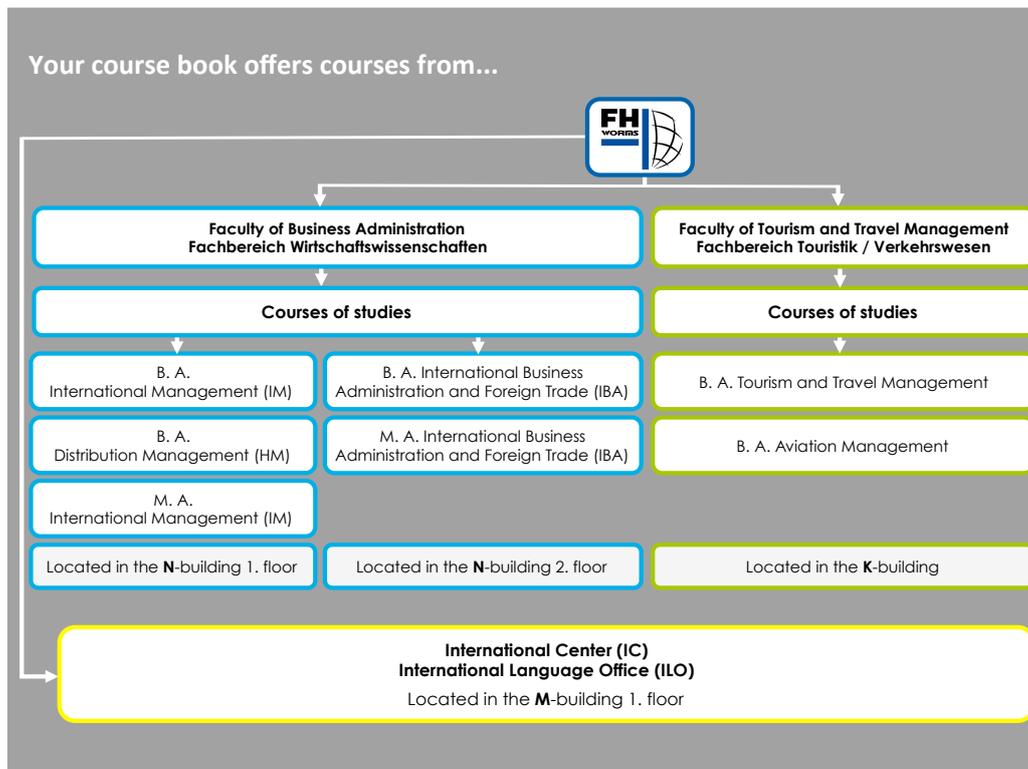


University of Applied Sciences Worms
International Center



COURSE BOOK FOR INCOMING STUDENTS WS 2012/2013

OVERVIEW



STEPS FOR A SUCCESSFUL COURSE CHOICE

1. Course presentation Monday 24. September 2pm-4pm in A125
2. Choose your courses
3. Fill out your course list
4. Deadline for course choice **Friday 05. October**, last day to hand in your course list in the International Center → we enrol you for each of your selected courses (maximum of **30 Credits Points** per semester)

Note: Please keep in mind that you need for the Master level courses a higher qualification level in order to be able to follow the lecture and to complete the course successfully!

Please do not buy any books listed in the course description before the lecture starts (lecturer tells you if it is necessary), as long it is not explicitly written in the course description!

LSF

<https://lsf.fh-worms.de>

Switch language



LSF-Startpage in German



SoSe 2012 | Hilfe | Sitemap |

Studentisches Leben **Veranstaltungen** Organisationseinheiten Prüfungsmanagement Räume und Gebäude

Sie sind hier: [Home](#) > [Veranstaltungen](#)

- Vorlesungsverzeichnis
- Suche nach Veranstaltungen
- Studiengangpläne
- Studiengangpläne (Liste)
- Veranstaltungen - tagesaktuell
- Heute geänderte und ausfallende Veranstaltungen

Herzlich willkommen am Online-Portal 3 der Fachhochschule Worms



Benutzername
Passwort



Enter your login

Über Portal 3

QIS, LSF und HISinOne sind Produkte der HIS: GmbH

LSF-Startpage in English



Summer 2012 | Help | Sitemap |

Student's Corner **Courses** Orgunits Exam management Facilities

You are here: [Home](#) > [Courses](#)

- Course Overview
- Search for Lectures
- Curricula Timetable
- Curricula Timetable (List)
- Lectures today
- Lectures cancelled today

Welcome on HIS Online-Portal - the university portal for students, guests, teachers and employees



Username
Password

About

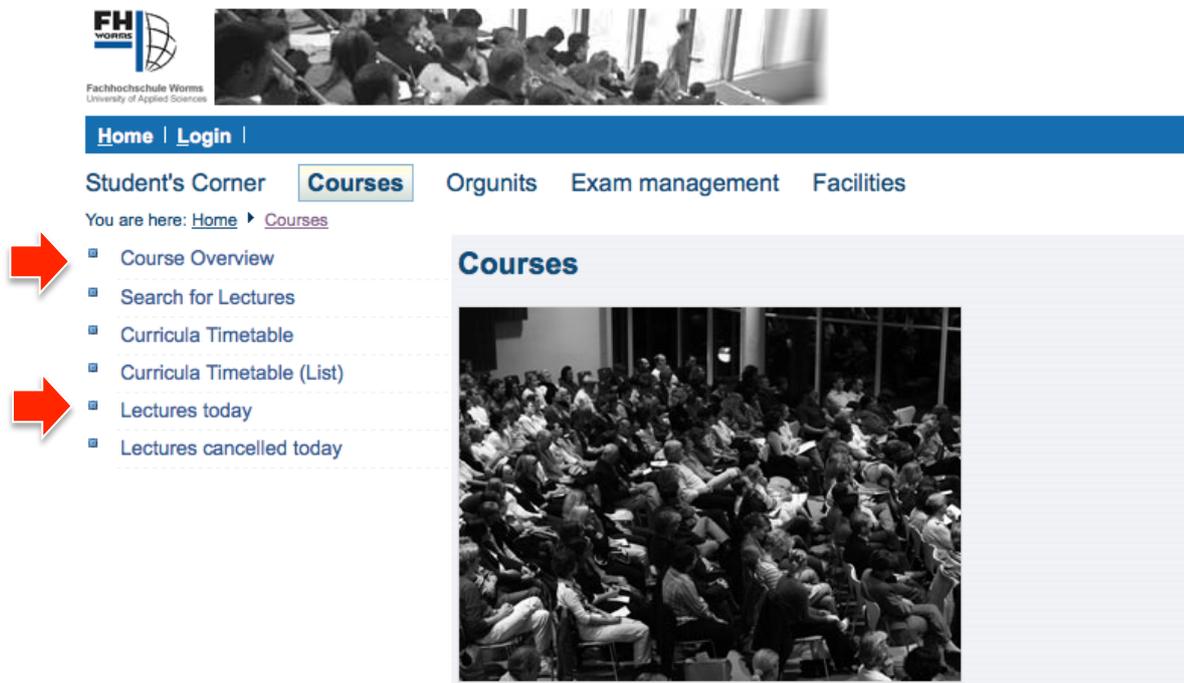
QIS, LSF and HISinOne are products of HIS: GmbH

LSF – COURSE PAGE

Search for Lectures: Find your courses (except the courses offered by the International Center → you will be informed by Jan)

Lectures today: Check the daily schedule for rooms

Lectures cancelled today: Find changes and cancellations



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University of Applied Sciences

[Home](#) | [Login](#) |

[Student's Corner](#) | **[Courses](#)** | [Orgunits](#) | [Exam management](#) | [Facilities](#)

You are here: [Home](#) ▶ [Courses](#)

- ▣ [Course Overview](#)
- ▣ [Search for Lectures](#)
- ▣ [Curricula Timetable](#)
- ▣ [Curricula Timetable \(List\)](#)
- ▣ [Lectures today](#)
- ▣ [Lectures cancelled today](#)

Courses



CONTACT PERSONS IN EACH COURSE OF STUDIES

International Management (IM) & Distribution Management (HM)

International Management (IM) & Handelsmanagement (HM)

Mrs. Susanna Ripp

Office: N 114

Tel: 06241-509 234

E-mail: ripp@fh-worms.de



International Business Administration and Foreign Trade (IBA)

Internationale Betriebswirtschaft und Außenwirtschaft (IBA)

Mrs. Bettina Belkner

Office: N 231

Tel: 06241-509 337

E-mail: belkner@fh-worms.de



Tourism and Travel Management

Touristik/Verkehrswesen

Mrs. Pia Orth-Reich

Office: K-14

Tel: 06241-509 117

E-mail: orth-reich@fh-worms.de



Mr. Jürgen Kaiser

Office: K-14

Tel: 06241-509 120

E-mail: kaiser@fh-worms.de



International Language Office (ILO)

Mrs. Céline Maser

Office: M-106

Tel: 06241-509 292

E-mail: maser@fh-worms.de



International Center (IC)

Mr. Jan Metzler

Office: M-105

Tel: 06241-509 226

E-mail: metzler@fh-worms.de



Course Offer for Incoming Students WS 12/13



Code	Course Description	CP	Remarks
International Center (IC)			
IC-1	Business Strategy and Controlling in International Business	4	Costs \$42.95
IC-2	Introduction to International Accounting	4	
IC-3	Internet Marketing	4	Book
IC-4	European Studies	2	
IC-5	The Arab World – political upheavals and its effects on the global economy	4	
International Management (IM)			
IM-1.2	Strategy	3	
IM-3.2	Basics of International Economics	3	
IM-6.3	Spanish (Beginner Course)	2	
IM-7.1	Organization	2	
IM-8.1	Marketing Basics	2	
IM-10.1a	Business Communication	4	
IM-10.1b	Writing your Thesis	2	
IM-11.1	French 2	2	
IM-11.2	Spanish 2	2	
IM-22.4	Intercultural Issues 1-3	6	
IM-1.1 (M.A.)	Strategic Planning	6	Adv. Level + Ltd.
IM-1.3.1 (M.A.)	Crafting Strategy	3	
IM-2.1.3 (M.A.)	Distribution Management	9	
IM-2.3.2.1 (M.A.)	Strategic Sourcing & Retail Procurement	4	
Tourism & Travel Management			
T-BAA 202	Statistics	3	
T-BAA 203	Research Methods and Presentation Skills	3	
T-BAA 221	Accountancy and Financial Reports	6	
T-BAA 222	Marketing and Sales Management	6	
T-BAA 401	Airport Management	5	
T-BAA 402	Air Cargo and Logistics Management	5	
T-BAA 412	Pricing and Revenue Management	5	
T-121	English for tourism professionals I	2	
T-131	Business English I	2	
T-141	English for tourism professionals II	2	
T-151	Business English II	2	

International Business Administration and Foreign Trade (IBA)			
IBA-10.1	Microeconomics	2,5	
IBA-23.1	Intercultural Management Asia	2	
IBA-23.2	Intercultural Management East Europe	2	
IBA-23.3	Intercultural Management Iberoamerica	2	
IBA-23.4	Intercultural Management Middle East & Arab World	2	
IBA-35.1	International Entrepreneurship	5	
IBA-35.2	Innovation Management	2,5	
IBA-1.1 (M.A.)	Strategies of Internationalization	1	Attendance
IBA-3.1 (M.A.)	International Economics	4	Ltd.
IBA-4.1 (M.A.)	Intercultural Management Asia	2	
IBA-4.2 (M.A.)	Intercultural Management East Europe	2	
IBA-4.3 (M.A.)	Intercultural Management Iberoamerica	2	
IBA-4.4 (M.A.)	Intercultural Management Middle East & Arab World	2	
IBA-5.1 (M.A.)	International Project Management	2	Ltd.
IBA-7.2 (M.A.)	Customer Relationship Management	3	Ltd.
IBA-10 (M.A.)	International Entrepreneurship	6	
IBA-12 (M.A.)	Foreign Trade Consulting	6	Ltd. + Adv. Level
IBA-13 (M.A.)	International Finance, Advanced Corporate Finance & Value Investing	6	Ltd.
IBA-14 (M.A.)	Advanced International Controlling	6	Ltd.

Business Foreign Languages – ILO			
ILO-1	Business English I	4,5	
ILO-2	Business English II	4,5	
ILO-3	Mandarin Chinese I	6	
ILO-4	Mandarin Chinese II	6	
ILO-5	Mandarin Chinese III	6	
ILO-6	Mandarin Chinese IV	6	
ILO-7	Mandarin Chinese V	3	
ILO-8	Mandarin Chinese VI	3	
ILO-9	Russian I	6	
ILO-10	Russian II	6	
ILO-11	Russian III	6	
ILO-12	Russian IV	6	
ILO-13	Russian V	3	
ILO-14	Russian VI	3	
ILO-15	Arabic I	6	
ILO-16	Arabic II	6	
ILO-17	Arabic III	6	
ILO-18	Arabic IV	6	
ILO-19	Arabic V	3	
ILO-20	Arabic VI	3	

German as a foreign language – ILO			
ILO-21	DaF A1 Incomings (German A1-level)	9	
ILO-22	DaF A2 Incomings (German A2-level)	9	
ILO-23	DaF III (A2/B1) (German B1-level)	6	
ILO-24	DaF IV (B1/B2) (German B2-level)	6	
ILO-25	DaF V (B2/C1) (German C1-level)	6	

**To enrol for courses with course language German you need
at least language level B1/B2 in German**

Kursangebot – deutschsprachige Veranstaltungen für Incoming Students WS 12/13 ab Seite 126

Code	Course Description	CP	Remarks
International Management (IM) / Handelsmanagement (HM)			
IM-16.1	E-Commerce/Prozesse im Handel	3	
IM	Weitere deutschsprachige Kurse in den Studiengängen IM/HM → bitte Rücksprache mit Jan Metzler		
Internationale Betriebswirtschaft und Außenwirtschaft (IBA)			
IBA-2.2	Fertigung und Logistik	2,5	Ltd.
IBA-5.1	Auslandszahlungsverkehr	2,5	Ltd.
IBA-7.1	Bilanzierung und Jahresabschluss	3,75	Ltd.
IBA-8.1	Modernes Kostenmanagement	5	Ltd.
IBA-9.1	Außenhandelsfinanzierung	2,5	Ltd.
IBA-9.2	Finanzierung und Investition	2,5	Ltd.
IBA-10.2	Makroökonomie	2,5	Ltd.
IBA-11.1	Grundlagen Wirtschaftspolitik	2,5	Ltd.
IBA-36.1	Controlling internationaler Unternehmen	5	Ltd.
IBA-37.1	Bilanz- und Jahresabschlussanalyse	2,5	Ltd.
IBA-37.2	Corporate Finance	5	Ltd.
IBA-38.1	Internationale Wirtschaftsbeziehungen	2,5	Ltd.
IBA-38.2	Aktuelle Themen der Weltwirtschaft	5	Ltd.
IBA	Weitere deutschsprachige Kurse im Studiengang IBA → bitte Rücksprache mit Jan Metzler		
Tourism and Travel Management			
T	Weitere deutschsprachige Kurse im Fachbereich Touristik → bitte Rücksprache mit Jan Metzler		

Bachelor Level

Master Level

Course-No./ Code	IC-1
Course description	Business Strategy and Controlling in International Business
Duration of course	1 semester
Entrance requirements	None
Name of lecturer	Prof. Dr. John Gamble (Guest Lecturer) University of South Alabama Mobile USA <i>E-mail:</i> jgamble@usouthal.edu <i>Skype name:</i> john.gamble9095
Info Questions concerning content	International Center Jan Metzler e-Mail: metzler@fh-worms.de
Teaching language	English
Number of allocated ECTS points	4 CP
Type of test/requirements for allocation of credit points	Your course grade will be based on the following components. Team performance on <i>Glo-Bus simulation</i> : 60% Exam on selected chapters: 25% Participation in case studies: 15% TOTAL: 100% Due to the fact that participation in class discussion of cases and in-class exercises counts 15% of your grade, each student must contribute significantly to in-class analysis of the cases. Each student is expected to be an active participant and to make meaningful comments on cases being discussed. You should, therefore, make a conscientious effort to be sufficiently prepared to contribute to the case discussions.
Qualification goals of course	To develop your capacity to think strategically about a company, its business position, and how it can gain sustainable competitive advantage. To give hands-on experience individually and in group settings in crafting business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and initiating the changes necessary to keep the strategy responsive to newly emerging market conditions. To develop your powers of managerial judgment, help you learn how to assess business risk, and

	provide you with a stronger understanding of the competitive challenges of a global market environment.
Content of course	<p>Business Strategy and Controlling in International Business is an integrative problem-solving course focusing on top management and the total organization and requiring students to address issues related to strategy formulation and control in a global economy. The course utilizes a Internet-based business simulation that requires students to make coordinated decisions across functional areas (production, marketing, and finance), craft a company-wide strategy, and be responsible for bottom-line performance. Playing the business simulation will give students immediate hands-on practice in applying the concepts, making decision from a company-wide perspective, and evaluating the tradeoffs between a short-term versus long-term performance.</p> <p>The theme of the course is that a company achieves sustained success if and only if its managers (1) formulate an astute "game plan" and (2) implement and execute the game plan with some proficiency. The course shall try to "prove" how and why doing a good job of strategy formulation and strategy implementation nearly always produces good business performance.</p> <p>The problems and issues of strategy formulation and implementation cover the whole spectrum of business and management. Strategic management requires dealing with many variables and situational factors at once. Weighing the pros and cons of strategy entails a total enterprise perspective and a talent for judging just how all of the relevant factors add up to shape what actions need to be taken.</p>
Teaching and learning methods of course	Lecture and Glo-Bus simulation
Special features (e.g. online part, excursions, guest lectures etc.)	Online course
Literature (set reading/additional recommended literature)	<p>PDFs of chapters 1-5 from <i>Essentials of Strategic Management</i>, 3e, John E. Gamble and Arthur A. Thompson, Jr. – no fee required</p> <p><i>Glo-Bus</i>, 2012 Edition (www.glo-bus.com) by Arthur A. Thompson, Jr., Gregory J. Stappenbeck, and Mark A. Reidenbach, McGraw-Hill. – Cost \$42.95 per student</p>
Remarks	<p>Number of students limited!</p> <p>Costs for Glo-Bus 2012 Edition: \$ 42.95 per student! Payable via credit card! Payment in cash not possible!</p>

Lecture in Worms on 8th October - 10th October from 9:00-12:00 o'clock

8th October: Lecture on Chapter 1/In-class preparation of practice Decision 1 - Practice Year 6

9th October: Discussion of Mystic Monk Coffee/Lecture on Chapter 5/Debriefing of Practice Year 6 decision/In-class/ preparation of actual Year 6 decision

9th October 10am: End of Practice Period (Data reset to Year 6 and practice results are no longer available)

10th October: Discussion of Tata Motors/In-class preparation of Year 7 decision/Quiz 1

17th October 6pm: Decision 3 – Year 8

24th October 6pm: 3-Year Strategic Plan (Year 9 – Year 11)

24th October 6pm: Decision 4 – Year 9

31st October 6pm: Decision 5 – Year 10

7th November 6pm: Decision 6 – Year 11

14th November 6pm: Decision 7 – Year 12

21st November 6pm: Decision 8 – Year 13

28th November 6pm: Decision 9 – Year 14

5th December 6pm: Decision 10 – Year 15

12th December: Exam

Beginning 6.October, students should read Chapter 1, the Glo-Bus Participant's Guide, and begin preparation of the Year 6 Practice decision.

GLO-BUS is a global simulation where the focus is on competitive strategy. GLO-BUS is a completely online exercise where teams of students run a digital camera company in head-to-head competition against companies run by other class members. Company operations parallel those of actual digital camera companies. Just as in the real-world, companies compete in a global market arena, selling digital cameras in four geographic regions—Europe-Africa, North America, Asia-Pacific, and Latin America.

Company co-managers must make decisions relating to R&D, component usage, camera performance,

	<p>product line breadth, production operations, work force compensation, outsourcing, pricing, sales and marketing, and finance. The challenge is to craft and execute a competitive strategy that results in a respected brand image, keeps your company in contention for global market leadership, and produces good financial performance as measured by earnings per share, return on investment, stock price appreciation, and credit rating.</p> <p>All aspects of GLO-BUS parallel the functioning of the real-world digital camera market, thus allowing you and your co-managers to (1) think rationally and logically in deciding what to do and (2) get valuable practice in making a variety of different business decisions under circumstances that mirror real-world competitive conditions.</p>
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Course-No./ Code	IC-2										
Course description	Introduction to International Accounting										
Duration of course	1 semester										
Entrance requirements	None										
Name of lecturer	Prof. Dr. Derek Cook										
Info Questions concerning content	International Center (IC) Jan Metzler e-Mail: metzler@fh-worms.de										
Teaching language	English										
Number of allocated ECTS points	4 CP										
Type of test/requirements for allocation of credit points	<p>Course evaluation:</p> <table> <tr> <td>Assignment:</td> <td>20%</td> </tr> <tr> <td>Participation in class:</td> <td>10%</td> </tr> <tr> <td>Exam</td> <td>40%</td> </tr> <tr> <td>Final paper</td> <td>30%</td> </tr> <tr> <td>Total:</td> <td>100%</td> </tr> </table>	Assignment:	20%	Participation in class:	10%	Exam	40%	Final paper	30%	Total:	100%
Assignment:	20%										
Participation in class:	10%										
Exam	40%										
Final paper	30%										
Total:	100%										
Qualification goals of course	<p>The purpose of this course is to provide students with some background on international accounting and financial reporting. It is not a technical accounting course and will be suitable for non-accounting students, provided that they have completed an introductory course in financial accounting and finance and have some familiarity with corporate financial statements.</p> <p>For those with limited accounting background who need a quick review of the basics of financial accounting, the following link provides access to some review material. http://media.wiley.com/product_data/excerpt/73/EHEP0005/EHEP000573.pdf</p> <p>This PDF file is also posted on the course website, along with other reading material and sample financial statements that will be discussed in the class. Here is the link to my course website: http://dcookinternational.pbworks.com/. You will be given log in information after you register for the course.</p> <ul style="list-style-type: none"> • To understand how the move of a company into international markets affects the accounting requirements of the firm. • To familiarize students with the differences in accounting standards and financial reporting from one country and region to another and to understand the sources of those differences. • To discuss the problems with multiple accounting 										

	<p>standards around the world for global investors and multinational firms.</p> <ul style="list-style-type: none"> • To explore the forces at work to move the world to one set of international financial reporting standards and to examine the advantages / disadvantages of such a move. • To look at the status of the move from national to international standards in several countries.
Content of course	<p>There are three components to this course – overview:</p> <p>November 1st – December 16th: Independent review of articles and videos related to the course topic, as well as comparison of financial statements of various international firms. There is one written assignment to be completed and submitted during this period:</p> <p>Assignment (see below) is to be submitted to me by email (derek.cook@shaw.ca) not later than midnight on <u>November 28th, 2012</u>. It consists of a set of questions to be answered based on your review of a list of articles and videos provided, and any other sources of information that you are able to locate.</p> <p>December 17th to December 21st: In-class lecture time at FH Worms to review course material (schedule to be advised) followed by a final exam (2 hours)</p> <p>December 22nd, 2012 to January 20th, 2013: Completion of a final paper to be submitted by email not later than <u>January 20th, 2013</u>.</p> <p>Details regarding the assignment and final paper: Assignment (20%) – Due November 28th, 2012</p> <ol style="list-style-type: none"> 1. Accounting involves measuring and then reporting financial information about a company. How is international accounting different from domestic accounting? (one page) 2. There is a movement around the world towards the establishment of a common set of accounting and financial reporting standards. Briefly explain the market forces and historical events that have led to this widespread view that common global standards are necessary (one page). 3. How will the move to a common global set of accounting and financial reporting standards affect professional accountants currently working in the accounting field, as well as new people entering the field of accounting? (one page) 4. Review the article “IFRS: Beyond the Standards” and discuss the issues reviewed in this article that you think will be factors in reaching a workable set of global

	<p>accounting standards. (one page)</p> <p>Final Paper (30%) – Due January 20th, 2013 Write a short essay (between 4 and 5 pages double spaced plus a reference page) on the following topic:</p> <p><i>Much of the world is moving toward a common set of global accounting standards. Discuss the <u>benefits</u> of having one set of accounting and financial reporting standards around the world, with particular reference to investors and multinational firms. What are the <u>disadvantages</u> of moving toward a set of global standards and what <u>barriers</u> need to be overcome to achieve the goal of standardization?</i></p> <p>Please ensure that you include a reference page summarizing all of your sources of information. I will be watching closely for plagiarism so it is vital that your essay reflects your own work and not material copied from other sources. Proven plagiarism will result in a mark of zero on the assignment. This assignment is to be submitted to me by email (derek.cook@shaw.ca) not later than midnight on January 20th, 2013.</p>
Teaching and learning methods of course	Lectures in class
Special features (e.g. online part, excursions, guest lectures etc.)	Online course parts
Literature (set reading/additional recommended literature)	<p>The following articles are posted on my course website:</p> <ul style="list-style-type: none"> • Financial Accounting Goes Global • Tower of Babel • The Human Side of IFRS • Are Global Standards Bad for America • Global Accounting Comes of Age • IFRS: Beyond the Standards • The Advent of the International Financial Reporting Standards: A Catalyst for Changing Global Finance <p>These videos will also provide useful background as you think about the assignment:</p> <p>http://www.youtube.com/watch?v=SgKKcV2Mv3E (Deloitte – What is IFRS?)</p> <p>http://www.youtube.com/watch?v=toUWjtGa_1I (Global Accounting Rules – interview)</p> <p>http://www.youtube.com/watch?v=8N9W5ajDd54 (Introduction to IFRS – US perspective)</p> <p>http://bcove.me/y3y6cdeh (IFRS – Adopting Global Standards – US perspective)</p> <p>http://bcove.me/phqy3r18 (IFRS and global accounting standards – US Securities & Exchange Commission perspective)</p>
Remarks	Number of students limited!

Bachelor Level

Master Level

Course-No./ Code	IC-3								
Course description	Internet Marketing								
Duration of course	1 semester								
Entrance requirements	None								
Name of lecturer	Prof. Dr. Mohan K. Menon University of South Alabama, Mobile, USA e-Mail: emenon@gmail.com www.menons.net								
Info Questions concerning content	International Center (IC) Jan Metzler e-Mail: metzler@fh-worms.de								
Teaching language	English								
Number of allocated ECTS points	4 CP								
Type of test/requirements for allocation of credit points	<p>Your learning of the course content and your performance will be assessed with help of exams and learning activities (if any). The exam will include multiple choice question and essay questions (if time permits) based on materials provided. In order to ace this class, you should have the motivation to keep up with subject matter by reviewing and studying class discussion materials. For important details regarding the exam, please download the "sample exam" file from the site www.menons.net.</p> <p>Evaluation Items:</p> <table> <tr> <td>Exam 1 (Ch. 01-04)</td> <td>100 points</td> </tr> <tr> <td>Exam 2 (Ch. 05-08)</td> <td>100 points</td> </tr> <tr> <td>Exam 3 (Ch. 09-13)</td> <td>100 points</td> </tr> <tr> <td>Total:</td> <td>300 points</td> </tr> </table> <p>Academic Dishonesty: Any dishonesty related to academic work or records constitutes academic misconduct including, but not limited to, activities such as giving or receiving unauthorized aid in exams/ cases/assignments improperly obtaining a copy of an exam/case/assignment, plagiarism, misrepresentation of information, etc. Penalties range from loss of credit for a particular assignment to failing grade in the entire course.</p>	Exam 1 (Ch. 01-04)	100 points	Exam 2 (Ch. 05-08)	100 points	Exam 3 (Ch. 09-13)	100 points	Total:	300 points
Exam 1 (Ch. 01-04)	100 points								
Exam 2 (Ch. 05-08)	100 points								
Exam 3 (Ch. 09-13)	100 points								
Total:	300 points								

Qualification goals of course	<p>An examination of electronically interactive processes and transactions involved in satisfying the needs of consumers, businesses, and government through marketing planning, consumer research, segmentation, and Implementation of marketing strategies in order to accomplish corporate objectives.</p> <p>This course is designed to enhance your understanding and appreciation of the use of technology to fulfill the needs of both businesses and consumers. The course facilitates your learning of how businesses can utilize the technology infrastructure to initiate, replicate, and complement transactions with consumers.</p> <p>By the end of the term, you should be able to demonstrate:</p> <ul style="list-style-type: none"> - Understanding of the use of the technological infrastructure in order to fulfill marketing functions; - Understanding of the factors that affect Internet marketing; - Understanding of dynamics of 'Net based transactions.
Content of course	<p>Class discussion schedule: Visit www.menons.net for details. Some of these topics might be discussed in person when I visit Worms during December. Details of the trip and in-class discussions will be provided later.</p> <p>Learning Philosophy and Policy: You can accomplish the learning objectives in this course by a combination of tasks including:</p> <ul style="list-style-type: none"> • Reading/studying content from the PPT slides and class discussion notes; • Reviewing discussion questions; • Completing other learning activities, if any; • Relating course content to the real world via examples. <p>This is a VOLUME course. Therefore, you need to keep up with the subject matter on a daily basis. Given the online format of this course and associated time constraints, you need to be dedicated to the self-study aspect of the course.</p>
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	<p>Mandatory textbook for this lecture:</p> <p><i>Textbook Titel:</i> E-marketing <i>Author:</i> Judy Strauss and Raymond Frost <i>Edition:</i> 6th <i>ISBN 10:</i> 0-13-214755-6 (student edition)</p>

	<p><i>ISBN 13: 978-0-13-214755-2 (student edition)</i> <i>Publisher: Pearson</i> Costs around 80 Euro (→ e.g. www.amazon.de)</p> <p>+ PPT slides uploaded</p>
Remarks	<p>Number of students limited!</p> <p>The Fine Print (for in-class sessions): When the class is in session, discussions with your neighbors that distract or disturb the class or me will lead to forfeiture of 2 points for each instance. If you have a question or need clarifications, please ask me rather than disturbing your neighbors.</p> <p>The PPT slides are in pdf in order for you to download/print and hand-write class discussion notes!! Therefore, keep your laptops closed. No Laptop usage allowed during class sessions!!</p> <p>Switch off your cell phones / smartphones / PDAs / PSPs / Blackberries / iPods / iPhones / iPads and other hand-held devices while in class if you do not want to lose 5 points for each disturbance. Also, do not use your gadgets for anything during test/exams – no receiving/sending calls, no text messaging, no image viewing, no calculating (unless approved), etc.</p>

Bachelor Level

Master Level

Course-No./ Code	IC-4
Course description	European Studies
Duration of course	1 semester
Entrance requirements	None
Name of lecturer	Erich Stather
Info Questions concerning content	International Center (IC) Jan Metzler e-Mail: metzler@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Type of test/requirements for allocation of credit points	Exam
Content and goals of course	<p>This lecture will analyse the 'The Political System of the European Union':</p> <p>Theoretical Structure, concentrating on the European Union's (EU) Decision making Policy process</p> <p>„How the European Union works“</p> <p>This course, especially for students from abroad, will introduce in the basic rules and principles of European governing. It deals with the main institutions of the European Union, how they work and it describes the different balances of power inside the Union. Who decides what and with which legitimacy? Is the power in the hands of the EU-institutions or in the hands of the national governments and parliaments? And of course this course handles the actual financial and economic crisis of the EUZ and the Eurozone and all the proposals to solve the crisis.</p>
Teaching and learning methods of course	Lectures in Class
Literature (set reading/additional recommended literature)	Will be announced in class
Remarks	Lectures on Tuesdays from 1.15pm till 4.15pm 30th October 2012 27th November 2012 11th December 2012

Course-No./ Code	IC-5
Course description	The Arab World – political upheavals and its effects on the global economy
Duration of course	1 semester
Entrance requirements	None
Name of lecturer	Dr. Ali Tarabay (Lebanese International University, Beirut)
Info Questions concerning content	International Center (IC) Jan Metzler e-Mail: metzler@fh-worms.de
Teaching language	English
Number of allocated ECTS points	4 CP
Type of test/requirements for allocation of credit points	Exam
Content and goals of course	<p>For a decade local democracy advocates in the Arab World have called for change and hoped for Western support -- only to be disappointed. Whatever the outcome of the protests, uprisings, and rebellions now sweeping the Arab World, one thing is guaranteed: the world of oil will be permanently transformed. Consider everything that's now happening as just the first tremor of an oil quake that will shake our world to its core. The Arab region is simply not strategically important to the United States, European Union (EU) and other powers without oil. As a consequence, Western leaders must recognize that the alternatives presented by events in the Arab World are not solely a region of adversaries or clients. There is also the possibility of a region with its own internal priorities and resources, one that can be engaged with rather than dictated to.</p> <p>The foreign powers watching the uprisings, rebellions, and protests blazing through the Arab World should be worried indeed: whatever their political or religious desires, local populations always turn out to harbor a fierce, passionate hostility to foreign domination and, in a crunch, will choose independence and the possibility of freedom over increased oil output. The US and Europe have adopted two very different approaches to managing Arab World political change. For Europe, unlike the US, the Middle East is not a remote, alien region to be treated according to narrow interests. While it is true that European interests do focus primarily on energy, given the Middle East's importance in oil and natural gas production, the concerns extend beyond that issue.</p>

	<p>Course outline:</p> <ul style="list-style-type: none"> • Arab world and the "Freedom Contagion" • The Geopolitics of Energy Markets • The Struggle for Petroleum in the Twenty-First Century • The Euro-Med Partnership & Arab World • Conclusion
Teaching and learning methods of course	Lectures in Class
Literature (set reading/additional recommended literature)	Will be announced in class
Remarks	<p>Number of students limited! Lecture in calender week 51 – exact dates and rooms to be announced!</p>

Bachelor Level

Master Level

Course-No./ Code	IM-1.2																		
Module description	Basics in International Business Management																		
Name of course	Strategy																		
Lecturer	Ralf Friedrich																		
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de																		
Teaching language	English																		
Number of allocated ECTS points	3 CP																		
Course workload	90 h																		
Breakdown of workload	<table border="0"> <thead> <tr> <th></th> <th style="text-align: center;"><i>Contact time</i></th> <th style="text-align: center;"><i>Self-study (preparation & follow-up)</i></th> </tr> </thead> <tbody> <tr> <td>Lecture:</td> <td style="text-align: center;">30 h</td> <td style="text-align: center;">30 h</td> </tr> <tr> <td>Excercise:</td> <td></td> <td style="text-align: center;">10 h</td> </tr> <tr> <td>Exam preparation:</td> <td></td> <td style="text-align: center;">20 h</td> </tr> <tr> <td>Sum:</td> <td style="text-align: center;">30 h</td> <td style="text-align: center;">60 h</td> </tr> <tr> <td>Total:</td> <td></td> <td style="text-align: center;">90 h</td> </tr> </tbody> </table>		<i>Contact time</i>	<i>Self-study (preparation & follow-up)</i>	Lecture:	30 h	30 h	Excercise:		10 h	Exam preparation:		20 h	Sum:	30 h	60 h	Total:		90 h
	<i>Contact time</i>	<i>Self-study (preparation & follow-up)</i>																	
Lecture:	30 h	30 h																	
Excercise:		10 h																	
Exam preparation:		20 h																	
Sum:	30 h	60 h																	
Total:		90 h																	
Hours per week	2 h (total 30 h)																		
Type of test/requirements for allocation of credit points	Exam																		
Content of course	<p>Introduction to the basics of corporate (strategic) planning, overview of corporate planning instruments:</p> <p>I. Objectives of corporate planning</p> <ol style="list-style-type: none"> 1. Changes within corporate environment 2. Changes within enterprises 3. Derivated terms of planning 4. Planning targets <p>II. Areas of analysis and analytical instruments</p> <ol style="list-style-type: none"> 1. Environmental analysis (stakeholder approach, system approach) 2. Analysis of the company <ol style="list-style-type: none"> 2.1. SWOT 2.2. Product life cycle 2.3. Experience curve 2.4. Portfolio analysis <p>III. Choice of strategy</p> <ol style="list-style-type: none"> 1. Growth strategies 2. Cost leadership strategies 3. Quality and innovation strategies 4. Decentralised business strategies 5. Strategy evaluation 																		

	<p>IV. Strategy implementation</p> <ol style="list-style-type: none"> 1. Business plan 2. Balance scorecard 5. Organizational structure for implementing strategy
Teaching and learning methods of course	<ul style="list-style-type: none"> • Lecture with exercises and self-learning periods • Internet-assisted • Analysis and discussion of specific topics based on case studies • Flexible learning modules
Special features (e.g. online part, excursions, guest lectures etc.)	<p>Course related material can be downloaded via Moodle (learning platform). Current issues will be published via Moodle as well.</p>
Set reading	<ul style="list-style-type: none"> • Barney, J. B. and Hesterly, W. S., Strategic Management and Competitive Advantage: Concepts and Cases, USA: Prentice-Hall, 2006. • Katsioloudes, M. I., Strategic Management: Global Cultural Perspectives for Profit and Non-Profit Organizations, USA: Butterworth Heinemann, 2006. • Katsioloudes, M. I., Gobar Strategic Planning, USA: Butterworth Heinemann, 2002. • Bea/Haas, Strategisches Management, Stuttgart 2001 • Hahn/Taylor, Strategische Unternehmensführung, Heidelberg 1997 • Kaplan/Norton, Balanced Scorecard, Stuttgart 1997
Additional recommended literature	<ul style="list-style-type: none"> • Ehrmann, Harald, Unternehmensplanung, 5. Auflage Kiehl Verlag 2007 • Daft, Richard L.; Kendrick, Martyn; Vershinina, Natalia, Management, Cengage Learning 2010
Remarks	None

Course Book for Incoming Students
Course offered on:



Bachelor Level

Master Level

Course-No./ Code	IM-3.2
Module description	International Economics
Name of course	Basics of International Economics
Lecturer	Dr. Dr. Knödler
Entrance requirements	None
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	English
Number of allocated ECTS points	3 CP
Course workload	90 h
Breakdown of workload	Lecture: 30 h Exam incl. preparation: 15 h Self-study: 45 h
Hours per week	3 h (total 30 h)
Type of test/requirments for allocation of credit points	Written examination
Content of course	1. Basics of microeconomics 1.1 Market behavior of individual consumers 1.2 Market behavior of corporate suppliers 2. Basics of macroeconomics 2.1 Money market 2.2 Labour market
Teaching and learning methods of course	Lecture
Set reading	3. Mankiw et al., Economics
Additional recommended literature	4. Blanchard, Macroeconomics 5. Varian, Microeconomics 6. Pindyck/Rubinfeld, Microeconomics
Remarks	None

Course Book for Incoming Students
Course offered on:



Bachelor Level

Master Level

Course-No./ Code	IM-6.3
Name of module	Vorkurse
Name of course	Spanish (Beginner Course) Spanisch Vorkurs
Lecturer	Prof. Dr. Christiane Dümmler
Entrance requirements	None in Spanish, but ability to understand German
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	German into Spanish
Number of allocated ECTS points	2 CP
Type of test/requirements for allocation of credit points	Regular attendance + examination (written test)
Content of course	Introduction to the Spanish language (level A1) book (with instructions and explanations in German language): <i>Vía rápida</i> (Klett Verlag)
Teaching and learning methods of course	Lecture
Set reading / additional recommended literature	
Remarks	<i>Course start:</i> 10 th October 2012 (compulsory attendance!) <i>Course day:</i> Wednesdays 8.15am - 9.45am <i>Room:</i> to be announced (LSF) Additional credits can be obtained by extra work – to be agreed upon with the lecturer

Bachelor Level

Master Level

Course-No./ Code	IM-7.1		
Module description	Leadership and Organization		
Name of course	Organization		
Lecturer	Prof. Dr. Jörg Funder		
Entrance requirements	None		
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de		
Teaching language	English		
Number of allocated ECTS points	2 CP		
Course workload	60 h		
Breakdown of workload		<i>Contact</i>	<i>Self-study</i>
	Lecture:	27 h	15 h
	Study/excursion:	--	--
	Exam preparation:	3 h	15 h
	Sum:	30 h	30 h
	Total:	60 h	
Hours per week	2 h (total 30 h)		
Type of test/requirements for allocation of credit points	Written examination		
Content of course	<p>To acquire knowledge of organization as a tool and as a management task; overview of organization approaches, theory and tools.</p> <ol style="list-style-type: none"> 1. Introduction and basics <ul style="list-style-type: none"> - Introduction to organizational theory - Characteristics & problem areas of organizations - Corporate effectiveness and efficiency - Basic elements of organizational design 2. Organizational theories & their implementation <ul style="list-style-type: none"> - Bureaucracy Theory - Scientific Management - Contingency Theory - Rational Choice Theory - Behavioralism - Property Right (NIE) - Transaction Costs (NIE) - Principal-Agent (NIE) 3. Structuration of companies <ul style="list-style-type: none"> - Specialization - Coordination - Configuration - Delegation 		

	4. Current research topics concerning organizations and management theory
Teaching and learning methods of course	Lecture
Special features (e.g. online part, excursions, guest lectures etc.)	Discussion of current topics based on organization theories discussed in class
Set reading	<ul style="list-style-type: none"> • General <ul style="list-style-type: none"> - Buchanan, D. / Huczynski, A. (2010): Organizational behaviour: an introductory Text, 7th Edition, Prentice Hall: London - Douma, S. / Schreuder, H. (2002): Economic approaches to organizations, 3rd Edition, Prentice Hall: London. - Hall, R./ Tolbert, P. (2008): Organizations: structures, processes and outcomes, Prentics Hall: London • Scientific Management <ul style="list-style-type: none"> - Taylor, F.W. (1911): The principles of scientific management. • Contingency Theory <ul style="list-style-type: none"> - Mintzberg, H., (1979): The structuring of organizations, Prentice Hall: Englewood Cliffs. - Chandler, A.D. (1962): Strategy and structure; Chapters in the history of the American industrial enterprise, London. - Burns, T./ Stalker, G.M. (1961): The management of innovation, London. - Lawrence, P.R./ Lorsch, J.W. (1967): Organization and Environment: managing differentiation and integration, Boston. • Rational Choice Theory <ul style="list-style-type: none"> - Laux, H. / Liermann, F. (1997): Grundlagen der Organisation, 4. Auflage, Springer: Berlin. • Behavioralism <ul style="list-style-type: none"> - Cyert, R.M. / March, J.G (1963): A behavioral theory of the firm, Englewood Cliffs. • NIÖ – Property Rights <ul style="list-style-type: none"> - Demsetz, H. (1967): Towards a theory of property rights, in: American Economic Review, papers and proceedings, 57, pp. 347-359. • NIE – TAK <ul style="list-style-type: none"> - Williams, O.E. (1983): Markets and hierarchies: Analysis and antitrust implications, a study in the economics of internal organization, New York. • NIE – Principal Agent <ul style="list-style-type: none"> - Pratt, J.W./ Zeckhauser, R.J. (1985): Principals and agents: an overview, in: Pratt, J.W./ Zeckhauser, R.J. (1985): Principals and agents the structure of business, Chicester.
Additional recommended literature	<ul style="list-style-type: none"> • Menard, C./ Shirley, M. (2005): Handbook of New Institutional Economics, Springer: Berlin. • Williamson, O. (1995): Organization theory: from Chester Barnard to the present and beyond, Oxford University Press: London.

	<ul style="list-style-type: none">• Relevant Journals, such as<ul style="list-style-type: none">- Journal of Organizational Studies- Strategic Organization- Journal of Management- Human Relations
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IM-8.1										
Module description	International Marketing										
Name of course	Marketing Basics										
Lecturer	Mr. Reinhold										
Entrance requirements	None										
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de										
Teaching language	English										
Number of allocated ECTS points	2 CP										
Course workload	60 h										
Breakdown of workload	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Lecture:</td> <td style="text-align: right;">30 h</td> </tr> <tr> <td>Self-study:</td> <td style="text-align: right;">15 h</td> </tr> <tr> <td>Exercises:</td> <td style="text-align: right;">3 h</td> </tr> <tr> <td>Exam preparation:</td> <td style="text-align: right;">12 h</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">60 h</td> </tr> </table>	Lecture:	30 h	Self-study:	15 h	Exercises:	3 h	Exam preparation:	12 h	Total:	60 h
Lecture:	30 h										
Self-study:	15 h										
Exercises:	3 h										
Exam preparation:	12 h										
Total:	60 h										
Hours per week	2 h (total 30 h)										
Type of test/requirements for allocation of credit points	Written examination										
Content of course	<ol style="list-style-type: none"> 1. What is Marketing? 2. CCA management <ol style="list-style-type: none"> 2.1 CCA philosophy: the concept of comparative competitive advantage 2.2 Comparison: CCA, customer advantage, unique feature, supplier advantage and SEP 2.3 The Marketing-Triangle 2.4 Marketing and management reference systems 2.5 Four constituent elements of CCA (prerequisites) 2.6 Twelve CCA management principles 3. Marketing planning process and structure of a marketing concept <ol style="list-style-type: none"> 3.1 Situation analysis 3.2 Marketing objectives 3.3 Strategies 3.4 Instruments and marketing mix 3.5 Implementation 3.6 Marketing controlling 4. Framework <ol style="list-style-type: none"> 4.1 International marketing 4.2 Marketing and distribution organisation 4.3 Marketing intelligence (market research) 4.4 Legal aspects of Marketing 4.5 Ethical aspects of Marketing 4.6 Profit and non-profit Marketing 5. Current trends in Marketing 										
Teaching and learning methods of	Lecture with accompanying exercises and case studies										

course	
Special features (e.g. online part, excursions, guest lectures etc.)	Guest lecture by practitioner
Set reading	<ul style="list-style-type: none"> • Hollensen / Opresnik, Marketing A Relationship Perspective, Vahlen München 2010
Additional recommended literature	<ul style="list-style-type: none"> • Homburg / Kuester / Krohmer, Marketing Management - A Contemporary Perspective, McGraw-Hill Higher Education 2009 • Kotler / Kartajaya / Setiawan, Marketing 3.0: From Products to Customers to the Human Spirit, John Wiley & Sons, New Jersey 2010 • Kotler, Philipp und Gary Armstrong, Principles of Marketing, 13th. ed., Pearson, New Jersey 2010 • Kotler et. al., Einführung in das Marketing, 5th ed., München 2011 • Kreutzer, Praxisorientiertes Marketing: Grundlagen - Instrumente - Fallbeispiele, 3rd. ed., Gabler Wiesbaden 2009
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IM-10.1a
Name of module	Methoden- und Sozialkompetenzen
Name of course	Business Communication
Lecturer	Michael Rutter
Entrance requirements	None
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	English
Number of allocated ECTS points	4 CP
Type of test/requirements for allocation of credit points	Four home examinations
Content of course	<ul style="list-style-type: none"> • The course follows the book “Effective Organisational Communication” • Perspectives on communication • Breaking barriers to communication • Verbal communication • Non-verbal communication • Persuasive communication • Interactive communication • Organisational communication • Advertisements, promotions, news releases and exhibitions • Interviews, questioning and listening • Meetings, teams and negotiations
Teaching and learning methods of course	Lecture, online parts in moodle
Set reading / additional recommended literature	Book “Effective Organisational Communication”
Remarks	<p><i>Course start:</i> 2nd October 2012 (compulsory attendance!) <i>Course day:</i> Tuesdays 4pm - 5.30pm <i>Room:</i> to be announced (LSF)</p> <ol style="list-style-type: none"> 1. Attendance preferred, but not absolutely necessary. 2. Students must take the whole of the course and not just parts of the course. 3. Admittance is subject to a limit on the number of participants. 4. Personal enrolment in course on Tuesday, 2nd October in room N 134 between 10am and 1pm 5. Additional credits can be obtained by extra work – to be agreed upon with the lecturer. 6. Materials in Moodle.

Course-No./ Code	IM-10.1b
Name of module	Methoden- und Sozialkompetenzen
Name of course	Writing your Thesis
Lecturer	Michael Rutter
Entrance requirements	None
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	
Type of test/requirements for allocation of credit points	Continuous assessment
Content of course	<p>The course follows the books “Doing your Dissertation in Business and Management” and “Writing your Thesis”.</p> <p>Getting down to work: orientation and familiarisation Making a research proposal, deciding on your research question, deciding on your research methods</p> <p>Approaches, methods and tools of research</p> <p>Interpretation of data</p> <p>Writing the thesis: literature review, writing up research etc. (chapter by chapter)</p>
Teaching and learning methods of course	Lecture, online parts in moodle
Set reading / additional recommended literature	“Doing your Dissertation in Business and Management” “Writing your Thesis”
Remarks	<p>This course is strongly recommended for all double degree students who wish to write their thesis in IM/HM during the summer term 2013!!!</p> <p><i>Course start: 26th October 2012 (compulsory attendance!) Course day: Wednesdays 5.45pm - 7.30pm Room: to be announced (LSF)</i></p> <ol style="list-style-type: none"> Attendance obligatory for double degree students writing their thesis in IM or HM. Students must take the whole of the course and not just parts of the course. Materials in Moodle.

Bachelor Level

Master Level

Course-No./ Code	IM-11.1
Name of course	French 2 Französisch
Lecturer	Prof. Dr. Christiane Dümmler
Entrance requirements	Good command of the French language (language level B1)
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	French
Number of allocated ECTS points	2 CP
Type of test/requirements for allocation of credit points	Regular attendance + examination (written test)
Content of course	<ul style="list-style-type: none"> - textes et thèmes d'actualité - exercices de rédaction - les sociétés françaises - entreprises publiques et privées - le système scolaire et universitaire en France - la vie étudiante, stages et première embauche
Teaching and learning methods of course	Lecture
Set reading / additional recommended literature	
Remarks	<p><i>Course start:</i> 11th October 2012 (compulsory attendance!) <i>Course day:</i> Thursdays 10.45am - 12.15pm <i>Room:</i> to be announced (LSF)</p> <p>Additional credits can be obtained by extra work – to be agreed upon with the lecturer</p>

Bachelor Level

Master Level

Course-No./ Code	IM-11.2
Name of module	Courses in Business Language II
Name of course	Spanish 2 Spanisch
Lecturer	Prof. Dr. Christiane Dümmler
Entrance requirements	Language level A2 in Spanish, ability to understand German
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	German into Spanish
Number of allocated ECTS points	2 CP
Type of test/requirements for allocation of credit points	Regular attendance + examination (written test)
Content of course	Lessons and exercises to achieve language level B1
Teaching and learning methods of course	Lecture
Set reading / additional recommended literature	
Remarks	<i>Course start:</i> 9 th October 2012 (compulsory attendance!) <i>Course day:</i> Tuesdays 11.45am-1.15pm <i>Room:</i> to be announced (LSF) Additional credits can be obtained by extra work – to be agreed upon with the lecturer

Bachelor Level

Master Level

Course-No./ Code	IM-22.4
Name of course	Intercultural Issues 1-3
Lecturer	Prof. Dr. Christiane Dümmler
Entrance requirements	Fluency in English
Info Questions concerning content	International Management B. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Regular attendance Presentation of research topics + report Viva voce examination
Content of course	<p>I. National Culture and Business</p> <ul style="list-style-type: none"> - The Study of Culture - National Culture – National Stereotypes - Cultural Dimensions - Diversity and Diversity Management - Gender and Business - Methods of Qualitative Analysis of Culture <p>II. International Face-to-face Contacts</p> <ul style="list-style-type: none"> - Voice and Body Language - Nonverbal Communication and Social Interaction - Intercultural Team-Building <p>III. Communication at Distance applied to products of body care / cosmetics</p> <ul style="list-style-type: none"> - Cross-cultural Differences in products - Cross-cultural Differences in Advertising and their consequences for marketing - Marketing of body care products and cosmetics
Teaching and learning methods of course	Lecture
Set reading / additional recommended literature	To be announced in class
Remarks	<p><i>Course start:</i> 10th October (compulsory attendance!) <i>Course days:</i> Tuesdays 10am - 1.30pm and Thursdays 8.15am - 9.45am <i>Room:</i> to be announced (LSF)</p> <p>Course <u>cannot</u> be divided – students will be examined in all three parts Additional credits can be obtained by extra work – to be agreed upon with the lecturers</p>

Bachelor Level

Master Level

Module-No./ Code	IM-1.1 (M.A.)
Module description	Strategic Planning
Duration of module	1 semester
Courses of module	1.1.1 Strategic Planning Process 1.1.2 Strategy Implementation
Entrance requirements	Higher qualification level – Master degree course
Responsible for this module	Prof. Dr. Germann Jossé
Name of lecturer(s)	Prof. Dr. Elie Menassa (Lebanon)
Info Questions concerning content	International Management M. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Total workload and breakdown (e.g. self-study + contact time)	<i>Total workload: 180 h</i>
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Presentation / case study / journals / test
Weighting of grade within final grade	According to ordinances and regulations
Qualification goals of module	<p>The goal of this module is the transfer of knowledge for modern planning instruments in strategic and operative planning.</p> <p><i>Professional competence:</i> To know and understand the goals, tasks and processes of management within the scope of planning; transfer of different strategic and operative tools</p> <p><i>Methodological competence:</i> Application and adaption of the learned contents in the scope of different international practical cases and case studies</p> <p><i>Key competence:</i> Ability to develop and to formulate strategies for a concrete, previously announced practical case with international context as well as to implement these strategies against the background of an international environment; ability to perform strategic and operative planning for companies independently as well as to present the solutions professionally in front of an expert audience.</p>
Content of module	See course descriptions below
Teaching and learning methods of module	<ul style="list-style-type: none"> • Dialogued-oriented inputs of lecturer • Analysis of multi-national planning approaches of companies

	<ul style="list-style-type: none"> • Group works, team-based projects regarding strategic analysis and derivation of strategies • Elaboration of international case studies, in some cases with cooperation partners • Foreign guest lecturers
Special features (e.g. online part, excursions, guest lectures etc.)	Foreign guest lecturers
Literature (set reading/additional recommended literature)	See course descriptions below
Remarks	<p>Higher qualification level required! Number of students limited! IM 1.1.1 and IM 1.1.2 <u>cannot</u> be divided!</p> <p>Course is blocked – 1 week Monday till Saturday (exact dates to be announced – LSF) from ca. 10am - 4pm</p>

Code	IM-1.1.1										
Module description	Strategic Planning										
Name of course	Strategic Planning Process										
Lecturer	Prof. Dr. Elie Menassa										
Teaching language	English										
Number of allocated ECTS points	3 CP										
Course workload	90 h										
Breakdown of workload	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Lecture:</td> <td style="text-align: right;">30 h</td> </tr> <tr> <td>Self-study/ preparation & follow-up of lecture:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Elaboration of topic:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Case Study:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">90 h</td> </tr> </table>	Lecture:	30 h	Self-study/ preparation & follow-up of lecture:	20 h	Elaboration of topic:	20 h	Case Study:	20 h	Total:	90 h
Lecture:	30 h										
Self-study/ preparation & follow-up of lecture:	20 h										
Elaboration of topic:	20 h										
Case Study:	20 h										
Total:	90 h										
Hours per week	2 h (total 30 h)										
Type of test/requirements for allocation of credit points	See module description										
Content of course	<p><i>I. Framework:</i></p> <ul style="list-style-type: none"> • The St. Gallen management model • Goals and Tasks of strategic management • Creating of vision and mission statement • The 6-stage-concept for construction of strategic management <p><i>II. Tool-Set of strategic planning:</i></p> <ul style="list-style-type: none"> • The PIMS-programme • SWOT-Analysis • Strategic balance • Experience curve effects • Competition within an industry • From BCG-Matrix to integrated portfolio management <p><i>III. Implementation of strategic planning:</i></p> <ul style="list-style-type: none"> • Planning modell • Strategic analysis • Derivation of strategies • Strategies of internationalization • Analysis based on practical cases 										
Teaching and learning methods of course	<p>Input of lecturer</p> <p>Coached literature review</p> <p>Case studies regarding decision problems</p> <p>Group discussions</p> <p>Presentations of theses</p>										
Special features (e.g. online part, excursions, guest lectures etc.)	Guest lecture by foreign guest lecturers										
Set reading	<p>Barney/Hesterly: Strategic Management and Competitive Advantage: Concepts and Cases</p> <p>Katsioloudes: Strategic Management: Global Cultural</p>										

	<p>Perspectives for Profit and Non-Profit Organizations Katsioloudes: Global Strategic Planning Grant: Strategic Management Grant: Contemporary Strategic Analysis Hunger/Wheelen: Essentials of Strategic Management</p>
Additional recommended literature	<p>Kreilkamp: Strategisches Marketing und Management Müller/Stewens: Strategisches Management Lombriser/Abplanalp: Strategisches Management Kerth et al.: Die besten Strategietools in der Praxis Huber: Praxishandbuch Strategische Planung</p>

Code	IM-1.1.2										
Modul description	Strategic Planning										
Name of course	Strategy Implementation										
Lecturer	Prof. Dr. Elie Menassa										
Teaching language	English										
Number of allocated ECTS points	3 CP										
Course workload	90 h										
Breakdown of workload	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Lecture:</td> <td style="text-align: right;">30 h</td> </tr> <tr> <td>Self-study/preparation & follow-up of lecture:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Topic elaboration:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Case study:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">90 h</td> </tr> </table>	Lecture:	30 h	Self-study/preparation & follow-up of lecture:	20 h	Topic elaboration:	20 h	Case study:	20 h	Total:	90 h
Lecture:	30 h										
Self-study/preparation & follow-up of lecture:	20 h										
Topic elaboration:	20 h										
Case study:	20 h										
Total:	90 h										
Hours per week	2 h (total 30 h)										
Type of test/requirements for allocation of credit points	See module description										
Content of course	<ul style="list-style-type: none"> • Operative planning based on the St. Gallen management model • Integrated operative planning • Concept of bottleneck planning and removal of bottlenecks • Sales planning • F&E planning • Procurement planning • Production planning • HR planning • Planning of support functions • Integration and coordination of planning processes 										
Teaching and learning methods of course	<p>Input of lecturer Case studies regarding decision problems Group projects regarding practice-oriented planning problems</p>										
Special features (e.g. online part, excursions, guest lectures etc.)	Guest lecture by foreign guest lecturers										
Set reading	<p>Russell, R.: Operations Management: Creating Value Along the Supply Chain, Wiley & Sons 2011 Slack, N.; Chambers, S. & Johnston, R.: Operations and Process Management: Principles and Practice for Strategic Impact, Prentice Hall (2008) Slack, N.; Chambers, S. & Johnston, R.: Operation Management, Prentice Hall (2009) Verweire, K.; Van de Berghe, L. (ed.): Integrated Performance Management: A Guide to Strategy Implementation, Sage 2004</p>										
Additional recommended literature	Abele, E.; Meyer, T. et al.: Global Production: A Handbook for Strategy and Implementation, Springer 2007										

	<p>Goffin, K. and Mitchell, R.: Innovation Management: Strategy and Implementation Using the Pentathlon Framework Palgrave Macmillan 2010 Hahn/Hungenberg: Planung & Kontrolle Reichmann: Controlling mit Managementberichten Horváth: Controlling Graumann: Fallstudien zum Controlling Troßmann/Baumeister/Werkmeister: Management-Fallstudien im Controlling David: Strategisches Management von Controllerbereichen</p>
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Code	IM-1.3.1																		
Module description	Corporate Transformation/Organizational Development																		
Name of course	Crafting Strategy																		
Lecturer	Prof. Dr. Jörg Funder																		
Info Questions concerning content	International Management M. A. Susanna Ripp e-Mail: ripp@fh-worms.de																		
Teaching language	English																		
Number of allocated ECTS points	3 CP																		
Course workload	90 h																		
Breakdown of workload	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="text-align: center; width: 20%;"><i>Contact</i></th> <th style="text-align: center; width: 20%;"><i>Self-study</i></th> </tr> </thead> <tbody> <tr> <td>Lecture:</td> <td style="text-align: center;">25 h</td> <td style="text-align: center;">30 h</td> </tr> <tr> <td>Self-study/project:</td> <td></td> <td></td> </tr> <tr> <td>Exam prep:</td> <td style="text-align: center;">5 h</td> <td style="text-align: center;">30 h</td> </tr> <tr> <td>Sum:</td> <td style="text-align: center;">30 h</td> <td style="text-align: center;">60 h</td> </tr> <tr> <td>Total:</td> <td colspan="2" style="text-align: center;">90 h</td> </tr> </tbody> </table>		<i>Contact</i>	<i>Self-study</i>	Lecture:	25 h	30 h	Self-study/project:			Exam prep:	5 h	30 h	Sum:	30 h	60 h	Total:	90 h	
	<i>Contact</i>	<i>Self-study</i>																	
Lecture:	25 h	30 h																	
Self-study/project:																			
Exam prep:	5 h	30 h																	
Sum:	30 h	60 h																	
Total:	90 h																		
Hours per week	2 h (total 30 h)																		
Type of test/requirements for allocation of credit points	Exam																		
Content of course	<ol style="list-style-type: none"> 1. The concept of strategy <ul style="list-style-type: none"> • What is strategy? • Importance of strategy • Managerial processes of strategy development 2. Core concepts of strategy <ul style="list-style-type: none"> • Evaluation of companies external environment • Evaluation of companies resources & competitive position • Evaluation of companies capabilities 3. Strategy development <ul style="list-style-type: none"> • Generic strategies • Tailoring Strategy to fit industry and company situations • Strategies, ethics and social responsibility 4. Strategy execution <ul style="list-style-type: none"> • Building a strategic organization • Managing operations • Corporate culture & leadership 																		
Teaching and learning methods	Lecture & Case Studies																		
Special features (e.g. online part, excursions, guest lectures etc.)	<ul style="list-style-type: none"> • International Visiting Professor(s) • Guest lectures on selected topics 																		
Set reading	<ul style="list-style-type: none"> • Thompson, A., Strickland, J., Gambe, J., Jain, A. (2009): „Crafting and Executing strategy – the quest for competitive advantage“, McGraw Hill. 																		

	<ul style="list-style-type: none">• Course reader
Additional recommended literature	<ul style="list-style-type: none">• Eisenhardt, M.K., Sull, N.D. (2001): „Strategy as simple rules“, Harvard Business Review, January, 107-116.• Eisenhardt, M.K. (2002): „Has strategy changed?“, Sloan Management Review, Winter, 8-91.

Bachelor Level

Master Level

Module-No./ Code	IM-2.1.3
Module description	Distribution Management
Duration of module	1 semester
Courses of module	2.1.3.1 Value Innovation 2.1.3.2 Direct-Marketing 2.1.3.3 Strategies in Direct Selling
Entrance requirements	Basic knowledge in Marketing
Responsible for this module	Prof. Dr. Michael Zacharias
Name of lecturer(s)	Prof. Dr. Michael Zacharias/ LBA Prof. Jens Meyer
Info Questions concerning content	International Management M. A. Susanna Ripp e-Mail: ripp@fh-worms.de
Teaching language	English
Number of allocated ECTS points	9 CP
Total workload and breakdown (e.g. self-study + contact time)	<i>Total workload: 270 h</i>
Hours per week	6 h (total 90 h)
Type of test/requirements for allocation of credit points	Presentation / written documentation / project work
Qualification goals of module	<p>Within the scope of distribution management, students receive knowledge about direct-marketing and strategies of direct marketing, besides value innovation, which focuses on reconsidering existing structures.</p> <p><i>Professional competence:</i> Knowledge of concepts and instruments of value innovation, direct-marketing and multi-channel-marketing.</p> <p><i>Methodological competence:</i> Appliance of gained knowledge in practice-oriented group work within an international context</p> <p><i>Key competence:</i> Students should be able to challenge the learned marketing strategies and instruments as well as develop innovative strategies regarding distribution of consumer goods and services. Moreover, students should be qualified to elaborate adequate solutions in different starting situations within the field of distribution of consumer goods and to defend those in front of a professional audience.</p>
Remarks	The courses 2.1.3.1, 2.1.3.2 and 2.1.3.3 cannot be divided! The whole module “Distribution Management“ is blocked in January – exact dates to be announced!

Code	IM-2.1.3.1										
Module description	Distribution Management										
Name of course	Value Innovation: Charting Uncontested Market Space										
Lecturer	Prof. Dr. Michael Zacharias/ LBA Prof. Jens Meyer										
Teaching language	English										
Number of allocated ECTS points	3 CP										
Course workload	90 h										
Breakdown of workload	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Lecture:</td> <td style="text-align: right;">30 h</td> </tr> <tr> <td>Self-study/lecture preparation & follow-up:</td> <td style="text-align: right;">25 h</td> </tr> <tr> <td>Exam incl. preparation:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Seminar/study/excursion:</td> <td style="text-align: right;">15 h</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">90 h</td> </tr> </table>	Lecture:	30 h	Self-study/lecture preparation & follow-up:	25 h	Exam incl. preparation:	20 h	Seminar/study/excursion:	15 h	Total:	90 h
Lecture:	30 h										
Self-study/lecture preparation & follow-up:	25 h										
Exam incl. preparation:	20 h										
Seminar/study/excursion:	15 h										
Total:	90 h										
Hours per week	2 h (total 30 h)										
Type of test/requirements for allocation of credit points	See module description										
Content of course	<p>The goal of this module is to offer a break out from traditional ways in marketing strategy, to reconsider basic approaches in business administration and marketing in a critical way by using practical examples as well as own researches and furthermore to find and pursue creative ways to the customer and to the market. In this context, it is elementary to know about flexibility when dealing with the market. Therefore, students need to learn team work and team spirit in order to work out joint solutions and to guarantee the necessary motivation to reach common goals.</p> <p>Value innovation (VI) is the basis of a modern strategy to create innovative value offerings, to satisfy customers and to create new markets for suppliers. Whereas most of the conditions of the industrial sector are considered as given, VI tries to disregard existent limits and company internal values based on customer analysis: What about starting from scratch again? Value innovation bases on “Blue Ocean Strategy (BOS)”, which is already used in some companies worldwide.</p> <ol style="list-style-type: none"> 1. The Logic & the Tools 2. The Process & Application 3. Visual Awakening: Value Curve „as is“ & PMS Map 4. Non Customer Types 5. Visual Exploration: 6 Paths & Market Research 6. Visual Strategy Fair: Value Curve „to be“ & selection 7. Final Presentation 										
Teaching and learning methods of course	Presentation of strategy’s logic and instruments by the module coordinator Discussion in plenum										

	<p>To work on case studies based on real occurrences in single and team work</p> <p>Preparation of group work by self studies</p> <p>Presentation of group work's results</p> <p>Common evaluation of the achieved group suggestions in the scope of "visual fair"</p> <p>Solution to a certain case study</p>
Special features (e.g. online part, excursions, guest lectures etc.)	<p>Usually, a professor from INSEAD (Fontainebleau) accompanies the lectures. He presents practical examples from the research center in Paris.</p> <p>Course related material can be downloaded via Moodle (learning platform). Current issues will be published via Moodle as well.</p>
Set reading	<ul style="list-style-type: none"> • W. Chan Kim and Renee Mauborgne, Blue Ocean Strategy, Harvard Business School Press, 2005
Additional recommended literature	<ul style="list-style-type: none"> • „Value Innovation Lehre“, Chan Kim & Renne Mauborgne (both INSEAD)“ • Articles from Harvard Business Review zum Thema • Case studies (Glasgow Prestwick Airport, Cirque du Soleil, NTT DoCoMo) • Analysis and reports from the industrial sector
Remarks	None

Bachelor Level

Master Level

Code	IM-2.1.3.2										
Module description	Distribution Management										
Name of course	Direct-Marketing: Innovative Communication Strategies & Tools in Customer Relationship Management (CRM)										
Lecturer	Prof. Dr. Michael Zacharias/LBA										
Teaching language	English										
Number of allocated ECTS points	3 CP										
Course workload	90 h										
Breakdown of workload	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Lecture:</td> <td style="text-align: right;">30 h</td> </tr> <tr> <td>Self-study/lecture preparation & follow-up:</td> <td style="text-align: right;">25 h</td> </tr> <tr> <td>Exam incl. preparation:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Seminar/study/excursion:</td> <td style="text-align: right;">15 h</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">90 h</td> </tr> </table>	Lecture:	30 h	Self-study/lecture preparation & follow-up:	25 h	Exam incl. preparation:	20 h	Seminar/study/excursion:	15 h	Total:	90 h
Lecture:	30 h										
Self-study/lecture preparation & follow-up:	25 h										
Exam incl. preparation:	20 h										
Seminar/study/excursion:	15 h										
Total:	90 h										
Hours per week	2 h (total 30 h)										
Type of test/requirements for allocation of credit points	See module description										
Content of course	<p>Knowledge, work out, application and discussion of international direct-marketing strategies & communication tools from the perspective of companies and consumers.</p> <ol style="list-style-type: none"> 1. Direct-marketing: Definitions and distinctions 2. Economical significance of direct marketing 3. Determination of target group as requirement for direct-marketing 4. Goals and key success factors of direct-marketing 5. Database marketing 6. Instruments of direct-marketing 7. Online marketing 8. Social marketing 9. Concepts in acquiring new customers 10. Legal aspects of direct-marketing 11. Basics in customer loyalty management 12. CRM programs 13. Case study CRM: Develop a customer loyalty program in team work and present the results 										
Teaching and learning methods of course	Lecture, work out and presentation of case study's solution in teams, presentations on certain topics (incl. written paper) by students										
Special features (e.g. online part, excursions, guest lectures etc.)	<p>In general this event takes place in cooperation with a visiting lecturer from the industry (e.g. Bertelsmann). He/She introduces practical examples of current developments of CRM-Systems (e.g. Deutschland-Card etc.).</p> <p>Course related material can be downloaded via Moodle (learning platform). Current issues will be published via Moodle as well.</p>										
Set reading	Stone, Bob; Jacobs, Ron: "Successful Direct Marketing										

	<p>Methods” 8th edition, 2007, Mc Graw-Hill</p> <p>Meisner, Chet: "The Complete Guide to Direct Marketing: Creating Breakthrough Programs That Really Work“, 2006, Kaplan Publishing</p> <p>Tapp, Alan: "Principles of Direct and Database Marketing: A Digital Orientation“, 2008, Financial Times Prentice Hall</p> <p>Krafft, Manfred; Hesse, Jürgen; Knappik, Klaus M.; Peters, Kay; Rinas, Diane (Hrsg.): Internationales Direktmarketing, 2. Auflage, Gabler Verlag, Wiesbaden 2006</p> <p>Kreutzer, Ralf T.: Praxisorientiertes Dialog-Marketing, Gabler Verlag, Wiesbaden 2009</p> <p>Schwarz, Thorsten: Leitfaden Dialogmarketing, Waghäusel 2008</p> <p>Schüller, Anne M.; Schwarz, Thorsten, Leitfaden WOM-Marketing, Verlag marketing-Börse 2010</p> <p>Holland, Heinrich: Direktmarketing, 3. Auflage, München 2009</p> <p>Wirtz, W. Bernd: Direktmarketing-Management: Grundlagen-Instrumente- Prozesse, 2. Auflage, Gabler Verlag, Wiesbaden 2009, ISBN3834902802, 9783834902801</p> <p>Wirtz, W. Bernd: Ganzheitliches Direktmarketing, 1. Auflage, Wiesbaden Gabler 2006</p>
Additional recommended literature	<p>Bayer, Malte C.: Ein Werber packt aus – Direktmarketing nach Plan, Lahr 2003 ISBN 3-00-012317-2</p> <p>Baumgarth, Carsten (Hrsg.): B-to-B-Markenführung: Grundlagen- Konzepte- Best-Practice, 1. Auflage, Gabler Verlag, Wiesbaden 2010 ISBN3834917389, 9783834917386</p> <p>Bruhns, Jürgen: Direktmarketing, 2. Aufl. Kiel Verlag, Ludwigshafen 2007</p> <p>Dallmer, Heinz: Handbuch Direct Marketing, Gabler Verlag 8. Auflage, Wiesbaden 2002</p> <p>Deutscher Dialogmarketing Verband (Hrsg.), Dialogmarketing Perspektiven 2007/2007, Tagungsband, 1. Wissenschaftlicher interdisziplinärer Kongress für Dialogmarketing, Wiesbaden 2007</p> <p>Deutscher Dialogmarketing Verband (Hrsg.), Dialogmarketing Perspektiven 2007/2008, Tagungsband, 2. Wissenschaftlicher interdisziplinärer Kongress für Dialogmarketing, Wiesbaden 2008</p>

	<p>Gottschling, Stefan: Stark Texten, Mehr Verkaufen: Kunden finden, Kunden binden mit Mailing, Web & Co., Gabler Verlag, 3. Auflage, Wiesbaden 2007 ISBN3834906034, 9783834906038</p> <p>Thorsten Hennig-Thurau (ed.): Relationship Marketing, Gaining competitive advantage through customer satisfaction and customer retention, Springer Verlag, Berlin 2000, ISBN: 3-540-66942-6</p> <p>Krummenerl, Markus: Erfolgsfaktoren im Dialogmarketing: Eine empirische Analyse unter Berücksichtigung von B-TO-B- und B-to-C-Unternehmen, Band 44 von Schriftenreihe Unternehmensführung und Marketing, Gabler Verlag, Wiesbaden 2005, ISBN3834900699, 9783834900692</p> <p>Lewis, Herschel G.: Werbebriefe mit Power, Verlag moderne industrie, Landsberg 2. Auflage, 1997</p> <p>Schwarz, Thorsten: Permission Marketing macht Kunden süchtig, Würzburg 2000</p> <p>Smidt, Wolfhart: Brennpunkt Kundenwert, mit dem Customer Equity Kundenpotenziale erhellen, erweitern und ausschöpfen Springer Verlag, Berlin 2001, ISBN: 3-540-41230-1</p> <p>Vögele, Siegfried: Dialogmethode: Das Verkaufsgespräch per Brief und Antwortkarte, Verlag moderne Industrie, 12. Auflage, München 2002, ISBN 3478211808</p> <p>www.ddv.de Deutscher Dialog Marketing Verband</p> <p>www.fedma.org</p> <p>www.direktportal.de</p>
Remarks	None

Code	IM-2.1.3.3										
Module description	Distribution Management										
Name of course	Direct Selling: Strategies & Tools for Distributing Consumer Products										
Lecturer	Prof. Dr. Michael Zacharias/LBA										
Teaching language	English										
Number of allocated ECTS points	3 CP										
Course workload	90 h										
Breakdown of workload	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Lecture:</td> <td style="text-align: right;">30 h</td> </tr> <tr> <td>Self-study/lecture preparation & follow-up:</td> <td style="text-align: right;">25 h</td> </tr> <tr> <td>Exam incl. Preparations:</td> <td style="text-align: right;">20 h</td> </tr> <tr> <td>Seminar/study/excursion:</td> <td style="text-align: right;">15 h</td> </tr> <tr> <td>Total:</td> <td style="text-align: right;">90 h</td> </tr> </table>	Lecture:	30 h	Self-study/lecture preparation & follow-up:	25 h	Exam incl. Preparations:	20 h	Seminar/study/excursion:	15 h	Total:	90 h
Lecture:	30 h										
Self-study/lecture preparation & follow-up:	25 h										
Exam incl. Preparations:	20 h										
Seminar/study/excursion:	15 h										
Total:	90 h										
Hours per week	2 h (total 30 h)										
Type of test/requirements for allocation of credit points	See module description										
Content of course	<p>Knowledge, work out, application and discussion of international direct selling strategies & tools from the perspective of companies and consumers.</p> <ol style="list-style-type: none"> 1. Multi-channel-distribution in consumer marketing 2. Direct selling: Classification in the marketing mix, definitions and shapes 3. International development and economical significance 4. Benefits of working in direct selling & key success factors 5. Customers in direct selling 6. Distribution partners in direct selling 7. Social megatrends & direct selling 8. Coaching in Sales 										
Teaching and learning methods of course	Lecture, work out and presentation of case study's solution in teams, presentations on certain topics (incl. written paper) by students, training of most important skills of a sales person										
Special features (e.g. online part, excursions, guest lectures etc.)	In general, this event takes place in cooperation with a guest lecturer from distribution (e.g. Roger Rankel). He/She illuminates experiences of sales by many examples. Course related material can be downloaded via Moodle (learning platform). Current issues will be published via Moodle as well.										
Set reading	<ul style="list-style-type: none"> • Berry, Richard: "Direct Selling – From Door to Door to Network Marketing", London 1997. • Andrew Nelson, Andrew: "A to Z of <i>Direct Selling</i>", 2004 Author House • Geller, Lois K.: "Response: The Complete Guide to Profitable Direct Marketing", 2002 Oxford University 										

	<p>Press</p> <ul style="list-style-type: none"> • Zacharias, Michael, Der Direktvertrieb in Deutschland, Österreich und der Schweiz, ein Branchenreport, IBC-Verlag, Trent 2009 (ISBN: 978-3-9812716-0-7) • Zacharias, Michael, Direktvertrieb: Karrierechancen im Wachstumsmarkt der Zukunft, IBC-Verlag, Trent 2009 (ISBN: 978-3-9812716-1-4)
<p>Additional recommended literature</p>	<ul style="list-style-type: none"> - www.wfdsa.org - www.dsa.org - www.fedsa.be - www.uv-dv.de - www.bundesverbanddirektvertrieb.de - www.direktvertrieb.at - www.network-karriere.de - www.Netcoo.info <p>Blackwell, Edward: How to Prepare a Business Plan, 5th Edition, London 2008</p> <p>Bruns, Jürgen: Direktmarketing, 2.Auflage, Kiehl-Verlag, Ludwigshafen 2007</p> <p>Dewandre, Paul; Mahieu, Corinne: Die Zukunft des Strukturvertriebes in Europa, Editions du Saint-Bernard, 1995</p> <p>Engelhardt, Werner H.; Witte, Petra: Direktvertrieb im Konsumgüter- und Dienstleistungsbereich – Abgrenzung und Umfang, Stuttgart 1990</p> <p>Groß, Claudia, Multi-Level-Marketing: Identität und Ideologie im Network-Marketing, Diss. Uni Mannheim, 2007, GWV Fachverlage Wiesbaden 2008</p> <p>Heinemann, Gerrit, Der neue Online-Handel, 2. Aufl. Gabler-Verlag Wiesbaden 2010, ISBN 978-3-8349-1804-8</p> <p>McDonald, Malcolm: On Marketing Planning, London 2008</p> <p>Naisbitt, John: Megatrends 2000, New York 1990</p> <p>Naisbitt, John: Megatrends, New York 1982</p> <p>Poe, Richard: Wave 4 - Network Marketing im 21sten Jahrhundert, 2. Auflage, Fellbach 2003</p> <p>Popcorn, Faith: Popcorn-Report, New York 1991</p>

	<p>Popcorn, Faith: Clicking: Der neue Popcorn-Report, München 1996</p> <p>Schwarzmann, Oliver W.: Multi-Level-Marketing – Die Zukunft von Network & Direktvertrieb, Schorndorf 2004</p> <p>Tietz, Bruno: Der Direktvertrieb an Konsumenten – Konzepte und Systeme, o.A., Stuttgart 1993</p> <p>Wehling, Margret: Anreizsysteme im Multi-Level-Marketing, Schäffer-Poeschel Verlag, Stuttgart 1999</p> <p>Zacharias, Michael: Network Marketing in Deutschland, in: Dreyer, Clemens; Kreß, Markus (Hrsg.): Die führenden Network Marketing Unternehmen, ECONOMI-Verlag, Köln 2004</p> <p>Zacharias, Michael: Network-Marketing: Beruf und Berufung – Karrierechancen im Zukunftsmarkt Direktvertrieb, 2. Erweiterte Auflage, Edition Erfolg Verlag, Augsburg 2008 (ISBN 3-938826-08-8)</p>
Remarks	None

Code	IM-2.3.2.1																																					
Module description	Strategic Global Sourcing																																					
Name of course	Strategic Sourcing & Retail Procurement																																					
Lecturer	Prof. Dr. Jörg Funder																																					
Info Questions concerning content	International Management M. A. Susanna Ripp e-Mail: ripp@fh-worms.de																																					
Teaching language	English																																					
Number of allocated ECTS points	4 CP																																					
Course workload	120 h																																					
Breakdown of workload	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="2"><i>Exam</i></th> <th colspan="2"><i>Team project</i></th> </tr> <tr> <th><i>Contact</i></th> <th><i>Self-Study</i></th> <th><i>Contact</i></th> <th><i>Self-Study</i></th> </tr> </thead> <tbody> <tr> <td>Lecture:</td> <td>35 h</td> <td>40 h</td> <td>35 h</td> <td>40 h</td> </tr> <tr> <td>Self-study/ project:</td> <td></td> <td></td> <td>10 h</td> <td>35 h</td> </tr> <tr> <td>Exam prep:</td> <td>10 h</td> <td>35 h</td> <td></td> <td></td> </tr> <tr> <td>Sum:</td> <td>45 h</td> <td>75 h</td> <td>45 h</td> <td>75 h</td> </tr> <tr> <td>Total:</td> <td colspan="4" style="text-align: center;">120 h</td> </tr> </tbody> </table>					<i>Exam</i>		<i>Team project</i>		<i>Contact</i>	<i>Self-Study</i>	<i>Contact</i>	<i>Self-Study</i>	Lecture:	35 h	40 h	35 h	40 h	Self-study/ project:			10 h	35 h	Exam prep:	10 h	35 h			Sum:	45 h	75 h	45 h	75 h	Total:	120 h			
	<i>Exam</i>		<i>Team project</i>																																			
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Lecture:	35 h	40 h	35 h	40 h																																		
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Exam prep:	10 h	35 h																																				
Sum:	45 h	75 h	45 h	75 h																																		
Total:	120 h																																					
Hours per week	3 h (total 45 h)																																					
Type of test/requirements for allocation of credit points	Class participation / final exam <u>or</u> team project																																					
Content of course	<ol style="list-style-type: none"> 1. Retail merchant processes 2. Retail procurement financials 3. Product types & merchandising process specificities 4. Category management 5. Strategic procurement 6. Selected issues of global sourcing 																																					
Teaching and learning methods of course	<ul style="list-style-type: none"> - Lecture - Case study discussion - Role play 																																					
Special features (e.g. online part, excursions, guest lectures etc.)	<ul style="list-style-type: none"> - Guest lecturers of invited procurement professionals - Negotiation training including discussion of intercultural differences in negotiation approaches 																																					
Set reading	<p>Weele (2004): Purchasing & Supply Chain Management: Analysis, Strategy, Planning and Practice, 4th Edition, Wiley.</p> <p>Booth (2010): Strategic Procurement: Organising Suppliers and Supply Chains for Competitive Advantage, Kogan Page.</p> <p>Ulwick (2005): What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services, McGraw-Hill.</p> <p>Course reader with relevant journal papers and case</p>																																					

	studies (for details see term course syllabus)
Additional recommended literature	<p>Axelsson, Axelsson & Rozemeijer (2005): Developing Sourcing Capabilities: Creating Strategic Change in Purchasing and Supply Management: From Insight to Strategic Change, Wiley.</p> <p>Kerkhoff et al. (2009): Einkaufsagenda 2020: Beschaffung in der Zukunft - Wettbewerbsvorteile durch einen visionären Einkauf sichern und ausbauen, Wiley.</p> <p>Merkel et al. (2008): Global Sourcing im Handel – Wie Modeunternehmen erfolgreich beschaffen, Springer.</p>
Remarks	Course is blocked from 25th September, 27th September - 29th September + 24th November, each lecture from 8.15am-9pm, room for the September dates: N316!

Course-No./ Code	T-BAA 202
Module description	Analytical Methods (BAA 20)
Course description	Statistics
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Klophaus
Name of lecturer(s)	Prof. Dr. Ewald Brochhausen
Info Questions concerning content	Aviation Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	3 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Final written examination
Qualification goals of course	On successful completion of this course, students shall be able to understand and apply basic analytical methods, understand how statistics operate in business practice, develop analytical and conceptual thinking.
Content of course	Introduction to basic statistical concepts. Types of variables. Data presentation. Data summarization. Measures of central tendencies. Measures of dispersion. Probability and probability rules. Random variables. Probability distributions. Hypothesis testing. Linear regression and correlation. Sources of data. Descriptive statistics. Exploring two-variable relationships. Methods for more than two variables. Data analysis topics. Probability. Random variables. Inference. Confidence intervals and hypothesis testing.
Teaching and learning methods of course	Lectures and tutorials, script
Literature (set reading/additional recommended literature)	The Practice of Business Statistics, Using Data for Decisions, David S. Moore, George P. McCabe, William M. Duckworth, Layth Alwan, 2nd edition (2008)
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	T-BAA 203
Module description	Analytical Methods (BAA 20)
Course description	Research Methods and Presentation Skills
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Richard Klophaus
Name of lecturer(s)	Prof. Dr. Tim Sterzenbach
Info Questions concerning content	Aviation Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	3 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Final written examination
Qualification goals of module	On successful completion of this module, students shall be able to <ul style="list-style-type: none"> • use different presentation techniques according to the situation • draw from analytical methods to help solve managerial problems.
Content of course	An introduction to the art and science of solving research problems and making students better users of research. Explores the key elements of preparation, organization and delivery of the presentation. An introduction of a style manual for the preparation of a research proposal. Elements of effective communication. Preparing, structuring and delivering presentations.
Teaching and learning methods of course	Lectures, script, individual presentations, discussion
Literature (set reading/additional recommended literature)	Research Methods for Business Students, Mark N.K. Saunders, Adrian Thornhill, Philip Lewis, 5 th edition (2009)
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	T-BAA 221
Module description	General Management I (BAA 22)
Course description	Accountancy and Financial Reports
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Tim Sterzenbach
Name of lecturer(s)	Prof. Dr. Peter Hoberg
Info Questions concerning content	Aviation Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Written examination
Qualification goals of course	On successful completion of this module, students will be conversant with: Accounting concepts Accounting equation Rules of accounting Recording the transactions Adjusting & Rectifying the books Preparation of Financial Statements Analyzing Financial Statements Reconciling the books
Content of course	Provides a grounding in double-entry bookkeeping and the production of basic financial statements. Students perform basic operations with Excel spreadsheets, as required for bookkeeping and accounting. Concepts, principles and conventions of financial accounting. Accounting techniques. Construction and interpretation of financial reports.
Teaching and learning methods of course	Lectures and tutorials, discussions, reading, script, use of spreadsheet programs
Literature (set reading/additional recommended literature)	Accounting: An Introduction, Peter Atrill, Eddie McLaney, 4th edition (2007)
Remarks	None

Course-No./ Code	T-BAA 222
Module description	General Management I (BAA 22)
Course description	Marketing and Sales Management
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Tim Sterzenbach
Name of lecturer(s)	Prof. Dr. Hans Rück
Info Questions concerning content	Aviation Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Total workload and breakdown (e.g. self-study + contact time)	Final written examination
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Students also develop a familiarity with and an understanding of the field of marketing with respect to: <ul style="list-style-type: none"> • its problems/opportunities and analytical methods/frameworks, • the structure and operation of the marketing system, and • the terminology or jargon used by marketing professionals. An important learning outcome of this general management module is that students develop their critical, independent thinking and problem-solving skills. They gain experiences with the use of spreadsheet programs in business and commerce.
Content of course	Basic concepts and techniques of marketing and sales management and strategy with an emphasis on creating customer value and building customer relationships. The course develops concepts and skills necessary for marketing decision-making and illustrates how various decision-making tools apply to actual business situations. <p>The changing role of marketing.</p> <p>Strategic marketing planning.</p> <p>Marketing intelligence and creative problem solving.</p> <p>Understanding consumer buying behavior.</p>

	<p>Understanding business markets and buying behavior.</p> <p>Market segmentation, target marketing, and positioning.</p> <p>Product strategy.</p> <p>The ethical perspective.</p> <p>Future direction of marketing.</p>
Teaching and learning methods of course	Lectures and tutorials, discussions, reading, script
Literature (set reading/additional recommended literature)	Marketing Management, Philip Kotler, Kevin Lane Keller, Kevin Lane Keller, 13th edition (2008)
Remarks	None

Course-No./ Code	T-BAA 401
Module description	Aviation Management I (BAA 40)
Course description	Airport Management
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Richard Klophaus
Name of lecturer(s)	Prof. Dr. Richard Klophaus
Info Questions concerning content	Aviation Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	5 CP
Hours per week	3 h (total 45 h)
Type of test/requirements for allocation of credit points	Written examination
Qualification goals of course	On successful completion of this module, students shall be able to understand broad aspects of managing airports, <ul style="list-style-type: none"> • understand the options of strategic choice in airport management, identify relevant business trends and their implications, • draw from theories and principles to help solve managerial problems.
Content of course	History of airports. Major federal legislation affecting their development. Rules and regulations governing airport operations. Air traffic control, airfield, terminal, and ground access facility infrastructure of airports. Airport security policies. Economic, political, and social role of civil-use airports. Air-carrier relationships, governing body relationships, regulatory compliance, physical plant management, vendor relationships, zoning and land use issues and more.
Teaching and learning methods of course	Lectures and tutorials, guest speakers, discussions, reading, script, excursion to airport
Literature (set reading/additional recommended literature)	Managing Airports: An International Perspective, Anne Graham, 2nd edition (2003) Airport Planning & Management, Alexander T. Wells, Seth B. Young, 5th edition (2008)
Remarks	None

Course-No./ Code	T-BAA 402
Module description	Aviation Management I (BAA 40)
Course description	Air Cargo and Logistics Management
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Richard Klophaus
Name of lecturer(s)	Prof. Dr. Richard Klophaus
Info Questions concerning content	Aviation Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	5 CP
Hours per week	3 h (total 45 h)
Type of test/requirements for allocation of credit points	Written examination
Qualification goals of course	On successful completion of this module, students shall be able to <ul style="list-style-type: none"> • understand the basic logistics concept and the air cargo system, • understand the options of strategic choice in air cargo management, • identify relevant business trends and their implications, • draw from theories and principles to help solve managerial problems.
Content of course	Introduction to different topics related to the planning and operations of air cargo systems. Main components of an air cargo system, the competition between air cargo and other surface-transportation modes, network and capacity planning, demand analysis and trends in the domestic and international markets. Practices and problems of management with respect to air cargo. Importance of air cargo service to the economy, rate and tariff problems, terminal facilities, competition, and future prospects.
Teaching and learning methods of course	Lectures and tutorials, guest speakers, discussions, reading, script, excursion to airport
Literature (set reading/additional recommended literature)	Air Cargo Guide, Hans-Helmut Grandjot, Ingo Roessler, Ailine Roland (2007) Business Logistics/Supply Chain Management, Ronald H. Ballou, 5th edition (2004)
Remarks	None

Course-No./ Code	T-BAA 412
Module description	Aviation Management II (BA 41)
Course description	Pricing and Revenue Management
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Adrian von Dörnberg
Name of lecturer(s)	Prof. Dr. Richard Klophaus
Info Questions concerning content	Aviation Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	5 CP
Hours per week	3 h (total 45 h)
Type of test/requirements for allocation of credit points	Written examination
Qualification goals of course	On successful completion of this module, students shall be able to <ul style="list-style-type: none"> • understand the basic ideas, concepts and techniques of pricing and revenue management, • understand the options of strategic choice in airline management, • identify relevant business trends and their implications.
Content of course	Concepts of pricing, air passenger demand forecasting, innovative revenue generation techniques, revenue management practices. Opportunities for revenue optimization. Review the main methodologies. Legal issues associated with different pricing strategies. Survey of current industry practices.
Teaching and learning methods of course	Lectures and tutorials, guest speakers, discussions, reading, script, excursion to airline
Literature (set reading/additional recommended literature)	Straight and Level: Practical Airline Economics, Stephen Holloway, 3rd edition (2008) How to Price: A Guide to Pricing Techniques and Yield Management, Oz Shy (2008)
Remarks	None

Course-No./ Code	T-121
Module description	Fachkommunikation Tourismus I (module 12)
Course description	English for tourism professionals I
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Knut Scherhag
Name of lecturer(s)	George F. Mayáns
Info Questions concerning content	Tourism and Travel Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Total workload and breakdown (e.g. self-study + contact time)	37,5 h (self-study) + 22,5 h (lecture) = 60 h (total workload)
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Students know actively-communicatively the basics of the english tourism language (considering the common speech in tourism/B2C communication) • Students know the basic characteristics of the tourism industry in Great Britain and are able to actively communicate those characteristics • Students are familiar with culture-specific differences • Students increase their receptive and productive competency in speaking code
Content of course	<ul style="list-style-type: none"> • Tourism related and intercultural communication situations • English specialised terminology Tourism I: Touristic basics terms and basic specialised terminology of the touristic supply chain regarding the specialised and relevant touristic context • Study in Tourism in Great Britain and Germany • Regional bzw. culture-specific topics • Selected areas concerning the english syntax
Teaching and learning methods of course	Interactive lecture with group work, practical parts and discussions
Special features (e.g. online part, excursions, guest lectures etc.)	Online course parts in moodle (www.fh-worms.de/moodle)
Literature (set reading/additional recommended literature)	Bilingual dictionary with focus on tourism
Remarks	B1 Language Level in English

Course-No./ Code	T-131
Module description	Fachkommunikation Wirtschaft I (module 13)
Course description	Business English I
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Knut Scherhag
Name of lecturer(s)	George F. Mayáns
Info Questions concerning content	Tourism and Travel Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Total workload and breakdown (e.g. self-study + contact time)	37,5 h (self-study) + 22,5 h (lecture) = 60 h (total workload)
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Written examination
Qualification goals of course	<ul style="list-style-type: none"> • Students are able to cope with basal business situations in English-speaking context • Students know actively-communicatively the basics of the english business language (considering the common speech in business/B2C communication) • Students know the basic characteristics of the economy of Great Britain • Students know the specifics of intercultural business communication and the relevance of language codes and register
Content of course	<ul style="list-style-type: none"> • Business related and intercultural communication situations • English specialised terminology Business I: Economic basics terms and basic specialised terminology of selected topics regarding the specialised and relevant economic context • Selected areas concerning the english syntax
Teaching and learning methods of course	Interactive lecture with group work, practical parts and role plays
Special features (e.g. online part, excursions, guest lectures etc.)	Online course parts in moodle (www.fh-worms.de/moodle)
Literature (set reading/additional recommended literature)	Commercial dictionary bilingual
Remarks	B1 Language Level in English

Bachelor Level

Master Level

Course-No./ Code	T-141
Module description	Fachkommunikation Tourismus II (module 14)
Course description	English for tourism professionals II
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Knut Scherhag
Name of lecturer(s)	George F. Mayáns
Info Questions concerning content	Tourism and Travel Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Total workload and breakdown (e.g. self-study + contact time)	67,5 h (self-study) + 22,5 h (lecture) = 90 h (total workload)
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Students intensify the acquired knowledge in Tourism language • Students improve their productive competency in spoken code
Content of course	<ul style="list-style-type: none"> • English specialised terminology Tourism II: Destinations, fairs, conventions and events • English grammar in Tourism language
Teaching and learning methods of course	Interactive course
Literature (set reading/additional recommended literature)	Bilingual dictionary with focus on tourism
Remarks	Suitable for students who attended the course "English for tourism professionals I" or who have a higher Language Level than B1

Bachelor Level

Master Level

Course-No./ Code	T-151
Module description	Fachkommunikation Wirtschaft II (module 15)
Course description	Business English II
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Knut Scherhag
Name of lecturer(s)	George F. Mayáns
Info Questions concerning content	Tourism and Travel Management B. A. Jürgen Kaiser E-mail: kaiser@fh-worms.de Pia Orth-Reich E-mail: orth-reich@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Students intensify the acquired knowledge in english business language • Students improve their receptive and productive competency in advanced business english and advanced common speech in english regarding business topics
Content of course	<ul style="list-style-type: none"> • English specialised terminology Business II • Grammar in business english • Selected and current business topics in Great Britain
Teaching and learning methods of course	Interactive course
Literature (set reading/additional recommended literature)	Commercial dictionary bilingual
Remarks	Suitable for students who attended the course "Business English I" or who have a higher Language Level than B1

Bachelor Level

Master Level

Course-No./ Code	IBA-10.1
Module description	Economics (module 10)
Course description	Microeconomics (1000) Mikroökonomie
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Henning Kehr
Name of lecturer(s)	Prof. Dr. Henning Kehr
Info Questions concerning content	International Business Administration and Foreign Trade B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2,5 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Final written exam
Qualification goals of course	Acquisition of basic knowledge of microeconomics
Content of course	<ol style="list-style-type: none"> 1. Supply and demand 2. Consumer theory 3. Derivation of individual demand function 4. Production function 5. Cost theory 6. Theory of company offer and competition
Teaching and learning methods of course	<ul style="list-style-type: none"> • Lectures • Self-study • Presentations
Literature (set reading/additional recommended literature)	<p>Reiß, Winfried, Mikroökonomische Theorie, 6. Aufl., München, Wien, 2007</p> <p>Varian, Hal R., Grundzüge der Mikroökonomik, 7. Aufl., München, Wien, 2007 (also english edition Intermediate Microeconomics, Norton 2010)</p> <p>Baßeler Ulrich, Grundlagen und Probleme der Volkswirtschaft, 10. Aufl. Stuttgart 2010</p> <p>Samuelson, Paul A. Volkswirtschaftslehre 18. Aufl. Landsberg 2005 (also english edition Microeconomics McGraw-Hill, 2009)</p> <p>Krugman, Paul, Wells, Robin, Volkswirtschaftslehre, Stuttgart 2010 (also english edition Economics Palgrave Macmillan, 2009)</p> <p>Mankiw, Greg N., Volkswirtschaftslehre, Stuttgart 2004 (also english edition Economics 2nd ed., South-Western Cengage Learning, 2011)</p>
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-23.1
Module description	Intercultural Competence (module 23) Interkulturelle Kompetenz
Course description	Intercultural Management Asia (2310)
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Mrs. Li Chen
Info Questions concerning content	International Business Administration and Foreign Trade B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	1 h (total 15 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	The students are aware of the differences in culture and business life and know how to handle them (especially China, Japan, Asian tigers).
Content of course	<ol style="list-style-type: none"> 1. Basics of intercultural communication <ul style="list-style-type: none"> • Culture • The German image • German cultural standards • Stereotypes 2. Facts and figures on selected Asian countries <ul style="list-style-type: none"> • Geography • History • Language and religion • Political system • Economy 3. Socio-cultural aspects on selected Asian countries <ul style="list-style-type: none"> • Hierarchy • Concept of time • Social relationships • Communication styles • Nonverbal communication • Business etiquette • Business negotiations • Social activities 4. Business etiquette & business negotiations 5. Typical cultural phenomena
Teaching and learning methods of	<ul style="list-style-type: none"> • Interactive lectures incl. teamwork (worksheets,

course	<p>simulations, role plays, case studies, current topics and articles)</p> <ul style="list-style-type: none"> • Presentations • Self-directed learning • Verbal competency and a continuous, active participation
Literature (set reading/additional recommended literature)	<p>Bredon, J. & Mitrophanow, I.: Das Mondjahr, Wien 1937 Chen, H: Kulturschock China, Taiwan und HongKong Fischer, D.: Länderbericht China Hall, E. T.: The Silent language in overseas business, 1960 Hofstede, G. & Hofstede, G. J.: Cultures and Organizations, 2005 Kotte, J.: Geschäftlich in China, 2008 Kutschker, M. & Schmid, S.: Internationales Management, 2006 Lewis, R. D.: Handbuch internationale Kompetenz, 2000 Von Senger, H., 36 Strategeme für Manager, München 2004 Shuna Hsu & Evan Frendo (2010): Working in Asia, Cornelsen Verlag</p> <p>Journals/Magazines Business Forum China, Karlsruhe Germany The China Business Review, Washington DC The McKinsey Quarterly, New York Wirtschaftswoche, Germany</p>
Remarks	None

Course-No./ Code	IBA-23.2
Module description	Intercultural Competence (module 23) Interkulturelle Kompetenz
Course description	Intercultural Management East Europe (2320)
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Prof. Dr. Michael Graef
Info Questions concerning content	International Business Administration and Foreign Trade B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	1 h (total 15 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	Enable the student to <ul style="list-style-type: none"> • do business in Eastern Europe and South Eastern Europe. • Avoid cultural shocks and to handle intercultural differences. • Overcoming cultural differences in negotiation skills, values and attitudes and building up interpersonal relationships with your business partner.
Content of course	<ul style="list-style-type: none"> • Developments and trends in the economic and political systems in East and Southeast Europe/economic systems in transition <ul style="list-style-type: none"> ▪ Political and social trends ▪ Economic history and development • Problems and perspectives of selected economic systems/East and Southeast European countries • Opportunities and risks of a market entry in East Europe • Development of selected market segments • National culture and corporate culture in East and Southeast Europe <ul style="list-style-type: none"> ▪ Intercultural/culturally comparative management studies ▪ Germany and East European countries in comparison Overcoming cultural differences in business activities with an in East and Southeast Europe • Overcoming cultural differences in business activities with

	<p>an in East and Southeast Europe</p> <ul style="list-style-type: none"> ▪ Negotiation techniques ▪ Verbal, paraverbal and nonverbal communication ▪ Values and attitudes ▪ Build-up of interpersonal/personal relationships with business partners <ul style="list-style-type: none"> • Human resource management – recruiting and retention management <ul style="list-style-type: none"> ▪ Recruiting, structure and stage of development of human resource markets ▪ Retention management/proper incentives for East Europe ▪ Labour law ▪ Deciding between secondment and local staffing ▪ Leadership/management culture ▪ Management and organization of East European companies
Teaching and learning methods of course	Lectures, case studies, self-study
Literature (set reading/additional recommended literature)	<p>Domsch, Michel, and Tatjana Lidokhover (eds.), Human Resource Management in Russia, Aldershot et al. 2007</p> <p>Morley, Michael, Noreen Heraty, Snejjina Michailova (eds.), Managing Human Resources in Central and Eastern Europe, London et al. 2008</p> <p>Mueller, Susanne, Werner Stein and Peter Simon (eds.), Modern South Eastern Europe, A Handbook for Investors and Executives, Frankfurt 2010</p> <p>Pavlovskaya, Anna, Cultureshock!, A Survival Guide to Customs and Etiquette, Russia, New York 2007</p> <p>Richmond, Yale, From Nyet to Da, Understanding the New Russia, 4th edition, Boston and London 2009</p> <p>Williams, Isobel, and Stuart Amor, Working in Russia and Eastern Europe, Berlin 2010</p>
Remarks	None

Course-No./ Code	IBA-23.3
Module description	Intercultural Competence (module 23) Interkulturelle Kompetenz
Course description	Intercultural Management Iberoamerica (2330)
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Mr. Christian Klein
Info Questions concerning content	International Business Administration and Foreign Trade B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	1 h (total 15 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	The students know the determining socio-economic factors of elective Central and Southern American countries as well as Spain and Portugal. They are thereby informed of the business structures and conditions. At the same time, they are familiar with culture-specific behaviour patterns concerning business communication and etiquette. As a result, the students possess intercultural competency and security while dealing with Iberoamerican business communities.
Content of course	<ol style="list-style-type: none"> 1. Basics of intercultural communication <ul style="list-style-type: none"> • Concept of culture • Image of Germans • German cultural standards • Stereotypes 2. Facts and figures of selected Iberoamerican states <ul style="list-style-type: none"> • Geography • History • Language and religion • Political system • Economy 3. Socio-cultural aspects of selected Iberoamerican states <ul style="list-style-type: none"> • Hierarchy • Concept of time • Social relationships • Communication styles • Nonverbal communication • Business etiquette • Business negotiations

	<ul style="list-style-type: none"> • Social activities • Typical cultural phenomena
Teaching and learning methods of course	Interactive seminar with discussions, trainings and presentations.
Literature (set reading/additional recommended literature)	<ul style="list-style-type: none"> • Script • Composition of Internet pages on current topics and information on countries • Padilla Gálvez/Gaffal, Spanienknigge, Oldenbourg: München 2005 • Marek/Müller, Unternehmenskultur in Spanien. Interkultureller Managementleitfaden, IKO-Verlag: Frankfurt am Main 200 • Werz, Lateinamerika. Eine Einführung, Nomos: Baden-Baden 2005 • Schweickhart/Kaufmann (Hrsg.): Lateinamerika-Management. Konzepte, Prozesse, Erfahrungen, Gabler: Wiesbaden 2004 • Terri Morrison & Wayne A. Conaway (2006): Kiss, Bow, or Shake Hands: Latin America: How to Do Business in 18 Latin American Countries. Adams Media • Robert Crane und Carlos Rizow von Palgrave (2011): Latin American Business Cultures. Palgrave
Remarks	Advanced English skills required

Course-No./ Code	IBA-23.4
Module description	Intercultural Competence (module 23) Interkulturelle Kompetenz
Course description	Intercultural Management Middle East & Arab World (2340)
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Mr. Ridha Mejri
Info Questions concerning content	International Business Administration and Foreign Trade B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	1 h (total 15 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	<ul style="list-style-type: none"> • Raising intercultural understanding through a mixture of detailed background information as well as practical advice and solutions • Optimization of intercultural competency by understanding culture and etiquette • Approach to various socio-economic and socio-cultural realities of the Arab world and the Middle East region • Practical strategies to successfully conduct businesses in the Middle East region and the Arab world • Beside geographic and general knowledge about the Middle East region and the Arab world, the students are able to: <ul style="list-style-type: none"> a) Investigate core elements of socio-economic structures of the 22 Arabic countries and the Middle East region b) Use essential Arabic sentences („door and heart openers“) <p>The course provides a fundamental overview of data sources concerning the Arab world and Middle East.</p>
Content of course	<ol style="list-style-type: none"> 1. Introduction into the Middle East region and the Arab world (geography, history, language and religion, political systems, economy, etc.) 2. Country descriptions, selected indicators, etc. 3. Important structures as well as economic, socio-political and cultural conditions for establishing commercial relationships and realizing economic projects with the Arab world and the Middle East region are demonstrated. 4. Role of intercultural communication and national language for trade

	<p>5. Discussion on “stereotypes” and misunderstandings/missing communication as well as their effects on conducting or establishing a business in the Arab world or the Middle East business in the region</p> <p>6. Business culture and attitudes at workplaces in the Middle East and the Arab world: hierarchy, rules, time, relationships, management, polychromic vs. monochromic, communication, behavioural rules, negotiations, etc.</p> <p>7. Islamic financial system</p>
Teaching and learning methods of course	<ul style="list-style-type: none"> • Interactive lectures incl. team work • Worksheets, simulations, role plays, case studies, current topics and articles • Presentations • Self-directed learning • Verbal competency and a continuous, active participation
Literature (set reading/additional recommended literature)	<p>Atiyyah, Hamid (1995) How to Live and Work in the Gulf, How to Books.</p> <p>Burke, Edmund (1992) Struggle and Survival in the Modern Middle East (Society and Culture in the Modern Middle East), I B Tauris & Co, Ltd.</p> <p>Foster, Dean (2002) The Global Etiquette Guide to Africa and the Middle East, Wiley Publishers.</p> <p>Nydell, Margaret (2005) Understanding Arabs, Intercultural Press.</p> <p>Williams, Jeremy (2006) Don't they know it's Friday? Gulf Business Books of Motivate Publishing.</p> <p>CultureShock! Guides.</p> <p>Novell B. De Atkine, Raphael Patai (2007): The Arab Mind. Hatherleigh Press</p> <p>Kratochwill, G., Business-Knigge Arabische Welt, orell füssli Verlag AG, 2007</p> <p>J.Al-Omari (2008) Understanding the Arab Culture. How To Books Ltd; 2 Rev Ed edition</p> <p>Brian Kettel (2010) Islamic Finance in a Nutshell. John Wiley & Sons Ltd.</p> <p>Ortlieb, S. (2006) Business Knigge für den Orient. Bildung & Wissen Verlag</p> <p>Jeremy Williams (2010): Don't they Know It's Friday.</p>
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-35.1
Module description	Entrepreneurship and Innovation Management (module 35)
Course description	International Entrepreneurship (3500) Internationale Existenzgründung
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Michael Graef
Name of lecturer(s)	Prof. Dr. Michael Graef
Info Questions concerning content	International Business Administration and Foreign Trade B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	5 CP
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Final written exam
Qualification goals of course	The students will be able to <ul style="list-style-type: none"> Identify business ideas based on a lucrative, sustainable and value-based planning and market them Establish and manage an international company
Content of course	<ul style="list-style-type: none"> Entrepreneur and entrepreneurship/theoretical considerations Global markets / globalization of industries International entrepreneurial mindset/international new ventures Internationalization <ul style="list-style-type: none"> Reasons and strategies Types Identification of business opportunities Unique selling proposition and comparative advantages Feasibility study Business plan for an international new venture <ul style="list-style-type: none"> Structure and requirements for the content design Target groups Management and organizations of the international new venture Configuration and coordination of the value chain Market and competitive analysis <ul style="list-style-type: none"> Sales planning and strategic growth Market entry strategies Pricing and pricing policy Entrepreneurial environment/input factors <ul style="list-style-type: none"> Human resources Capital for start-up companies (traditional sources of financing, venture capital financing) Support for start-ups Location decision

	<ul style="list-style-type: none"> • Budgeting <ul style="list-style-type: none"> ▪ Planning for profitability ▪ Liquidity planning ▪ Cash flow statement / income statement / balance sheet ▪ Financial needs and financial accounts / structuring of the financing / short, medium and long-term financial planning ▪ Sensitivity analysis
Teaching and learning methods of course	Lectures, case studies, project work, self-study
Literature (set reading/additional recommended literature)	<p>De, Dennis, Entrepreneurship, Gründung und Wachstum von kleinen und mittleren Unternehmen, München et al. 2005</p> <p>Delaney, Laurel, Start and Run a Profitable Exporting Business, Bellingham et al. 1998</p> <p>McDougall, Patricia, Benjamin Oviatt and Rodney Shrader, A Comparison of International and Domestic New Ventures, in: Journal of International Entrepreneurship, Quarter 1, 2003, S. 59-82</p> <p>Oviatt, Benjamin, and Patricia Phillips, Toward a theory of international new ventures, in: Journal of International Business Studies, First Quarter 1994, S. 45-64</p> <p>Léo-Paul Dana (Hrsg.), Handbook of Research on International Entrepreneurship, Cheltenham et al. 2004</p> <p>Dillerup, Ralf, und Roman Stoi, Unternehmensführung, München 2006</p> <p>Kutschker, Michael, und Stefan Schmid, Internationales Management, 4. Aufl., München et al. 2005</p> <p>Ostendorf, Export-Push oder -Pull? Internationalisierungsstrategien von Klein- und Mittelbetrieben, in: Kleine und mittlere Unternehmen in einer globalisierten Welt, hrsg. von Klaus Müller und Ralf Paquin, Köln 2003, S. 175-188</p> <p>Perlitz, Manfred, Internationales Management, 5. Aufl., Stuttgart 2004</p> <p>Alain Fayolle und Heinz Klandt (Hrsg.), International Entrepreneurship Education</p>
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-35.2
Module description	Entrepreneurship and Innovation Management (module 35)
Course description	Innovation Management (3500) Innovationsmanagement
Duration of course	1 semester
Entrance requirements	None
Responsible for the module	Prof. Dr. Michael Graef
Name of lecturer(s)	Prof. Dr. Michael Graef
Info Questions concerning content	International Business Administration and Foreign Trade B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2,5 CP
Hours per week	2 h (total 30h)
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Students <ul style="list-style-type: none"> • understand the management of innovation as the central task of management • know the stages, phases and characteristics of the corporate innovation process • are familiar with handling innovation-promoting and inhibitory forces
Content of course	<ol style="list-style-type: none"> 1. Key aspects of Innovation Management <ol style="list-style-type: none"> a) Definitions and basic concepts b) Functions and duties c) Innovation activities and policies 2. Innovation strategies and typologies 3. Actors of innovation management 4. Innovation process <ol style="list-style-type: none"> a) Problem definition and initiation b) Idea generation and creativity c) Evaluation, selection and implementation d) Innovation controlling 5. Barriers to innovation <ol style="list-style-type: none"> a) Resistance as an essential characteristic b) Causes and reinforcements c) Overcoming of resistance 6. Organizational design and corporate culture 7. Protection of innovation <ol style="list-style-type: none"> a) Non-formal protection instruments b) Intellectual property c) Patents d) Protection strategies

	8. Innovation Success a) Dimensions b) Measurement c) Factors 9. Ethical aspects
Teaching and learning methods of course	Interactive lecture
Literature (set reading/additional recommended literature)	<ul style="list-style-type: none"> - Script - Hauschildt/Salomo, Innovationsmanagement, Vahlen: München. - Vahs/Burmeister, Innovationsmanagement, Schäffer-Poeschel: Stuttgart. - Burr, Innovationen in Organisationen, Kohlhammer: Stuttgart. - Strebel, Innovations- und Technologiemanagement, UTB: Stuttgart. - Gerpott, Strategisches Technologie- und Innovationsmanagement, Schäffer-Poeschel: Stuttgart. - Bergmann/Daub, Systemisches Innovations- und Kompetenzmanagement, Gabler: Wiesbaden. - Corsten/Gössinger/Schneider, Grundlagen des Innovationsmanagements, Vahlen: München.
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-1.1
Module description	Strategies of Internationalization (module 1)
Course description	Strategies of Internationalization (100)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Prof. Dr. Kehr
Name of lecturer(s)	Prof. Dr. Kehr/Guest speakers from the business sector
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	1 CP
Type of test/requirements for allocation of credit points	Compulsory attendance
Content of course	<p>Single lectures by guest lecturers mainly from industry who will focus on certain key aspects of International Business Strategy. An indicative list of topics of these guest lectures could include the following topics of internationalization strategy:</p> <p>Setting the right strategy in an international environment Globalized industries / Industry life cycle concept (Steel, Automotive)</p> <p>Globalization and international business - intercultural environments, political and legal environments</p> <p>Internationalization strategy / Global integration vs. local responsiveness</p> <p>Levels and limits of internationalization</p> <p>Strategy of market selection and global integration vs. local responsiveness</p> <p>Value chain management / International configuration and coordination of corporate value chain</p> <p>Management of strategic growth / external vs. organic growth / mergers & acquisitions</p> <p>Cross national co-operations and agreements, joint ventures</p> <p>Management of multinational companies</p>
Teaching and learning methods of course	Guest speakers from the business sector
Remarks	Compulsory attendance at all presentations!

Bachelor Level

Master Level

Course-No./ Code	IBA-3.1
Module description	International Economics (module 3)
Course description	International Economics (300)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Prof. Dr. Keim
Name of lecturer(s)	Prof. Dr. Keim
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	4 CP
Hours per week	3 h (total 45 h)
Type of test/requirements for allocation of credit points	Final exam / Presentation (bonus)
Qualifications goals of course	Students acquire in-depth understanding of foreign trade policy and theory. In this way they will be able to critically evaluate the multilateral institutions' global framework and their working methods.
Content of course	<ul style="list-style-type: none"> • Structures in foreign economics • International economic theories • Instruments in foreign trade and international economic policies • Development politics • Fiscal and monetary policy in a global environment
Teaching and learning methods of course	Lectures, presentations, case studies
Literature	Krugman, Paul R. and Obstfeld, Maurice (2008), International Economics, 8th edition
Remarks	Number of students limited!

Bachelor Level

Master Level

Course-No./ Code	IBA-4.1
Module description	Intercultural Management (module 4)
Course description	Intercultural Management Asia (410)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Ms Li Chen
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated CP points	2 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	The students are aware of the differences in culture and business life and know how to handle them (especially China, Japan, Asian tigers).
Content of course	<ol style="list-style-type: none"> 1. Basics of intercultural communication Culture The German image German cultural standards Stereotypes 2. Facts and figures on selected Asian countries Geography History Language and religion Political system Economy 3. Socio-cultural aspects on selected Asian countries Hierarchy Concept of time Social relationships Communication styles Nonverbal communication Social activities 4. Business etiquette and business negotiations 5. Typical cultural phenomena
Teaching and learning methods of course	<ul style="list-style-type: none"> • Interactive lecture incl. team work (worksheets, simulations, role plays, case studies, current topics and articles) • Presentations

	<ul style="list-style-type: none"> • Self-study • Verbal competency and continuous, active participation
Literature (set reading/additional recommended literature)	Bredon, J. & Mitrophanow, I.: Das Mondjahr, Wien 1937 Chen, H: Kulturschock China, Taiwan und Hong Kong Fischer, D.: Länderbericht China
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-4.2
Module description	Intercultural Management (module 4)
Course description	Intercultural Management East Europe (420)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Prof. Dr. Michael Graef
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	2 h (total 60 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	Enable the student to <ul style="list-style-type: none"> • do business in Eastern Europe and South Eastern Europe • avoid cultural shocks and to handle intercultural differences • Overcoming cultural differences re negotiation skills, values and attitudes and building up interpersonal relationships with your business partner
Content of course	<p>Developments and trends in the economic and political systems in East and Southeast Europe/economic systems in transition</p> <p>a) Political and social trends b) Economic history and development</p> <p>Problems and perspectives of selected economic systems/East and Southeast European countries</p> <p>Opportunities and risks of a market entry in East Europe</p> <p>Development of selected market segments</p> <p>National culture and corporate culture in East and Southeast Europe</p> <p>a) Intercultural/culturally comparative management studies b) Germany and East European countries in comparison</p> <p>Overcoming cultural differences in business activities with and in East and Southeast Europe</p> <p>a) Negotiation techniques</p>

	<p>b) Verbal, paraverbal and nonverbal communication c) Values and attitudes d) Build-up of interpersonal/personal relationships with business partners</p> <p>Human resource management – recruiting and retention management a) Recruiting, structure and stage of development of human resource markets b) Retention management/proper incentives for East Europe c) Labour law d) Deciding between secondment and local staffing e) Leadership/management culture f) Management and organization of East European companies</p>
Teaching and learning methods of course	<p>Lecture Case studies Self-study</p>
Literature (set reading/additional recommended literature)	<p>Domsch, Michel, and Tatjana Lidokhover (eds.), Human Resource Management in Russia, Aldershot et al. 2007</p> <p>Morley, Michael, Noreen Heraty, Snejina Michailova (eds.), Managing Human Resources in Central and Eastern Europe, London et al. 2008</p> <p>Mueller, Susanne, Werner Stein and Peter Simon (eds.), Modern South Eastern Europe, A Handbook for Investors and Executives, Frankfurt 2010</p> <p>Pavlovskaya, Anna, Cultureshock!, A Survival Guide to Customs and Etiquette, Russia, New York 2007</p> <p>Richmond, Yale, From Nyet to Da, Understanding the New Russia, 4th edition, Boston and London 2009</p> <p>Williams, Isobel, and Stuart Amor, Working in Russia and Eastern Europe, Berlin 2010</p>
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-4.3
Module description	Intercultural Management (module 4)
Course description	Intercultural Management Iberoamerica (430)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Mr. Christian Klein
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	The students know the determining socio-economic factors of selected Central and Southern American countries compared to those in Spain and Portugal. They are informed of the business structures and conditions. At the same time, they are familiar with culture-specific behaviour patterns concerning business communication and etiquette. As a result, the students have intercultural competency and security while dealing with Iberoamerican business communities.
Content of course	<p>1. Basics of intercultural communication Concept of culture Image of Germans German cultural standards Stereotypes</p> <p>2. Facts and figures of selected Iberoamerican states Geography History Language and religion Political system Financial system Economy</p> <p>3. Socio-cultural aspects of selected Iberoamerican states Hierarchy Concept of time Social relationships Communication styles Nonverbal communication Business etiquette Business negotiations Social activities Typical cultural phenomena</p>
Teaching and learning methods	Interactive seminar with discussions and presentations

of course	
Literature (set reading/additional recommended literature)	<p>Script</p> <p>Composition of Internet pages on current topics and information on countries</p> <p>Padilla Gálvez/Gaffal, Spanienknigge, Oldenbourg: München 2005</p> <p>Marek/Müller, Unternehmenskultur in Spanien. Interkultureller Managementleitfaden, IKO-Verlag: Frankfurt am Main 2004</p> <p>Wertz, Lateinamerika. Eine Einführung, Nomos: Baden-Baden 2005</p> <p>Schweickhart/Kaufmann (Hrsg.): Lateinamerika-Management. Konzepte, Prozesse, Erfahrungen, Gabler: Wiesbaden 2004</p> <p>Terri Morrison & Wayne A. Conaway (2006): <i>Kiss, Bow, or Shake Hands: Latin America: How to Do Business in 18 Latin American Countries</i>. Adams Media</p> <p>Robert Crane und Carlos Rizowy von Palgrave (2011): <i>Latin American Business Cultures</i>. Palgrave</p>
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-4.4
Module description	Intercultural Management (module 4)
Course description	Intercultural Management Middle East & Arab World (440)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Mr. Ridha Mejri
Name of lecturer(s)	Mr. Ridha Mejri
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	<p>Raising intercultural understanding through a mixture of detailed background information as well as practical advice and solutions</p> <ul style="list-style-type: none"> • Optimization of intercultural competency by understanding culture and etiquette • Approach to various socio-economic and socio-cultural realities of the Arab world and the Middle East region • Practical strategies to successfully conduct businesses in the Middle East region and the Arab world • Besides geographic and general knowledge about Middle East region and the Arab world, the students are able to: <ul style="list-style-type: none"> a) investigate core elements of socio-economic structures of the 22 Arabic countries and the Middle East region b) use essential Arabic sentences („door and hear openers“) <p>The course provides a fundamental overview of data sources concerning the Arab world and Middle East.</p>
Content of course	<ol style="list-style-type: none"> 1. Introduction to the Middle East region and the Arab world (geography, history, language and religion, political systems, economy, etc.) 2. Country descriptions, selected indicators, etc. 3. Important structures as well as economic, socio-political and cultural conditions for establishing commercial relationships and realizing economic projects with the Arab world and the Middle East region are demonstrated

	<p>4. Role of intercultural communication and national language for trade</p> <p>5. Discussions on “stereotypes” and misunderstandings/missing communication as well as their effects on conducting or establishing a business in the Arab world or the Middle East region</p>
Teaching and learning methods of course	<ul style="list-style-type: none"> • Interactive lectures incl. teamwork (worksheets, simulations, role plays, case studies, current topics and articles) • Presentations • Self-directed learning • Verbal competency and a continuous, active participation
Literature (set reading/additional recommended literature)	<p>Atiyah, Hamid (1995) How to Live and Work in the Gulf, How to Books.</p> <p>Burke, Edmund (1992) Struggle and Survival in the Modern Middle East (Society and Culture in the Modern Middle East), I B Tauris & Co, Ltd.</p> <p>Foster, Dean (2002) The Global Etiquette Guide to Africa and the Middle East, Wiley Publishers.</p> <p>Nydell, Margaret (2005) Understanding Arabs, Intercultural Press.</p> <p>Williams, Jeremy (2006) Don't they know it's Friday? Gulf Business Books of Motivate Publishing.</p> <p>Culture Shock! Guides.</p> <p>Novell B. De Atkine, Raphael Patai (2007): The Arab Mind. Hatherleigh Press</p> <p>Kratochwill, G., Business-Knigge Arabische Welt, orell füssli Verlag AG, 2007</p> <p>J.Al-Omari (2008) Understanding the Arab Culture. How To Books Ltd; 2Rev Ed edition</p> <p>Brian Kettel (2010) Islamic Finance in a Nutshell. John Wiley & Sons Ltd.</p> <p>Ortlieb, S. (2006) Business Knigge für den Orient. Bildung & Wissen Verlag</p>
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-5.1
Module description	International Project Management
Course description	International Project Management (Specialisation) (510) Internationales Projektmanagement
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Prof. Dr. Sebastian Herr
Name of lecturer(s)	Prof. Dr. Sebastian Herr
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	2 CP
Hours per week	2 h (total 30 h)
Type of test/requirements for allocation of credit points	Virtual projects Presentations Report
Qualification goals of course	Through lectures and exercises the module aims at imparting practice oriented, specialised knowledge and methodological skills in the area of project management. It also aspires to raise awareness for intercultural aspects in projects and companies.
Content of course	<ul style="list-style-type: none"> • Terms and basic principles • Requirements for a successful project management • Project assignment and start of project • Project analysis and planning • Project realisation, project close-out, project controlling • Post-project learning • Resistance and conflicts in projects • Personnel management in projects
Teaching and learning methods of course	Lectures Virtual projects with student presentations Discussion Case Studies
Literature (set reading/additional recommended literature)	Kerzner, H.: Project Management Metrics, KPIs, and Dashboards. A Guide to Measuring and Monitoring Project Performance. International Institute for Learning Inc, New York 2011 Andler, N.: Tools for Project Management, Workshops and Consulting: A Must-Have Compendium of Essential Tools and Techniques, 2011
Remarks	Number of students is limited!

Bachelor Level

Master Level

Course-No./ Code	IBA-7.2
Module description	International Marketing Management, CRM
Course description	Customer Relationship Management (700)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Name of lecturer(s)	Prof. Dr. Lubritz
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	3 CP
Hours per week	4 h (total 60h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	<p>Customer Relationship Management enables students to understand theoretical marketing concepts and how to apply these in a corporate environment.</p> <p>Theoretical concepts are discussed in a close context to practical challenges with a strong focus on how to develop a customer-centric organisation.</p> <p>Customer Relationship Management will be broken down into its various stages of a transformation process. Therefore, a project-oriented view will be used as a baseline which goes along with a distinct view on customer-focused marketing processes.</p>
Content of course	<ul style="list-style-type: none"> • What is CRM? • Reasons why companies should invest in CRM • Database marketing • Customer Lifetime Value (CLV) • Management of a CRM project • Process management / Reengineering • Cost benefit analysis of CRM • Complaint management • Mobile marketing
Teaching and learning methods of course	<p>Lectures</p> <p>Analyses of case studies</p> <p>Active participation in class discussion</p> <p>Presentations</p> <p>Self-study</p>
Literature (set reading/additional recommended literature)	<p>Greenberg, P.: CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging Your Customers, Mcgraw-Hill Professional 2009</p> <p>Payne, A.: Handbook of CRM: Achieving Excellence through Customer Management, Taylor & Francis 2005</p>

	Peelen, E.; van Montfort, K.; Beltman, R.; Klerkx, A.:A Study in to the foundations of CRM success, NRG Working paper series, March 2006 no. 06-09 Nyenrode 2006
Remarks	Number of students is limited!

Bachelor Level

Master Level

Course-No./ Code	IBA-10
Module description	International Entrepreneurship
Course description	International Entrepreneurship (Specialisation) (1000)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Prof. Dr. Michael Graef
Name of lecturer(s)	Prof. Dr. Michael Graef
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Final exam 50% Business plan and/or Case Studies 50%
Qualification goals of course	Enable the student to assess and solve complex entrepreneurial challenges, situations and questions to set up a complete business plan and model for an international new venture.
Content of course	<p>International entrepreneurship is the intersection between international business and entrepreneurship. The module deals with new and innovative activities that have the goal of value creation and growth in business organizations across national borders. International Entrepreneurship is based on the combination of management tools for entrepreneurs and international and intercultural management.</p> <ul style="list-style-type: none"> • How to write a great business plan • Venture capitalists and their expectations • Strategic Management Tools for Entrepreneurs: Strategies – competitive advantages – profit potential • Basic deliberations on internationalization of new ventures • Strategic concepts of internationalization • Theory of international new ventures • Development of a global entrepreneurial mindset • Market entry and market penetration • Structure of international new ventures • Cross cultural differences and intercultural management <p>The lecture will analyze what makes a good business plan and what stakeholders and investors expect from both entrepreneurs and business plans. Further focus is on strategic development and growth of new ventures – in particular on considering international configuration of value chain activities, on particular qualifications of international entrepreneurs and on understanding the strategic alternatives</p>

	in different industry contexts.
Teaching and learning methods of course	<ul style="list-style-type: none"> • Lectures • Case Studies • Project work • Self-study
Literature (set reading/additional recommended literature)	<p>Barringer, Bruce, and Duane Ireland, Successfully Launching New Ventures, 4th edition, Upper Saddle River 2012</p> <p>Bhide, Amar, The Questions Every Entrepreneur Must Answer, in Harvard Business Review, November - December 1996</p> <p>Bygrave, William D., and Andrew Zacharakis (eds.), The Portable MBA in Entrepreneurship, 4th edition, Hoboken 2010</p> <p>Frynas, Jędrzej George, and Kamel Mellahi, Global Strategic Management, 2nd edition, Oxford 2011</p> <p>Hisrich, Robert, Michael Peters and Dean Shepherd, Entrepreneurship, 8th edition, New York 2010</p> <p>Hisrich, Robert D., International Entrepreneurship: Starting, Developing, and Managing a Global Venture, Los Angeles et al. 2010</p> <p>Mead, Richard, and Tim G. Andrews, International Management: Culture and Beyond, 4th edition, Hoboken 2009</p> <p>Morschett, Dirk, Hanna Schramm-Klein and Joachim Zentes, Strategic International Management, 2nd edition, Wiesbaden et al. 2010, available on SpringerLink</p> <p>Osterwalde, Alexander, and Yves Pigneur, Business Model Generation, A Handbook for Visionaries, Game Changers and Challengers, Hoboken 2010</p>
Remarks	None

Bachelor Level

Master Level

Course-No./ Code	IBA-12
Module description	Foreign Trade Consulting
Course description	Foreign Trade Consulting (Specialisation) (1200)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Prof. Dr. Henning Kehr
Name of lecturer(s)	Prof. Dr. Henning Kehr
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	Learning about the relevant developments of internationalization and about the handling of international trade and business deals partly with case studies
Content of course	<ul style="list-style-type: none"> • Case studies of current topics • Special items of International Trade such as Foreign Transactions, Documentary Credits, Strategies of foreign exchange hedging • Internationalization supplier-sided and buyer-sided • Tapping of new markets
Teaching and learning methods of course	Lectures, Presentations, guest lectures, excursion
Literature (set reading/additional recommended literature)	<p>Backhaus, Klaus, Industriegütermarketing, 8. Auflage, München 2007</p> <p>Deutscher Industrie- und Handelskammertag (Hrsg.) Going International – Erfolgsfaktoren im Auslandsgeschäft, Berlin 2007</p> <p>Rose, Klaus, Sauernheimer, Karlhans, Theorie der Außenwirtschaft, München 2006</p> <p>Brakman, Garretsen, van Marrewijk, van Witteloostuijn, Nations and Firms in the Global Economy</p> <p>Debiel, Tobias, Messner, Dirk, Nuscheler, Franz (Hrsg.), Globale Trends 2007, Bonn 2006</p> <p>UBS (Hrsg.), Foreign Exchange and Money Market – A Guide to the World of Currency Dealing, Zürich, 2006</p> <p>Sarno, Taylor, The economies of exchange rates, 7th ed. Cambridge 2009</p> <p>Hull, Options, Futures and other derivatives 7th ed., Upper Saddle River NJ, 2008</p> <p>Bloss, Derivatives, München 2009</p>

	<p>ICC Publication UCP 600 (Internationale Handelskammer, Paris, Einheitliche Richtlinien für Akkreditive (ERA 600) und URC 522 (Internationale Handelskammer, Paris, Einheitliche Richtlinien für Inkassi) ERI 522)</p> <p>URDG 758 (Uniform Rules for Demand Guarantees/Einheitliche Richtlinien für auf Anforderung zahlbare Garantien)</p> <p>Salvatore, Dominick, International Economics 10th ed. Hoboken NJ, 2011</p> <p>Kotler, Philip; Keller, Kevin Lane; Marketing Management, 12ed. 2005</p> <p>Porter, Michael E.; Competitive Strategy, NY 2004</p> <p>Friedmann, The World is Flat, New York 2006</p> <p>Sirkin, Hemerling, Bhattacharya, Globality, New York 2008</p> <p>IMF, World Economic Outlook (act. Ed.)</p> <p>Homaifar, Ghassem A. Managing Global Financial and Foreign Exchange Rate Risk (Wiley Finance), Hoboken (NJ/USA) 2004</p> <p>Cavusgil, Knight, Riesenberger; International Business, NJ 2008</p> <p>Griffin, Pustay; International Business, 6th ed., NJ 2010</p> <p>Sirkin, Hemerling, Bhattacharya; Globality – Competing with everyone from everywhere for everything, NY 2008</p> <p>Morschett, Schramm-Klein, Zentes, Strategic International Management; Wiesbaden 2009</p> <p>Eiteman, Stonehill, Moffett; Multinational Business Finance, 12th ed. NJ, 2010</p> <p>Eibner; Understanding International Trade: Theory and Policy, München 2006</p> <p>Duelfer, Joestingmeier, International Management in Diverse Cultural Areas, 2nd ed. Munich 2011 (esp. Ch. 3)</p>
Remarks	<p>Number of students limited! Only students with advanced level!</p>

Bachelor Level

Master Level

Course-No./ Code	IBA-13
Module description	International Finance, Advanced Corporate Finance & Value Investing
Course description	International Finance, Advanced Corporate Finance & Value Investing (Specialisation) (1300)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Prof. Dr. Lars Jäger
Name of lecturer(s)	Prof. Dr. Lars Jäger
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	Knowledge of modern financial instruments and financial and value planning instruments of companies. Knowledge of optimum financing/ financing forms in particular in internationally acting companies.
Content of course	<ul style="list-style-type: none"> • Financial Crisis, Euro-Crisis • Evaluation of Investments & Financial Instruments • Portfolio Theory/ optimal portfolio choice • Capital Asset Pricing Model (CAPM) • Dividend Policy • Optimum debt ratio • Long term financing with equity capital • Long term financing with bonds • Mergers & Acquisitions • Value Investing • Options & Futures • Financial markets and their functions
Teaching and learning methods of course	Lectures, Exercises
Literature (set reading/additional recommended literature)	<p>Berk, J./DeMarzo, P.: Corporate Finance, 2nd ed. 2011 (ISBN: 0-273-75603-6)</p> <p>Damodaran, A.: Applied Corporate Finance, 3rd ed. 2011 (ISBN: 978-0-470-38464-0)</p> <p>Fabozzi, F. J./ Neave, E. H. / Zhou, G.: Financial Economics, 2012 (ISBN:978-0-47059620-3)</p> <p>Gitman,L. J./ Zutter,C. J.: Principles of Managerial Finance, 2012 (ISBN: 978-0-13-611945-6)</p> <p>Moffett, M. H./Stonehill, A. I. /Eiteman, D. K.: Fundamentals of</p>

	<p>Multinational Finance, 3rd ed., 2009 (ISBN: 978-0-321-55213-6)</p> <p>Eiteman, D. K./Stonehill, A. I./ Moffett, M. H.: Multinational Business Finance, 12th ed., 2010 (ISBN: 978-0-321-55213-6)</p>
Remarks	Number of students limited!

Bachelor Level

Master Level

Course-No./ Code	IBA-14
Module description	Advanced Internatioal Controlling
Course description	Advanced International Controlling (1400)
Duration of course	1 semester
Entrance requirements	Minimum of 120 CP in Bachelor degree course
Responsible for the module	Prof. Dr. Benno Feldmann
Name of lecturer(s)	Prof. Dr. Benno Feldmann
Info Questions concerning content	International Business Administration and Foreign Trade M. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Teaching language	English
Number of allocated ECTS points	6 CP
Hours per week	4 h (total 60 h)
Type of test/requirements for allocation of credit points	Final exam
Qualification goals of course	Consolidation and intensification of International Controlling with a focus on Business Performance Management and Value Based Controlling. Coping with analysis, synthesis and assessment of a practically oriented international case study.
Content of course	<p><i>Part I</i> Controlling in the context of Business Performance Management and Value Based Management Conceptual and instrumental aspects of international value based controlling Functional and application oriented concepts of international controlling Summary and outlook</p> <p><i>Part II</i> Processing/presentation of practically oriented international case studies Exercises</p>
Teaching and learning methods of course	<p><i>Part I:</i> Interactive and collaborative learning, discussion of the basic economic connections, inter alia means of practical examples</p> <p><i>Part II:</i> Analysis, evaluation and presentation of practically oriented international case studies by students mentored by the lecturer</p> <p><i>Self-study:</i> Studies of literature, mentored (online-) excercises and (online-) case studies in small groups</p>
Literature (set reading/additional recommended literature)	Atkinson, A., et al: Management Accounting Weber, J., Schäffer, U., Einführung in das Controlling Hahn, D., Hungenberg, H., Planung und Kontrolle –

	<p>Wertorientierte Controllingsysteme Olfert, K., (Hrsg.), Controlling Horváth, P., Controlling Baum, H.-G., Strategisches Controlling Horngren, C. T., Introduction to Management Accounting</p> <p><i>Further documents:</i> documents and exercises compementing the course. Case studies (also online available) current publications</p>
Remarks	Number of students limited!

Bachelor Level

Master Level

Course-No./ Code	ILO-1
Course description	Business English I
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Kujawa
Teaching language	English
Number of allocated ECTS points	4,5 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	To be prepared for a one-year-study abroad. Concentration on practical abilities and skills in English as a foreign language.
Content of course	Abilities and skills for presenting a varied range of business topics in English with special emphasis on business vocabulary.
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Thursdays: 12pm-2.30pm To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-2
Course description	Business English II
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Kujawa
Teaching language	English
Number of allocated ECTS points	4,5 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	To be proficient in English as a foreign language
Content of course	Development of abilities and skills in reading comprehension, speaking and writing to master business related discussions and business letter writing
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Thursdays: 3pm-5.30pm To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-3
Course description	Mandarin Chinese I
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Zhou-Wirth
Teaching language	German into Chinese
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Basic knowledge of oral and written language Presenting simple dialogues Comprehension of simple texts Composition of simple sentences Look-up techniques for character
Content of course	1. Basics of the Chinese phonetic notation 2. Introduction to reading and writing Chinese characters 3. Demonstration of basic language structures 4. Grammar basics 5. Talk and listening comprehension
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	For beginners without basic knowledge Course dates: Mondays: 10am-11.30am Tuesdays: 11.45am-1.15pm To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-4
Course description	Mandarin Chinese II
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mr. Seyfriedt
Teaching language	German into Chinese
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Basic knowledge of oral and written language • Presenting simple dialogues • Comprehension of simple texts • Composition of simple sentences • Look-up techniques for characters • Ability to handle the character-based text program
Content of course	<ol style="list-style-type: none"> 1. Basics of Chinese phonetics and phonetic transcription (Pinyin) 2. Introduction to reading and writing of Chinese characters 3. Teaching of basic vocabulary 4. Demonstration of basic language structures 5. Grammar basics 6. Lecture of simple texts
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Wednesdays: 1.30pm-3pm Thursdays: 8.15am-9.45am</p> <p>Course starts in calendar week 41!</p> <p>To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-5
Course description	Mandarin Chinese III
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Chen/ Mrs. Hollweg
Teaching language	German into Chinese
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Deepening of written and oral language skills • Business Chinese • Comprehension of more complex texts, including newspaper language • Composition of short texts • Improvement of communication skills • Extended knowledge of grammar structures
Content of course	<ol style="list-style-type: none"> 1. Chinese Regional Studies 2. China's Economic Structure 3. Chinese Culture 4. Professional Chinese 1 – Travel and Tourism 5. Professional Chinese 2 – Marketing 6. Professional Chinese 3 – Finance 7. Professional Chinese 4 – Business Law 8. E-Commerce
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Tuesdays: 10am-11.30am Fridays: 11.45am-1.15pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-6
Course description	Mandarin Chinese IV
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Scheinhardt
Teaching language	German into Chinese
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Extension of written and oral language skills • Business terminology • Linguistic mastering of typical everyday business situations • Comprehension of more complex texts, including newspaper language • Composition of short texts • Extension of grammar structures
Content of course	<ol style="list-style-type: none"> 1. Employment and Training 2. Business Communication 3. Office Environment 4. Conference and Visit 5. Goods Delivery and Payment 6. Marketing and Advertisement
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Wednesdays: 2.30pm-4pm Fridays: 11.30am-1pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-7
Course description	Mandarin Chinese V
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Chen
Teaching language	German into Chinese
Number of allocated ECTS points	3 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Ability to communicate with Chinese business partners • Ability to describe organisation structures and company culture • Ability to write informational papers • Intercultural understanding
Content of course	<ol style="list-style-type: none"> 1. Description of job tasks 2. Application and CV 3. Working on the Internet 4. Questionnaire for customer survey 5. Organizing corporate events 6. Company budget and financial statement 7. Chinese business culture
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Wednesdays: 2.30pm-4pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-8
Course description	Mandarin Chinese VI
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Scheinhardt
Teaching language	German into Chinese
Number of allocated ECTS points	3 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Ability to understand social and economic life • Extension of business-related language competences • Mastery of vocabulary ca. 500 to 600 words • HSK or BSK (Chinese Proficiency Test – the official standardized exam to prove Chinese language skills)
Content of course	<ol style="list-style-type: none"> 1. Marketing: consumer behaviour and advertising 2. Business advice/ consulting 3. Chinese management strategies 4. Charity activities of companies in China 5. Negotiation and management skills
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Wednesdays: 12.30pm-2pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-9
Course description	Russian I
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Malcherek
Teaching language	German into Russian
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Basic knowledge of oral and written language Presenting simple dialogues Comprehension of simple texts Composition of simple sentences Look-up techniques for character
Content of course	1. Grammar basics 2. Business vocabulary 3. Interactive learning 4. Speaking, writing and reading 5. Exercises 6. Russian culture and intercultural understanding
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	For beginners without basic knowledge Course dates: Mondays: 10am-11.30am Tuesdays: 8.15am-9.45am To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-10
Course description	Russian II
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Gordon
Teaching language	German into Russian
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals and content of course	The students have a sufficient command of the Russian language to enable successful oral and written communication in everyday situations.
Content of course	<ul style="list-style-type: none"> • Extension of basic vocabulary and grammar skills • Basic business vocabulary • Speaking, writing and reading • Russian culture and intercultural understanding
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Mondays: 1.30pm-3pm Fridays: 11.45am-1.15pm</p> <p>To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-11
Course description	Russian III
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Malcherek/Mr. Qureshi
Teaching language	German into Russian
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Understanding native speakers and being able to communicate without problems.
Content of course	<ul style="list-style-type: none"> • Grammar basics • Business vocabulary • Interactive learning • Speaking, writing and reading • Exercises • Russian regional and cultural studies and intercultural understanding
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Tuesdays: 10am-11.30am Thursdays: 11.45am-1.15pm</p> <p>To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-12
Course description	Russian IV
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mr. Qureshi
Teaching language	German into Russian
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	<ul style="list-style-type: none"> • Extension of oral and written language skills • Comprehension of more complex texts, including newspaper language • Composition of short texts • Linguistic mastering of typical everyday life situations • Improvement of communication skills • Extended knowledge of grammatical structures • Terminology skills
Content of course	<ul style="list-style-type: none"> • Extension of basic vocabulary • Improvement of oral communication skills • Everyday speech and expressions • Deepening of grammar structures • Russian Federation/CIS studies, cultural studies, intercultural training
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Tuesdays: 3.15pm-4.45pm Thursdays: 4.30pm-6pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-13
Course description	Russian V
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Seel
Teaching language	German into Russian
Number of allocated ECTS points	3 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Understanding a native speaker and being able to communicate without problems.
Content of course	1. Case studies 2. Presentations 3. Speaking 4. Interactive exercises
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Wednesdays: 2.30pm-4pm To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-14
Course description	Russian VI
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	None
Name of lecturer(s)	Mrs. Gordon
Teaching language	German into Russian
Number of allocated ECTS points	3 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	The students have an excellent command of the Russian economic terms and are able to apply them orally and in writing.
Content of course	1. Extension of business-related language competences 2. Cultural understanding 3. Presentations
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Mondays: 3.15pm-4.45pm To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-15
Course description	Arabic I
Duration of course	1 semester
Entrance requirements	None
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Name of lecturer(s)	Mr. Lahmar
Teaching language	German into Arabic
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Improvement of written and oral skills Ability to read short texts Ability to write short texts
Content of course	<ol style="list-style-type: none"> 1. Introduction to reading and writing Arabic as well as into basic language structures 2. Adoption of basic skills and phrases 3. Basics of the Arabic alphabet and phonetics 4. Grammar basics 5. Lecture of simple texts 6. Practical exercises 7. Improvement of basic vocabulary
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>For beginners without basic knowledge</p> <p>Course dates: Mondays: 10am-11.30am Tuesdays: 1.30pm-3pm</p> <p>To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-16
Course description	Arabic II
Duration of course	1 semester
Entrance requirements	None
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Name of lecturer(s)	Mr. El Bouinbi/Mr. Lahmar
Teaching language	German into Arabic
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Ability to write short essays Ability to read and understand business texts Improvement of communication skills Ability to understand complex grammar structures
Content of course	1. Extension of basic vocabulary 2. Deepening of grammar structures 3. Development of oral communication skills 4. Practical exercises
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Mondays: 1.30pm-3pm Wednesdays: 1.30pm-3pm To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-17
Course description	Arabic III
Duration of course	1 semester
Entrance requirements	None
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Name of lecturer(s)	Mr. Sandouk
Teaching language	German into Arabic
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Understanding native speakers and being able to communicate without problems Understanding headlines and complex texts Being able to write essays Improvement of communication skills Understanding TV-news Simulation of everyday life situations and role plays
Content of course	1. Extension of business vocabulary 2. Deepening of grammar structures (phonetics, expressions) 3. Everyday life language (different Arabian dialects) 4. Regional Arabian studies and cultural understanding
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Wednesdays: 1.30pm-3pm Fridays: 10am-11.30am To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-18
Course description	Arabic IV
Duration of course	1 semester
Entrance requirements	None
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Name of lecturer(s)	Mr. Sandouk / to be announced
Teaching language	German into Arabic
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Regional Arab studies and cultural understanding Being able to understand the cultural differences and aspects between different Arabian countries
Content of course	1. Cultural differences between Germany and Arabian countries 2. Linguistic analysis of everyday life situations 3. Deepening of vocabulary
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Wednesdays: 3.15pm-4.45pm Additional course day will be announced! To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-19
Course description	Arabic V
Duration of course	1 semester
Entrance requirements	None
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Name of lecturer(s)	Mr. El Bouinbi
Teaching language	German into Arabic
Number of allocated ECTS points	3 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Communicate successfully with Arabian business partners Intercultural understanding Understand business news
Content of course	<ol style="list-style-type: none"> 1. Negotiation skills, communication, management in the Arab world, every day work life, conflict management, symbols, time, Islam, collectivism, etc. 2. Analysis of texts and situations on various topics of the Arab business world 3. Analysis of problems in linguistic and cultural communication in various Arab countries
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>Course dates: Tuesdays: 1pm-2.30pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-20
Module description	Arabic VI
Duration of course	1 semester
Entrance requirements	None
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Name of lecturer(s)	Mr. El Bouinbi
Teaching language	German into Arabic
Number of allocated ECTS points	3 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals of course	Being able to present an Arabian country or an international company.
Content of course	1. Case studies 2. Presentations 3. Discussions 4. Interactive learning
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	Course dates: Tuesdays: 2.30pm-4pm To enrol for this course you have to sign the list of attendees in the class <u>and</u> you have to add the course to your personal course list in the International Center (→ Jan)

Bachelor Level

Master Level

Course-No./ Code	ILO-21
Module description	German as a foreign language
Course description	DaF A1 Incomings German A1-Level
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	German Entry Level Test
Name of lecturer(s)	Mr. Stephan Zimmermann
Teaching language	German
Number of allocated ECTS points	9 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals and content of course	<p>Students</p> <p>can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type.</p> <p>can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.</p> <p>can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</p>
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>For beginners without basic knowledge</p> <p>Course dates: Wednesdays: 12pm-2.30pm Fridays: 12pm-2.30pm First lecture on 26th September 2012 at 12pm Room: A 126</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-22
Module description	German as a foreign language
Course description	DaF A2 Incomings German A2-Level
Duration of course	1 semester
Info/questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	German Entry Level Test
Name of lecturer(s)	Mrs. Hottenbach
Teaching language	German
Number of allocated ECTS points	9 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals and content of course	<p>Students</p> <p>Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment).</p> <p>Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.</p> <p>Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>For beginners with basic knowledge</p> <p>Course dates (could change!): Tuesdays: 9pm-11.30pm Wednesdays: 9pm-11.30pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-23
Module description	German as a foreign language
Course description	DaF III (A2/B1) German B1-Level
Duration of course	1 semester
Info/questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	German Entry Level Test
Name of lecturer(s)	Mr. Burczyk
Teaching language	German
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals and content of course	<p>Students</p> <p>Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.</p> <p>Can deal with most situations likely to arise whilst travelling in an area where the language is spoken.</p> <p>Can produce simple connected text on topics which are familiar or of personal interest.</p> <p>Can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.</p>
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>For intermediate students with good fundamental knowledge</p> <p>Course dates: Thursdays: 2.30pm-5.45pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-24
Module description	German as a foreign language
Course description	DaF IV (B1/B2) German B2-Level
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	German Entry Level Test
Name of lecturer(s)	Mr. Burczyk
Teaching language	German
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals and content of course	<p>Students</p> <p>Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation.</p> <p>Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.</p> <p>Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>For intermediate students with very good fundamental knowledge</p> <p>Course dates: Mondays: 12.30pm-4pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

Bachelor Level

Master Level

Course-No./ Code	ILO-25
Module description	German as a foreign language
Course description	DaF V (B2/C1) German C1-Level
Duration of course	1 semester
Info Questions concerning content	International Language Office (ILO) Mrs. Céline Maser E-mail: maser@fh-worms.de
Entrance requirements	German Entry Level Test
Name of lecturer(s)	Mrs. Huhn
Teaching language	German
Number of allocated ECTS points	6 CP
Type of test/requirements for allocation of credit points	Exam
Qualification goals and content of course	<p>Students</p> <p>Can understand a wide range of demanding, longer texts, and recognise implicit meaning.</p> <p>Can express him/herself fluently and spontaneously without much obvious searching for expressions.</p> <p>Can use language flexibly and effectively for social, academic and professional purposes.</p> <p>Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.</p>
Teaching and learning methods of course	Lectures in class
Literature (set reading/additional recommended literature)	To be announced in class
Remarks	<p>For intermediate students with fluent fundamental knowledge</p> <p>Course dates: Mondays: 3.15pm-6pm</p> <p>To enrol for this course you have to sign the list of attendees in the class and you have to add the course to your personal course list in the International Center (→ Jan)</p>

DEUTSCHSPRACHIGES KURSANGEBOT

Bachelor Level

Master Level

Code	IM-16.1		
Modulbezeichnung	Verkaufsprozesse im Handel		
Name der Veranstaltung	E-Commerce		
Lehrender	Prof. Dr. Dirk Funck		
Info Fragen zum Inhalt	Handelsmanagement B. A. Frau Susanna Ripp E-mail: ripp@fh-worms.de		
Lehrsprache der Veranstaltung	Deutsch, exams can be done in English		
Zahl der zugeteilten ECTS- Credits	3 CP		
Workload der Veranstaltung	90 h		
Zusammensetzung des Workloads		<i>Kontaktzeit</i>	<i>Eigenstudium</i>
	Vorlesung:	45 h	15 h
	Studie/Exkursion:		20 h
	Prüfungsvorbereitung:		10 h
	Summe:	45 h	45 h
	Gesamt:		90 h
SWS der Veranstaltung	3 SWS		
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	In Deutsch oder English: Gruppenreferate Mündliche Prüfung		
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Grundlagen des E-Business & Multi-Channel-Handel 2. Geschäftsmodelle im Multi-Channel-Handel 3. Online-Marketing (Verbraucherverhalten, Kaufprozess, Performance Marketing und CRM/social commerce) 4. Implementierung von Online-Shops (Prozesse, Logistik, IT, Organisation, Controlling) 5. Mobile Commerce 		
Lehr- und Lernmethoden der Unit	Vorlesung, Gruppenarbeit, studentische Präsentationen, Fallstudien/Praxisbeispiele		
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	<ul style="list-style-type: none"> - Nutzung der Online-Lernplattform - Analyse von Online-Shops - Gastvorträge 		
Pflichtlektüre	<ul style="list-style-type: none"> - Laudon, K. C., Traver, C. G.: e-commerce, Prentice Hall (in der jeweils aktuellen Auflage) - Reader zur Veranstaltung mit Aufsätzen sowie aktuellen Berichten aus Fachzeitschriften und Wirtschaftszeitungen 		
Zusätzlich empfohlene Literatur	Aufgrund der hohen Dynamik in diesem Gestaltungs- und Wissensfeld der Betriebswirtschaft, muss die Literatur jeweils zum Semester neu gesichtet und selektiert werden.		
Hinweise	Keine		

Bachelor Level

Master Level

Code	IBA-2.2
Modulbezeichnung	Leistungserstellung
Name der Veranstaltung	Fertigung und Logistik (200)
Lehrender	Prof. Dr. Sebastian Herr
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	2,5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Einordnung und Verständnis von Fertigung und Logistik und deren Teilgebiete sowie Anwendung ausgewählter Verfahren, Methoden und Instrumente
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Einführung und Grundlagen <ul style="list-style-type: none"> • Transformationsebenen im Unternehmen • Faktor Betrachtung • Prozess Betrachtung • Fallstudie 2. Beschaffung <ul style="list-style-type: none"> • Aufgabengebiete der Beschaffung • Produktionsplanung und Bestellpolitik • Make or Buy • Lieferantenmanagement • Beschaffungslogistik 3. Produktion & Fertigung <ul style="list-style-type: none"> • Grundlagen und Managementkonzepte • Gestaltung von Produktionssystemen • Produktionssteuerung • Produktionslogistik 4. Distribution und Aftersales <ul style="list-style-type: none"> • Distributionslogistik 5. Übung/Fallstudie
Lehr- und Lernmethoden der Veranstaltung	Interaktive Vorlesung mit Fällen
Literatur	Ebel, B.: Produktionswirtschaft, 8. Aufl., Ludwigshafen 2003 Ehrmann, H.: Logistik, 3. Aufl., Ludwigshafen 2001 Kummer, S./Grün, O./Jammernegg, W.: Grundzüge der Beschaffung, Produktion und Logistik. München 2006 Wöhe, G.: Einführung in die Allgemeine Betriebswirtschaftslehre, 23. Aufl., München 2008
Hinweise	Limitierte Teilnehmerzahl!

Code	IBA-5.1
Modulbezeichnung	Abwicklung Auslandsgeschäft II
Name der Veranstaltung	Auslandszahlungsverkehr (500)
Lehrender	Prof. Dr. Henning Kehr
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	2,5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Erwerb der Kenntnisse zur Handhabung von Transaktionen im Internationalen Zahlungsverkehr. INCOTERMS in Verbindung mit Zahlungen, Clean Payment, SEPA, Instrumente zur Vermeidung von Forderungsausfällen und Zahlungsrisiken, insbesondere dokumentäre Zahlungsbedingungen.
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Clean Payment-Abwicklung 2. SEPA, SEPA-Instrumente und Auswirkungen 3. Einführung in Risiken im internationalen Zahlungsverkehr und Risikomanagement <ul style="list-style-type: none"> • Definitionen und Risikoarten • Zahlungsrisiken von Importeur und Exporteur 4. Dokumente im Außenhandel <ul style="list-style-type: none"> • Typen, Funktionen, Orderpapiere 5. Grundlagen des Managements von Zahlungsrisiken <ul style="list-style-type: none"> • Basisinstrumente der internationalen Zahlungsabwicklung (Überweisung, Scheck, Wechsel) • Grundlagen des dokumentären Zahlungsverkehrs 6. Dokumenteninkasso 7. Dokumentenakkreditiv <ul style="list-style-type: none"> • Grundlagen und Funktionsweise • Ausgestaltung, Bedingungen und Eröffnung eines Akkreditivauftrags • Arten des Dokumentenakkreditivs
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesungen • Selbststudium • Fallstudien
Literatur	Altmann, Jörn, Außenwirtschaft für Unternehmen, 2. Aufl., Stuttgart 2001 Bernstorff, Cristoph, Praxishandbuch Internationale Geschäfte, Köln 2011
Hinweise	Limitierte Teilnehmerzahl!

Code	IBA-7.1
Modulbezeichnung	Rechnungswesen II
Name der Veranstaltung	Bilanzierung und Jahresabschluss (700)
Lehrender	Michael Drewes
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	3,75 CP
SWS der Veranstaltung	3 SWS (total 45 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Die Studierenden sind über die Bedeutung des Jahresabschlusses als Instrument der Rechnungslegung und der Informationsvermittlung informiert. Sie kennen die Bestandteile und Unterschiede des Jahresabschlusses nach deutschem Handels- und Steuerrecht (HGB und EStG) sowie nach den internationalen Rechnungslegungsvorschriften (IFRS). Dabei beherrschen sie die Anwendung der methodischen Grundlagen und Regelungen im Hinblick auf spezifische Ansatz-, Bewertungs- und Ausweisfragen.
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Grundlagen der Bilanzierung nach HGB/IFRS <ul style="list-style-type: none"> • Bedeutung des Jahresabschlusses • Vergleich der Rechnungslegungssysteme • Bestandteile des Jahresabschlusses 2. Bilanzierungsgrundsätze <ul style="list-style-type: none"> • Grundsätze nach HGB und EStG • Grundsätze nach IFRS 3. Bilanzierung nach HGB und EStG <ul style="list-style-type: none"> • Anlagevermögen • Umlaufvermögen • Eigenkapital • Fremdkapital • Rechnungsabgrenzungsposten • Sonderposten • Gewinn- und Verlustrechnung • Anhang und Lagebericht 4. Bilanzierung nach IFRS <ul style="list-style-type: none"> • Sachanlagen • Immaterielle Vermögenswerte • Finanzinstrumente • Vorräte • Rückstellungen • Gewinn- und Verlustrechnung • Kapitalflussrechnung

	<ul style="list-style-type: none"> • Eigenkapitalveränderungsrechnung • Anhang
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesungen • Diskussion von Übungsaufgaben
Literatur	<p>Vorlesungsskript mit Übungsaufgaben Schildbach, Der handelsrechtliche Jahresabschluss, NWB: Herne Wüstemann, Bilanzierung case by case. Lösungen nach HGB, UTB: Stuttgart Meyer, Bilanzierung nach Handels- und Steuerrecht, NWB: Herne Jossé, Bilanzen – aber locker!, Cc-Verlag: Hamburg Jossé, Bilanzen – aber locker! Das Trainingsprogramm, Cc-Verlag: Hamburg Buchholz: Internationale Rechnungslegung, Erich Schmidt: Berlin Wengel, IFRS kompakt, Oldenbourg: München Pellens/Fülbier/Gassen, Internationale Rechnungslegung, Schäffer-Poeschel: Stuttgart Kirsch, Einführung in die internationale Rechnungslegung nach IFRS, NWB: Herne</p>
Hinweise	Limitierte Teilnehmerzahl!

Code	IBA-8.1
Modulbezeichnung	Rechnungswesen III
Name der Veranstaltung	Modernes Kostenmanagement (800)
Lehrender	Prof. Dr. Feldmann
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	5 CP
SWS der Veranstaltung	4 SWS (total 60 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Kennen der Grundlagen des Kostenmanagements. Kennen und Verstehen traditioneller und neuerer Kostenrechnungs-/managementsysteme. Beherrschen von Rechentechniken im Kontext
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Einführung und Einordnung 2. Kostenartenrechnung 3. Kostenstellenrechnung 4. Kostenträgerrechnung 5. Traditionelle Kostenrechnungssysteme <ul style="list-style-type: none"> • Kostenrechnung auf Vollkostenbasis • Kostenrechnung auf Teilkostenbasis • Spezielle Fragestellungen der Teilkostenrechnung 6. Neuere Kostenmanagementsysteme <ul style="list-style-type: none"> • Prozesskostenrechnung • Zielkostenrechnung 7. Special: Kostenmanagement mit SAP 8. Zusammenfassung und Ausblick
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Lehrgespräch; Diskussion; Behandlung von praxisnahen Fallbeispielen; Übungen • Literaturstudium, beobachtete Bearbeitung von (online-) Übungen und (online-) Fallstudien, u.a. in Kleingruppen • Abschlussklausur mit Besprechung
Literatur	<p><i>Basisliteratur (Pflichtlektüre):</i> Hungenberg, H., Kaufmann, L., Kostenmanagement Olfert, K., Kostenrechnung</p> <p><i>Vertiefende Literatur:</i> Haberstock, L., Breithecker, V., Kostenrechnung Coenberg, A. G., et al., Kostenrechnung und Kostenanalyse Schmolke, S., et al., Industrielles Rechnungswesen</p>

	<i>Sonstiges Material:</i> Veranstaltungsbegleitende Vorlesungs-/Übungsunterlagen, (online-) Übungsaufgaben
Hinweise	Limitierte Teilnehmerzahl!

Bachelor Level

Master Level

Code	IBA-9.1
Modulbezeichnung	Internationale Finanzierung & Investition
Name der Veranstaltung	Außenhandelsfinanzierung (900)
Lehrender	Prof. Dr. Henning Kehr
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	2,5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Erwerb der Kenntnisse über Finanzierungsquellen und Finanzierungsinstrumente im internationalen Handel
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Traditionelle kurzfristige AH-Finanzierung 2. Euro-Geldmarkt 3. Factoring (Zessionskredit) 4. Bankgarantien 5. Importakkreditiv als Finanzierungsinstrument 6. Langfristige AH-Finanzierung (bes. Bestellerkredit, Lieferantenkredit, Forfaitierung) 7. Finanzierung von Direktinvestitionen 8. Institutionen der AH-Finanzierung 9. Besondere Instrumente und Finanzierungsformen der AH- Finanzierung 10. Zinsrechnung, bes. Diskont im Zusammenhang mit der Forfaitierung
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesungen • Lehrgespräch • Fallstudien
Literatur	<p>Bernstroff, Christoph Graf von; Die Exportfinanzierung, Köln 2007</p> <p>Häberle, Siegfried, Einführung in die Exportfinanzierung 2. Aufl., München, Wien 2007</p> <p>Voigt, Heinz, Jächel Dieter, Außenhandelsfinanzierung 4 Aufl., Frankfurt/M. 1992</p> <p>Voigt, Heinz, Müller, Gerhard, Exportfinanzierungen, o.O., 1992</p>
Hinweise	Limitierte Teilnehmerzahl!

Bachelor Level

Master Level

Code	IBA-9.2
Modulbezeichnung	Internationale Finanzierung & Investition
Name der Veranstaltung	Finanzierung und Investition (900)
Lehrender	Prof. Dr. Lars Jäger
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	2,5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Kennen der Grundlagen und Grundbegriffe der Finanzwirtschaft sowie Verstehen der grundlegenden Zusammenhänge im Kontext von Investitions- und Finanzierungsentscheidungen.
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Grundlagen der Finanzwirtschaft 2. Investitionsplanung und Investitionsrechnung <ul style="list-style-type: none"> • Statische Verfahren der Investitionsrechnung • Dynamische Verfahren d. Investitionsrechnung 3. Unternehmensbewertung 4. Grundlagen der Finanzplanung 5. Arten und Instrumente der Finanzierung <ul style="list-style-type: none"> • Außenfinanzierung • Innenfinanzierung • Spezielle finanzpolitische Instrumente 6. Ansätze zur Optimierung der Kapitalstruktur
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Lehrgespräch; Diskussion der Zusammenhänge u.a. am Beispiel von Fallstudien • Ergänzendes Selbststudium als Literaturstudium sowie (Online-)Übungen • Abschlussklausur mit Besprechung der Ergebnisse
Literatur	<p>Brealey/Myers, Principles of Corporate Finance Günther, P., et al., Investition und Finanzierung Kruschwitz, L., Finanzierung und Investition Olfert, K., Investition Olfert, K., Finanzierung</p> <p><i>Sonstige Unterlagen:</i> Veranstaltungsbegleitende (online-) Vorlesungs- /Übungsunterlagen, (online-) Übungsaufgaben</p>
Hinweise	Limitierte Teilnehmerzahl!

Bachelor Level

Master Level

Code	IBA-10.2
Modulbezeichnung	Volkswirtschaftslehre (Module 10)
Name der Veranstaltung	Makroökonomie (1000)
Lehrender	Prof. Dr. Keim
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	2,5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Erwerb der Grundkenntnisse der Mikroökonomie.
Inhalte der Veranstaltung	<ul style="list-style-type: none"> • Angebot und Nachfrage • Konsumtheorie • Ableitung der individuellen Nachfragefunktion • Produktionsfunktion • Kostentheorie • Theorie des Unternehmensangebots und Wettbewerb
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesungen • Selbststudium • Präsentationen
Literatur	Reiß, Winfried, Mikroökonomische Theorie, 6 Aufl., München, Wien 2007 Varian, Hal R., Grundzüge der Mikroökonomik, 7. Aufl., München, Wien, 2007 Baßeler, Ulrich, Grundlagen und Probleme der Volkswirtschaft, 10. Aufl. Stuttgart 2010 Samuelson, Paul A., Volkswirtschaftslehre, Stuttgart 2010 Mankiw, Greg N., Volkswirtschaftslehre, Stuttgart 2004
Hinweise	Limitierte Teilnehmerzahl!

Bachelor Level

Master Level

Code	IBA-11.1
Modulbezeichnung	Wirtschaftspolitik (Module 11)
Name der Veranstaltung	Grundlagen der Wirtschaftspolitik (1100)
Lehrender	Prof. Dr. Keim
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	2,5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Erwerb der Kenntnisse zu (welt)wirtschaftlichen Entwicklungen und wirtschaftspolitischen Fragen
Inhalte der Veranstaltung	<ul style="list-style-type: none"> • Antizyklische Wirtschaftspolitik • Geldpolitik • Wettbewerbspolitik • Steuern und Haushaltspolitik
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesungen • Präsentation • Fallstudien
Literatur	<p>Altmann, Jörn; Wirtschaftspolitik, Stuttgart 2007 Bartling, Hartwig, Luzius, Franz; Wettbewerbspolitik, München 2007 Mussel, Gerhard, Pätzold, Jürgen; Grundfragen der Wirtschaftspolitik, 7. Aufl., München 2008 Schmidt, Ingo; Wettbewerbspolitik und Kartellrecht, Stuttgart 2005 Poser, Günter; Wirtschaftspolitik, Stuttgart 2001 Musgrave, R. A., Musgrave, P. B., Kullmer, L.; Die öffentlichen Finanzen in Theorie und Praxis, Tübingen 1987 Wildmann, Lothar; Wirtschaftspolitik (Module der Volkswirtschaftslehre Band III), München 2007</p>
Hinweise	Limitierte Teilnehmerzahl!

Code	IBA-36.1
Modulbezeichnung	Internationales Controlling (Modul 36)
Name der Veranstaltung	Controlling internationaler Unternehmen (3600)
Lehrender	Prof. Dr. Feldmann
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	5 CP
SWS der Veranstaltung	4 SWS (total 60 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Einführung in das Controlling in internationalen Unternehmungen(iU): <ul style="list-style-type: none"> • Kennender Aufgaben und Grundform des Controllings im praxisorientierten internationalen Kontext • Verstehender wesentlichen Elemente von Controlling-Systemen und Controlling-Konzeptionen
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Grundlagen und Abgrenzung des Controlling 2. Aufgaben des Controlling 3. Begriff und Wesen internationaler Unternehmungen 4. Grundformen des Controlling <ul style="list-style-type: none"> • Operatives Controlling • Strategisches Controlling 5. Organisation des Controllings 6. Planungsprozesse in internationalen Unternehmungen <ul style="list-style-type: none"> • Phasen des Planungsprozesses • Planungstechniken 7. Aspekte integrierter Controllingssysteme 8. Special: Controlling mit SAP 9. Entwicklungstendenzen des Controllings u. Ausblick
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Lehrgespräch • Diskussion, u.a. am Beispiel von Fallstudien • Selbststudium: Literaturstudium und Bearbeitung von (online-) Übungen
Literatur	<p>Weber, J., Schäffer, U., Einführung in das Controlling Hahn, D., Hungenberg, H., Planung und Kontrolle – Wertorientierte Controllingssysteme Olfert, K. (Hrsg.), Controlling Horváth, P., Controlling Baum, H.-G., Strategisches Controlling</p> <p><i>Sonstige Unterlagen:</i> Veranstaltungsbegleitende (online-) Vorlesungs-/Übungsunterlagen, (online-) Fallstudien</p>
Hinweise	Limitierte Teilnehmerzahl!

Bachelor Level

Master Level

Code	IBA-37.1
Modulbezeichnung	Internationale Finanzierung (Modul 37)
Name der Veranstaltung	Bilanz- und Jahresabschlussanalyse (3700)
Lehrender	Herr Drewes
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS- Credits	2,5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Die Studierenden kennen die Ziele und grundlegenden Methoden zur Analyse von Jahresabschlüssen nach deutschem Handels- und Steuerrecht (HGB und EStG) sowie nach den internationalen Rechnungslegungs- vorschriften (IFRS). Sie sind dabei mit den wichtigsten Kennzahlen und Kennzahlssystemen sowie ihrer Interpretation vertraut. Im Ergebnis sind die Studierenden in der Lage, sich ein Gesamturteil über die finanz- und erfolgswirtschaftliche Situation von Unternehmen zu bilden.
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Grundlagen und Ziele 2. Methodik und Analysearten 3. Datenerfassung und -aufbereitung 4. Vermögensstrukturanalyse 5. Kapitalstrukturanalyse 6. Anlagendeckung 7. Liquiditätsanalyse 8. Erfolgsanalyse 9. Bildung eines Gesamturteils
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesung • Diskussion von Übungsaufgaben
Literatur	<p>Vorlesungsskript Schult/Brösel, Bilanzanalyse, Erich Schmidt: Berlin, 12. Aufl. 2008</p> <p>Gräfer, Bilanzanalyse, NWB: Herne, 9. Auflage</p> <p>Baetge/Kirsch/Thiele, Stefan: Bilanzanalyse, idw-Verlag: Düsseldorf</p> <p>Küting/Weber, Die Bilanzanalyse, Schäffer-Poeschel: Stuttgart</p> <p>Jossé, Bilanzen – aber locker!, Cc-Verlag: Hamburg</p>
Hinweise	Limitierte Teilnehmerzahl!

Code	IBA-37.2
Modulbezeichnung	Internationale Finanzierung
Name der Veranstaltung	Corporate Finance (3700)
Lehrender	Prof. Dr. Lars Jäger
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	5 CP
SWS der Veranstaltung	4 SWS (total 60 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Erlernen verschiedener Finanzierungsformen Risikoabsicherung in der Unternehmensfinanzierung Grundlagen zum Thema: Einsatz von Derivaten im Zusammenhang mit der Unternehmensfinanzierung und Risikoabsicherung
Inhalte der Veranstaltung	<ul style="list-style-type: none"> • Bewertung von Investitionsrechenverfahren • Kapitalstrukturoptimierung • Unternehmensbewertung • Aktien- und Rentenbewertung • Grundlagen: Derivate im Zusammenhang mit der Unternehmensfinanzierung und Risikoabsicherung
Lehr- und Lernmethoden der Veranstaltung	Vorlesung Praktische Übungen
Literatur	<p>Brealey, Richard, Corporate Finance 2006 Brandes, Charles, Value Investing Today, 2004 Porter, Michael, Competitive Strategy and Competitive Advantage, 2004 Copeland, Thomas, Real Options, 2001 Kruschwitz, Lutz, Finanzmathematik, 2006 Palepu, Krishan, Step-by-step Analysis and Valuation Wöhe, Günter, Bilstein, Jürgen, Grundlagen der Unternehmensfinanzierung</p> <p>Weiterführende Literatur: Bickers, Heinz-Josef, Zinsrisiken aktiv managen, Stuttgart 2007 UBS (Hrsg.), Foreign Exchange and Money Market, Zürich 2006 Häger, Michael, Elkemann-Reusch, Manfred, Mezzanine Finanzierungsinstrumente, Berlin 2007</p>
Hinweise	Limitierte Teilnehmerzahl!

Bachelor Level

Master Level

Code	IBA-38.1
Modulbezeichnung	Außenwirtschaft (Modul 38)
Name der Veranstaltung	Internationale Wirtschaftsbeziehungen (3800)
Lehrender	Prof. Dr. Keim
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	2,5 CP
SWS der Veranstaltung	4 SWS (total 60 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Die Studierenden erarbeiten ein vertieftes Verständnis in den internationalen Wirtschaftsbeziehungen. Auf diese Weise werden sie befähigt, die globalen Märkte und Zusammenhänge, die Integrationsstufen im internationalen Waren- und Finanzverkehr zu begreifen, um die Außenhandelspolitik der regionalen Integrationsräume besser zu bewerten.
Inhalte der Veranstaltung	<ol style="list-style-type: none"> 1. Weltwirtschaftsordnung und Welthandel 2. Globalisierung – Chancen, Risiken, Folgen 3. Internationale Wechselkurspolitik 4. Europäische Handelspolitik 5. Regionale Wirtschaftsräume – NAFTA, MERCOSUR, u.a.
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesung • Präsentationen • Case Studies
Literatur	Krugman/Obstfeld, Internationale Wirtschaft Daniels, International Business Senti, WTO Evenett, Regional Agreements Bghagwati, Spaghetti Bowl
Hinweise	Limitierte Teilnehmerzahl!

Bachelor Level

Master Level

Code	IBA-38.2
Modulbezeichnung	Außenwirtschaft (Modul 38)
Name der Veranstaltung	Internationale Wirtschaftsbeziehungen (3800)
Lehrender	Prof. Dr. Keim
Info Fragen zum Inhalt	Internationale Betriebswirtschaft und Außenwirtschaft B. A. Mrs. Bettina Belkner E-mail: belkner@fh-worms.de
Lehrsprache der Veranstaltung	Deutsch
Zahl der zugeteilten ECTS-Credits	5 CP
SWS der Veranstaltung	2 SWS (total 30 h)
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Schriftliche Prüfung
Ziele der Veranstaltung	Erwerb der Kenntnisse zu weltwirtschaftlichen Entwicklungen
Inhalte der Veranstaltung	<ul style="list-style-type: none"> • Geld- und Kapitalmärkte • Finanzmärkte (z.B. Derivate, Devisenmärkte) • Länderanalysen • Außenwirtschaft • Rohstoffmärkte
Lehr- und Lernmethoden der Veranstaltung	<ul style="list-style-type: none"> • Vorlesung • Präsentationen • Case Studies • Diskussion
Literatur	<p>Eibner, Wolfgang; Anwendungsorientierte Außenwirtschaft: Theorie und Politik, München 2006</p> <p>Giese, Ernst, Mossig, Ivo, Schröder, Heike; Globalisierung der Wirtschaft, Stuttgart 2011</p> <p>Walter, Rolf; Geschichte der Weltwirtschaft, Böhlau 2006</p> <p>Sautter, Hermann; Weltwirtschaftsordnung, München 2004</p> <p>Schirm, Stefan A.; Stand und Perspektiven der Globalisierungsforschung in: Schirm, Stefan A. (Hrsg.) Globalisierung, Forschungsstand und Perspektiven (bpb), Bonn 2006</p> <p>UBS (Hrsg.), Foreign Exchange and Money Market – A Guide to the World of Currency Dealing, Zürich, 2006</p> <p>Bloss, Michael u.a., Währungsderivate, München 2009</p> <p>Krugman, Paul, Obstfeld, Maurice, Internationale Wirtschaftspolitik, 8. Aufl., München 2009</p> <p>Aktuelle Literatur, Studien, Aufsätze und Research-Papers, Bundesbankberichte</p>
Hinweise	Limitierte Teilnehmerzahl!