence J.: <i>Essentials of Managerial Finance</i></p> <p>📖 <b>Brealey/Myers</b>: <i>Principles of Corporate Finance</i></p>	4	5	- Lecture - For all exchange students
<p><b>4736</b></p>	<p>8.2.</p>	<p>Case studies, exercises and business</p>	2	3.5	NOT for

(assign. /pres.) + <b>4737</b> (written exam)	<b>International Marketing</b>	games with „real life“ simulated situations in the area of international marketing. Access is limited (for visiting students). A prerequisite is advanced knowledge in Marketing  📖 <b>Kotler</b> , Philip: <i>Marketing Management</i> , 11th ed., Prentice Hall 📖 <b>Hollensen</b> , Svend: <i>Global Marketing</i> , 4th ed., Prentice Hall, 2007			exchange students
<b>4742</b>	8.3. <b>International Commercial Law</b>	Recommended prerequisites: International Business Law (4.2) <ul style="list-style-type: none"> <li>• Fundamental Freedoms of the EC: <ul style="list-style-type: none"> <li>• Free Movement of Workers (Art. 39 ff. EC)</li> <li>• Freedom of Establishment (Art. 43 ff. EC)</li> <li>• Free Movement of Services (Art. 49 ff. EC)</li> </ul> </li> <li>• Principles of Non-Discrimination and Proportionality</li> <li>• European Court of Justice/Court of First Instance: <ul style="list-style-type: none"> <li>• Review of Legality, Art. 230 EC</li> <li>• Damage Action, Art. 235, 288 EC</li> </ul> </li> <li>• Fundamental Rights of the EU</li> <li>• Structure &amp; Organs of the World Trade Organisation WTO Law and EU Law</li> </ul> 📖 <i>Texts of EC-Treaty and EU-Treaty</i> ; Charter of Fundamental Rights of the EU; WTO Agreement 📖 <b>Craig/de Búrca</b> : <i>EU Law, Text, Cases and Materials</i> 📖 <b>Horspool/Humphreys</b> : <i>European Union Law</i> 📖 <b>Weatherill</b> , Stephen: <i>Cases and Materials on EU Law</i> 📖 <b>Emmert</b> , Frank: <i>European Union Law – Cases</i> 📖 <b>Matsushita</b> et al.: <i>The World Trade Organization</i>	2	3.5	NOT for exchange students
<b>4745</b>	8.4. <b>Case Studies in International Business</b>	Teamwork, with a presentation of group findings on selected practical cases about international business. Excursions to firms and international institutions. Practical cases in the areas of: <ul style="list-style-type: none"> <li>• International marketing</li> <li>• International finance</li> <li>• International commercial law</li> <li>• Export handling</li> </ul> 📖 <b>Daniels</b> , J.D. et al.: <i>International Business</i>	2	2.5	NOT for exchange students
(assign. /pres.) + <b>4752</b> (written exam)	9.1. <b>Strategic Management</b>	The changing paradigm and history of management <ul style="list-style-type: none"> <li>• Planning versus incrementalism</li> <li>• Corporate strategy, strategy development and analyzing the environment</li> <li>• Resources, competences and strategic</li> </ul>	4	5	- Lecture - ONLY for business exchange students

		<p>capabilities</p> <ul style="list-style-type: none"> <li>• Stakeholders and purpose, leading</li> <li>• Strategic choice, strategic options, strategic selection and evaluation</li> <li>• Organising, organizational structure</li> <li>• Strategic change, controlling</li> <li>• The resource based view of the firm (RBV) and the learning organization</li> </ul> <p>Prerequisites: This is an advanced course aimed at IB bachelor students in their semesters 5-7. The course builds on, and extends, concepts experienced in IB 1.1 (Foundations of Business Administration). The four pillars of general management: planning organizing, leading and controlling will be revisited. Links will be introduced from these four pillars to strategic choices. The links will be apparent through the use of cases</p> <p>📖 <b>Daft</b>: <i>Management</i>, 4<sup>th</sup> ed., Dryden Press</p> <p>📖 <b>Johnson &amp; Scholes</b>: <i>Exploring Corporate Strategy</i>, 5th ed. or later ed., Prentice Hall</p> <p>📖 <b>Thomson &amp; Baden-Fuller</b>: <i>Basic Strategy in Context</i>, Blackwell/Wiley, 2009</p>			
<p><b>4761</b> (assign. /pres.) + <b>4762</b> (written exam)</p>	<p>9.2. <b>International Management</b> with Case Studies</p>	<p>Management in MNC, globalization, differing environments, economic integration, a broad-brush approach to finance, accounting, control and diversification in a global environment. A session on the assessment of the beneficial or the opposite effects on MNC countries of different development levels will be offered.</p> <p>📖 <b>Daniels</b>, J.D. et al.: <i>International Business</i></p> <p>📖 <b>Peng</b>, M.: <i>Global Business</i>, South-Western, Cengage Learning, 2009</p>	2	2.5	- Seminar - ONLY for business exchange students
<b>4770</b>	<p>13.1. <b>Project Work</b></p>	<p>Project and team work: Development and Presentation of a business plan for an international venture containing all aspects of a typical business: General idea, philosophy of the project, "benefit of the product"; Marketing concept: Main feature of the product; Planning of resources: personal, equipment, location, developing a time plan; Time and cost overview: Investment and current cost, profit + cash flow planning, financing (bank loans, equity, government support schemes); Legal questions: Sensitivity analysis, worst case scenario, strong and weak points of the concept, key factors and strategy.</p> <p>Visiting students are welcome, but course size is limited to 20 and only advanced students may take part</p> <p>📖 <b>Bhide</b>, A., et al.: <i>Harvard Business Review on Entrepreneurship</i>, Boston:</p>	<p>4</p> <p>Attendance is mandatory</p>	6	- Seminar - For all exchange students



		<p>Anhand der realistischen, modellhaften Abbildung der Marketingabteilung eines Uhrenherstellers erfüllen konkurrierende Studierenden-Teams folgende Aufgaben:</p> <ul style="list-style-type: none"> <li>• Strategische und operative Entscheidungen im Marketing und deren Koordination mit Fertigung und F&amp;E</li> <li>• Transfer betriebswirtschaftlicher Modelle in die Praxis</li> <li>• Entscheidungsfindung im Team und unter Einsatz von PC-gestützten Planungsinstrumenten</li> </ul> <p>📖 <b>Homburg/Krohmer:</b> <i>Marketingmanagement</i>, 2. Aufl., Wiesbaden 2006 Description will be provided shortly!</p>			
5012	8.7.2. <b>International Project Evaluation and Finance</b>	<p>Terms: Evaluation, Finance and Project Finance, where do the funds come from: Equity and loan, sectors and regions for large projects and the performance of large projects, important financial terms revisited (Cash Flow, Leverage, EBIT, EBITDA etc.) leverage, structuring projects, developing realistic estimates on key project parameters, valuing projects (project evaluation).</p> <p>An economic framework for Assessing Development Impact Financing Projects</p> <p>Cases on structuring, evaluating and financing international projects.</p> <p>📖 <b>Esty</b>, Benjamin C.: <i>Textbook: Modern Project Finance</i>, Boston 2004</p> <p>📖 <b>Pollio</b>, Gerald: <i>International Project Analysis and Financing</i></p>	2	3.5	<b>- Lecture -</b>
5013	8.7.3 <b>Finanzen I</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Grundlegende Konzepte der Investitionsbewertung und NPV-Rechnung, Bewertung von Aktien und Bonds</li> <li>• DCF, Multiples, NAV-Verfahren, Berechnung der Kapitalkosten und Portfoliotheorie</li> <li>• Konzepte der Eigenkapital- und Fremdkapitalfinanzierung</li> <li>• Bewertung von Finanzunternehmen und wertorientierte Unternehmensführung bei Banken und Versicherungen</li> <li>• M&amp;A und Shareholder Value, Bewertung von M&amp;A-Transaktionen, M&amp;A-Prozess</li> </ul>	4	7	<b>- Lecture -</b> <b>ONLY for business exchange students</b>
5019	8.08. <b>Product and Market Development – Basics</b>	<ul style="list-style-type: none"> <li>• Description will be provided soon</li> </ul>	2	3.5	<b>Seminar</b> <b>ONLY for business exchange students</b>
5020	8.8.3. <b>Principles of International Economics</b>	<p>We will cover the following content: Introduction in international trade theory in an historical context (Mercantilists, classical theory and modern trade theories), international trade policy (e.g. effects of taxes and subsidies, nontariff trade barriers, modern arguments related to protection),</p>	4	7	<b>- Lecture -</b> <b>ONLY for business exchange students</b> <b>(must have had a course</b>

		<p>the forms and effects of economic integration (EU, NAFTA, Mercosur) and an introduction in exchange rates and the international financial system. In this context we will also discuss case studies and current developments in international economics.</p> <p>📖 <b>Salvatore:</b> <i>Introduction to International Economics</i>, 2004  📖 <b>Nordhaus/Samuelson :</b> <i>Economics</i>, 2005  📖 Salvatore: <i>Introduction to International Economics</i>, 2005  📖 <b>Salvatore:</b> <i>International Economics</i>, 2004  📖 <b>Feenstra, Taylor:</b> <i>International Economics</i>, 2008  📖 <b>Jepma, Jager, Kamphuis:</b> <i>Introduction to International Economics</i>, 2009  📖 <b>WTO:</b> <i>The trade situation in 2008-09</i> (available on m-drive)</p>			<b>in Economics)</b>
5021	8.8.4. <b>Energy and Development</b>	<p>We will cover the following content: Introduction to development studies and how the energy sector is linked to it, global energy trends, different technologies for energy supply with a special focus on renewable energies, analysis of energy demand issues, the relation between energy, poverty and gender, rural energy issues, energy and international trade, the World's energy security, global environmental repercussions and energy policy ramifications; Special focus is given on the situation and future development of China and India (Political, economic and demographic context, overview of the energy sector, demand and supply projections)</p> <p>📖 <b>International Energy Agency:</b> <i>World energy outlook 2007 – China and India insights</i>, Paris, 2007  📖 <b>Energia:</b> <i>Energy policies for the poor and women</i>, Volume 12, Issue 1, July 2009 (available on m-drive)  📖 <b>Eitel, Birgit:</b> <i>Die wirtschaftspolitische Förderung der Verbreitung von Kleinwasserkraftanlagen durch dezentrale Akteure in Entwicklungsländern</i>, Aachen, 2001  📖 <b>International Energy Agency:</b> <i>World energy outlook 2002 – Energy and Poverty</i>, Paris, 2002 (available on m-drive)</p>	2	3.5	<b>- Lecture - ONLY for business exchange students (must have had a course in Macroeconomics)</b>
5022	8.04 <b>Einkauf und Supply Management</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Grundlagen des Supply Managements</li> <li>• Formulierung der Rahmenstrategie im Einkauf und Supply Management</li> <li>• Grundlagen des Einkaufscontrollings</li> <li>• Formulierung und Implementierung von Supply-Marktstrategien</li> <li>• Lieferantenmanagement sowie Formulierung und Entwicklung von Lieferantenstrategien</li> </ul>	4	7	

		<ul style="list-style-type: none"> <li>• Bestellprozess, insb. Methoden des Angebotsvergleichs</li> <li>• Methoden und Ansätze im E-Procurement</li> <li>• Gestaltung und Steuerung der Versorgungsprozesse (Beschaffungslogistik)</li> </ul> <p>📖 <b>Appelfeller, W.</b> / Buchholz, W.: <i>Supplier Relationship Management</i>, Wiesbaden 2005</p> <p>📖 <b>Arnold, U.</b> / Kasulke, G.: <i>Praxishandbuch innovativer Beschaffung</i>, Weinheim 2007</p> <p>📖 <b>Boutellier, R.</b> / Wagner, S. / Wehrli, H.P.: <i>Handbuch Beschaffung – Strategien, Methoden, Umsetzung</i>, München 2003</p> <p>📖 <b>BME-Verhaltensrichtlinie</b>, in <a href="http://www.bme.de">www.bme.de</a></p> <p>📖 <b>Hahn, D.</b> / Kaufmann, L.: <i>Handbuch industrielles Beschaffungsmanagement</i>, 2. Aufl. Wiesbaden 2002</p> <p>📖 <b>Heß, G.</b>: <i>Supply Strategien in Einkauf und Beschaffung</i>, 2. Auflage 2010, Wiesbaden</p> <p>📖 <b>Koppelman, U.</b>: <i>Beschaffungsmarketing</i>, 4. Aufl. Berlin ua. 2004</p> <p>📖 <b>Large, R.</b>: <i>Strategisches Beschaffungsmanagement</i>, 4. Aufl. Wiesbaden 2009</p>			
5023	8.05 <b>Distribution und Supply Chain Management</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Einführung</li> <li>• Third-Party-/Fourth-Party-Logistics</li> <li>• Einsatzteillogistik</li> <li>• Efficient Consumer Response</li> <li>• Identifikationstechnologien in der Distributionslogistik</li> <li>• Lean Warehouse Management</li> <li>• Collaborative Planning, Forecasting and Replenishment</li> <li>• Entsorgungslogistik</li> </ul> <p>📖 <b>Corsten, D./Pötzl, J.</b>: <i>ECR – Efficient Consumer Response – Integration von Logistikketten</i>, München, Wien 2000</p> <p>📖 <b>Womak, J.P.</b> / Jones, D.T.: <i>Lean Thinking</i>, Frankfurt, New York 2004</p> <p>📖 <b>Drew, J.</b> / McCallum, B.: Roggenhofer, S. <i>Unternehmen Lean</i>, Frankfurt 2005</p> <p>📖 <b>Augustin</b>: <i>Lean Warehousing</i>, München 2009</p> <p>📖 <b>Pautsch</b> / Gorecki: <i>Lean Management</i>, München 2010</p> <p>📖 <b>Pflaum, A.</b>: (Fraunhofer Arbeitsgruppe für Technologien der Logistik-Dienstleistungswirtschaft) <i>Radio Frequency Identification-Technologien in der Logistik</i>, 2003</p>	4	7	
5024	8.06 <b>Produktionsplanung und –steuerung</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Die MRPII – Philosophie</li> <li>• IT als Erfolgsfaktor: PPS- und SCM-Systeme</li> <li>• Betriebswirtschaftliche und technische</li> </ul>	4	7	

		<p>Grunddaten</p> <ul style="list-style-type: none"> <li>• Produktionsplanung: Absatzplanung (SOP)</li> <li>• Produktionsplanung: Programmplanung (MPS)</li> <li>• Produktionsplanung: Bedarfsplanung (MRP)</li> <li>• Produktionsplanung: Kapazitätsplanung (CRP)</li> <li>• Produktionssteuerung: Fertigungsaufträge</li> <li>• Produktionssteuerung: Betriebsdatenerfassung</li> <li>• Produktionssteuerung: KANBAN</li> <li>• Produktionssteuerung: JIT/JIS</li> </ul> <p>📖 <b>Glaser / Geiger / Rohde:</b> <i>PPS. Grundlagen-Konzepte-Anwendungen</i>, Wiesbaden, ISBN 3-409-23906-5</p> <p>📖 <b>Schneider / Buzacott / Rücker:</b> <i>Operative Produktionsplanung und –steuerung</i>, München Wien 2005</p> <p>📖 <b>Zäpfel, G.:</b> <i>Produktionswirtschaft. Operatives Produktions-Management</i>, Berlin New York 1982</p> <p>📖 <b>Wight, O. W.:</b> <i>Manufacturing Resource Planning: MRP II</i>, Essex Junction 1984, ISBN 0-939246-03-1</p> <p>📖 <b>Gerhard, K. / Teufel, T.:</b> <i>SAP R/3 prozeßorientiert anwenden</i>, Addison-Wesley, ISBN 3-8273-1258-2</p> <p>📖 <b>Kurbel, K.:</b> <i>Produktionsplanung und –steuerung</i>, 5.Aufl. München/Wien 2003</p> <p>📖 <b>Schneeweiß, Ch.:</b> <i>Einführung in die Produktionswirtschaft</i>, 8.Aufl. Berlin u.a. 2002</p> <p>📖 <b>Specht / Ahrens / Wolter:</b> <i>Material- und Fertigungswirtschaft, Produktionslogistik mit PPS-Systemen</i>, 1994</p>		
5025	8.07 <b>Verkehrswirtschaft und Transportmanagement</b>	<p><b>In German:</b></p> <ul style="list-style-type: none"> <li>• Transport, Verkehr und Spedition</li> <li>• Gütertransporte auf der Straße</li> <li>• Gütertransporte auf der Schiene</li> <li>• Gütertransporte auf Binnenwasserstraßen</li> <li>• Gütertransporte im Rohrleitungsverkehr, insb. Öl- und Gaslogistik</li> <li>• Gütertransporte auf der See</li> <li>• Gütertransporte in der Luft</li> <li>• Grundlagen des Außenhandels in der Spedition</li> <li>• Verkehrsträgerwahl (Fallstudien)</li> <li>• Abwicklung einer inter-kontinentalen Sendung (Fallbeispiel)</li> <li>• Geographische Konfiguration von Transportsystemen</li> <li>• Management der Produktionsressourcen</li> <li>• Gestaltung von Informationsflüssen</li> <li>• 14. Disposition (mit Fallstudie)</li> </ul> <p>📖 <b>Ihde / Gösta B.:</b> <i>Transport, Verkehr, Logistik</i>. 3. Auflage. Vahlen, 2001</p> <p>📖 <b>Aberle, G.:</b> <i>Transportwirtschaft</i>. 4.</p>	4	7

		Auflage. Oldenbourg, 2003 <b>Tagesaktuelle Berichte</b> (Verkehrszeitung): DVZ (= Deutsche Logistik-Zeitung)			
5028	<b>Key Performance Indicators</b>	<ul style="list-style-type: none"> <li>Valuing simple bonds and simple options</li> <li>Different types of bonds, equity measures, mezzanine financing, working capital management and leasing</li> <li>International financing instruments</li> <li>The irrelevancy theorem of Modigliani/Miller</li> <li>Financing with taxes and bankruptcy costs</li> <li>Equity financing and asymmetric information</li> <li>Debt financing and asymmetric information</li> <li>The pecking order theory</li> </ul> <p> <b>Brealy</b>, R.A./Myers, S.C. and F. Allen (2008): <i>Principles of Corporate Finance</i>, 9<sup>th</sup> Edition, McGraw Hill.  <b>Choudry</b>, Moorad (2009): <i>The Money Markets Handbook</i>, Wiley &amp; Sons.  <b>Choudry</b>, Moorad (2003): <i>The Bond &amp; Money Markets: Strategy, Trading, Analysis</i>, Butterworth.  <b>Hull</b>, John C. (2008): <i>Options, Futures and other Derivatives</i>, 7<sup>th</sup> Edition, Prentice Hall.  <b>Ross</b>, S.A., Westerfield, R.W. and J.F. Jaffe (2004): <i>Corporate Finance</i>, McGraw Hill</p>	2	3.5	- Lecture - ONLY for business exchange students (must have had a course in Mathematics + Finance)
5029	8.09 <b>Introduction into Economics of European Integration</b>	After a brief introduction into the history and institutions of European integration the effects of the customs union and, the single market on trade and welfare will be discussed. This is followed by an extensive introduction into the monetary integration of Europe. Topics in this part of the course will cover the European Monetary System and the European Monetary Union.  <b>Baldwin, Richard and Charles Wyplosz</b> (2009): <i>The Economics of European Integration</i>	2	3.5	- Lecture - For all exchange students
5030	8.10 <b>Corporate Financing Strategy</b>	<ul style="list-style-type: none"> <li>Valuing simple bonds and simple options</li> <li>Different types of bonds, equity measures, mezzanine financing, working capital management and leasing</li> <li>International financing instruments</li> <li>The irrelevancy theorem of Modigliani/Miller</li> <li>Financing with taxes and bankruptcy costs</li> <li>Equity financing and asymmetric</li> </ul>	2	3.5	- Lecture - ONLY for business exchange students (must have had a course in Mathematics + Finance)

		<p>information</p> <ul style="list-style-type: none"> <li>• Debt financing and asymmetric information</li> <li>• The pecking order theory</li> </ul> <p>📖 <b>Brealy</b>, R.A./Myers, S.C. and F. Allen (2008): <i>Principles of Corporate Finance</i>, 9<sup>th</sup> Edition, McGraw Hill.</p> <p>📖 <b>Choudry</b>, Moorad (2009): <i>The Money Markets Handbook</i>, Wiley &amp; Sons.</p> <p>📖 <b>Choudry</b>, Moorad (2003): <i>The Bond &amp; Money Markets: Strategy, Trading, Analysis</i>, Butterworth.</p> <p>📖 <b>Hull</b>, John C. (2008): <i>Options, Futures and other Derivatives</i>, 7<sup>th</sup> Edition, Prentice Hall.</p> <p>📖 <b>Ross</b>, S.A., Westerfield, R.W. and J.F. Jaffe (2004): <i>Corporate Finance</i>, McGraw Hill</p>			
5002	8.5.1. <b>Innovation Management</b>	<p>The course introduces the knowledge and skills necessary to manage innovation at the operational and strategic levels. It integrates the management of market, organizational and technological change to improve the competitiveness of firms and other organizations. Since the management of innovation is inherently interdisciplinary and multifunctional, this course provides an integrative approach to the subject.</p>	2	3.5	<b>- Lecture -</b>
	8.8.1. <b>International Institutions</b>	<p>The course tackles global economic, political and legal institutions in context with current global issues.</p> <p>📖 <i>Are announced depending on the respective topics.</i></p>	2	3.5	<b>- Seminar - ONLY for business exchange students (must have had a prior course in Macro-economics)</b>