

Study regulations of the FH Bachelor Degree

International Business & Management

To obtain the academic degree

Bachelor of Arts in Business,
abbreviated B.A.

as an appendix to the statutes of the FH Kufstein Tirol

Organizational form: Full-time and part-time

Duration: 6 semesters

Scope: 180 ECTS

Places for beginners per academic year: 55 full-time
25 part-time

Content

1	Occupational profiles	3
1.1	<i>Occupational fields</i>	3
1.2	<i>Qualification profile</i>	4
2	Curriculum	12
2.1	<i>Curriculum Data.....</i>	12
2.2	<i>Curriculummatrix.....</i>	13
2.3	<i>Internship.....</i>	61
2.4	<i>Semester Abroad</i>	61
3	Admission requirements	62

1 OCCUPATIONAL PROFILES

1.1 Occupational fields

One advantage of the Bachelor of International Business & Management is that generalists are trained for practically all industries, functions and organizational sizes. Thanks to this broad, interdisciplinary approach, which can be combined with other courses or specializations, graduates have access to a number of professional fields of activity that is unparalleled compared with other courses of study. In order to demonstrate the range, a few examples are given: Sales representative in an international trading company, employee in the monitoring department of a diocese, project employee in a medium-sized engineering company, personnel officer in the Ministry of Finance, service employee in a utility company and office manager in a start-up. The experience of almost twenty years with graduate cohorts (since 2001) in particular has shown that this diversity of professional opportunities also meets current demand on the labor market. After graduation, students thereby make a positive contribution to the successful development of companies or organizations in general. The attached diagram describes the horizon of operational capability based on industries, functions, organizational sizes and hierarchical levels. The list is not final, given the pace of change in qualifications, economic and business structures. The nearly explosive change on the job market with new professions, new jobs and new requirements in particular is an opportunity for a generalist study.

Structure of professional fields of activity

Industries	<p><i>Applicability in (almost) all industries, especially:</i></p> <ul style="list-style-type: none"> • Trade (e.g. retail, wholesale, intermediaries, etc.) • Industry (e.g. mechanical engineering, raw materials, electrical, construction, chemistry, etc.) • Services of all kinds (e.g. consulting, agencies, healthcare, etc.) • e.g. consulting, agencies, healthcare, etc.) • Financial services (e.g. banks, FinTech, insurance companies, etc.) • Non-profit sector (e.g. interest groups, charitable and social organizations, political and social organizations, etc.) • Public administration and public enterprises (e.g. administrations in federal/state/municipalities, utilities, etc.)
Functions	<p><i>Applicable in (almost) all operational functions, especially:</i></p> <ul style="list-style-type: none"> • Marketing and sales (e.g. service, public relations, field and indoor sales force, etc.) • Product and quality management (e.g. product group management, service management, internal or external quality management, etc.) • Purchasing and procurement (e.g. supplier management, procurement logistics, supply chain or sourcing management, etc.) • Research and development (e.g. innovation or development project management, research, cooperation management, etc.) • Accounting and monitoring (e.g. bookkeeping, corporate or business area monitoring, etc.) • Finance and risk management (e.g. asset management, liquidity management, compliance, etc.) • Staff or assistants (e.g. Business Development staff function, assistance for management functions such as the board of directors or management, etc.) • Emerging functions (e.g. digitization management, business model engineering, etc.)
Organizational sizes	<p><i>Can be used in all sizes of organization:</i></p> <ul style="list-style-type: none"> • Sole proprietorship in specialized functions (see the list of functions above) • Start-ups (in the start-up or growth phase) in all sectors • SMEs (small and medium-sized enterprises) in all sectors • Large companies in all industries

Hierarchy levels	<i>Used primarily at assistance level:</i> <ul style="list-style-type: none"> • Assistance or junior function • Employee for special tasks
-------------------------	--

This list is only intended to illustrate by way of example how broad the field of activity of the graduates of the Bachelor degree program in International Business & Management is. This scope is achieved in particular by the fact that great value is placed on the content-related, networked teaching of skills over the course of study. This scope of economic education is particularly important for the Bachelor program (in the subsequent Master's degree in International Business Studies, students can select between the two specializations Marketing and Finance). The Bachelor's program International Business & Management is in a consecutive structure with the Master's program International Business Studies.

Experience shows that graduates perform the above-mentioned activities in or for internationally-operating companies (start-ups, SMEs, large companies). This also corresponds with the basic orientation of the Bachelor of International Business & Management. Thanks to their extensive basic training in the economic subjects, they can be applied very broadly as generalists. Through the knowledge acquired, it is easy to gain further, subject-specific qualifications in order to then be able to work as a specialist in the course of their professional life. This is precisely in line with the approach of lifelong learning in a world of constant change.

Entry positions for graduates of the Bachelor degree program in the above-mentioned areas are usually positions with no management responsibility (administration, project participation, assistance) or trainee positions. However, the career perspectives are also classified as very good after appropriate professional experience and depending on personal performance. This is also demonstrated through the contact with the alumni of the course.

1.2 Qualification profile

The qualification aims or learning outcomes of the Bachelor's program in International Economics and Management correspond to both the subject-related and professional requirements of ISCED level 0311 (International Standard Classification of Education). The contents taught qualify the graduates for the specified professional fields of activity.

In order for graduates of the program to be able to work successfully in the above-mentioned professional fields, students are given a very broad range of skills over the course of the six semesters. The following competence profiles should be mentioned:

A. International Business & Management skills:

In the context of teaching economic skills, students will gain:

- An understanding of business-related management procedures and interrelationships.
- An understanding of basic economic interrelationships and their significance for business decisions.
- Specific business-related management knowledge (marketing, human resources, accounting, financing, etc.) including legal basics.
- Knowledge of the analysis of data and key figures.
- Professionally-relevant practical experience from the obligatory internship, the integrative case studies and project work.

B. Methodological and scientific competences:

In the context of teaching methodological skills, students will gain:

- The ability to master quantitative methods for analysis.

- The skill to structure topics, problems and challenges that are initially unstructured, open or unsystematic.
- The ability to learn, research and develop solutions to complex problems and challenges independently.
- The skills to master the relevant business software (office software, statistical software, process software)
- Agile methods such as project management.

C. Linguistic & cultural skills:

Within the framework of the teaching of language and cultural skills, students will gain:

- A basic understanding of the importance of culture(s) and the relevance of this topic for the economy and society.
- Specific business, economic, political and cultural knowledge for certain regions of the world.
- The ability to speak and write two foreign languages (e.g. English, French, Spanish, Chinese, Arabic)
- Intercultural sensitivity and appreciation of an open and tolerant society.
- The competence to actively engage with other cultures - especially during the year abroad.

D. Social skills:

Within the framework of the teaching of economic skills, students will gain:

- Communication skills in interpersonal interaction and in groups and teams.
- Professional presentation techniques.
- Skills in the field of social skills, such as teamwork, conflict management and conversation skills.
- Self-management.

E. Digitization and sustainability skills:

In this time of transformation, students will gain:

- A basic ability to orientate oneself within the VUCA world and its challenges (the acronym VUCA stands for volatility, uncertainty, complexity, ambiguity).
- A basic understanding of change processes in Markets & Companies
- The skills to act effectively in the context of digital transformation processes.
- The sensitivity to a sustainable future focus at micro and macro level.
- The ability to scientifically classify future topics and a basic recognition of their effects.

F. Transfer of practice & implementation skills:

Against the background of the principle of effectiveness or result orientation, the students will gain:

- The ability to put theories and models into a practical context.
- The skills to grasp novel topics, to be able to classify them and to develop potential solutions.
- The ability to think in terms of results and to see implementation as a key issue.
- To become involved in an organization and be effective during the professional internship.
- And generally the ability to think in an interdisciplinary and critical way.

The skills described not only form the basis for starting and developing a career, but also enable students to take up a Master's degree in economics.

The competences and contents imparted qualify the graduates for the professional fields of activity mentioned. With six core sectors, each containing three sub-sectors (18 in total) and eight core functions, each containing four special functions (32 in total), there are around 600 professional fields of

employment for graduates of the program. From this range, three examples are selected below to illustrate this variance on the one hand and to show the competence transfer on the other.

Example 1: A graduate with strong communication skills works as a junior consultant for a consulting company (e.g. McKinsey).

<i>Occupational field of activity</i>	<i>Task</i>	<i>Competence description</i>	<i>Competence allocation</i>	<i>Curriculum/modules</i>
Junior consultant in an international consulting company (e.g. McKinsey or BCG, Accenture, KPMG)	Project conception and preparation	Can carry out re-research tasks for the respective client mandates against the background of current trends and challenges (including the corresponding preparation)	Digitization and sustainability skills	Applied economics, complementary skills, special business administration
			International Business & Management skills	Applied economics, business-related fundamentals, empirical research methods, complementary competences, Management & Strategy, internship, special business administration, economics, academic methods
			Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
		Is able to organize the consulting projects: Project plan, project infrastructure, project communication	Social skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, academic methods
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics
		Can develop and produce the working documents and the corresponding methods	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics
	Project implementation	Are able to cooperate in the project stage of the mandates: Data collection, interpretation, workshop preparation and implementation	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
			Transfer of practice & implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics
			Social skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, academic methods
		Can compile documents in the form of management summaries including the development of a data and documentation logic and cooperation in implementation monitoring	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
			Transfer of practice & implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics
			Social skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, academic methods

<i>Occupational field of activity</i>	<i>Task</i>	<i>Competence description</i>	<i>Competence allocation</i>	<i>Curriculum/modules</i>
	Systematic customer communication and customer loyalty	Is able to participate in the ongoing communicative support of key customers (news, studies, etc.)	Digitization and sustainability skills	Applied economics, complementary skills, special business administration
Language and cultural skills			Applied economics, complementary skills, internship, languages	
Social skills			Applied economics, complementary skills, Management & Strategy, internship, special business administration, academic methods	

Example 2: A graduate with high market and customer affinity starts in the product management of an international industrial company (e.g. Stihl).

<i>Occupational field of activity</i>	<i>Task</i>	<i>Competence description</i>	<i>Competence allocation</i>	<i>Curriculum/modules</i>
Assistant in product management in an international industrial company (e.g. chemicals, mechanical and plant engineering)	Collection of product-relevant market data	Are able to collect product-relevant market data from the internet, from associations, from industry studies, from customer or market analyses	International Business & Management skills	Applied economics, business-related fundamentals, empirical research methods, complementary competences, Management & Strategy, internship, special business administration, economics, academic methods
			Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
		Can prepare specific product reports as a basis for product development and marketing against the background of current trends and challenges	International Business & Management skills	Applied economics, business-related fundamentals, empirical research methods, complementary competences, Management & Strategy, internship, special business administration, economics, academic methods
			Digitization and sustainability skills	Applied economics, complementary skills, special business administration
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics

<i>Occupational field of activity</i>	<i>Task</i>	<i>Competence description</i>	<i>Competence allocation</i>	<i>Curriculum/modules</i>
	Developing requirements for product development	Are able to participate in the specification of product development, taking into account market data	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
Social skills			Applied economics, complementary skills, Management & Strategy, internship, special business administration, academic methods	
		Can perform ongoing development monitoring and comparison with market data	International Business & Management skills	Applied economics, business-related fundamentals, empirical research methods, complementary competences, Management & Strategy, internship, special business administration, economics, academic methods
Practical transfer and implementation skills			Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics	
		Is able to cooperate in product testing or in the first pilot applications of the new product	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
Practical transfer and implementation skills			Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics	
	Market introduction of new products	Can assist in developing market introduction plans for new products, taking into account the product life cycle (including accompanying service)	International Business & Management skills	Applied economics, business-related fundamentals, empirical research methods, complementary competences, Management & Strategy, internship, special business administration, economics, academic methods

<i>Occupational field of activity</i>	<i>Task</i>	<i>Competence description</i>	<i>Competence allocation</i>	<i>Curriculum/modules</i>
			Methodical and scientific competences	Empirical re-search methods, complementary skills, special business administration, academic methods
		Is able to assist in the launch of new products and the corresponding sales management	Social skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, academic methods
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics

Example 3: A graduate with a strong focus on numbers and systems will strengthen the monitoring department in an internationally networked NPO (e.g. Greenpeace).

<i>Occupational field of activity</i>	<i>Task</i>	<i>Competence description</i>	<i>Competence allocation</i>	<i>Curriculum/modules</i>
Monitoring in an NPO (e.g. social, charitable NPOs)	Co-design of a monitoring system	Is able to participate in the updating or development of a controlling logic (operational and strategic)	International Business & Management skills	Applied economics, business-related fundamentals, empirical research methods, complementary competences, Management & Strategy, internship, special business administration, economics, academic methods
			Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
		Can implement the monitoring logic together with RW and IT	Digitization and sustainability skills	Applied economics, complementary skills, special business administration
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics
		Are able to participate in testing or optimization within the framework of a pilot phase	Social skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, academic methods
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics
		Can participate in the release and training of all affected employees and managers	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
			Social skills	Applied economics,

<i>Occupational field of activity</i>	<i>Task</i>	<i>Competence description</i>	<i>Competence allocation</i>	<i>Curriculum/modules</i>
				complementary skills, Management & Strategy, internship, special business administration, academic methods
			Linguistic & cultural skills	Applied economics, complementary skills, internship, languages
	Ongoing implementation of monitoring	Are able to accompany the start of the new monitoring system and regular plausibility checks	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics
		Can produce management reports and prepare the basis for decision-making	International Business & Management skills	Applied economics, business-related fundamentals, empirical research methods, complementary competences, Management & Strategy, internship, special business administration, economics, academic methods
			Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
		Are able to conduct regular reviews and updates of the monitoring system	Methodical and scientific competences	Empirical research methods, complementary skills, special business administration, academic methods
			Practical transfer and implementation skills	Applied economics, complementary skills, Management & Strategy, internship, special business administration, fundamentals of economics

2 CURRICULUM

2.1 Curriculum Data

Curriculum data			
(Depending on how the course of studies is organized, "FT" or "PT" or "FT"+"PT" must be filled out.)			
	FT	PT	Comment if applicable
First year of study (YYY/YY+1)	2023/24	2023/24	
Standard duration of study (number of semesters)	6	6	
Obligatory WSH (Total number for all sem.)	65.5	100,5	In the FT program, two semesters abroad with the weekly semester hours from the respective partner universities take place in addition to the specified weekly semester hours.
Course weeks per semester (number of weeks)	15	15	
Obligatory course hours (Total for all sem.)	1725	1785	In the FT program, two semesters abroad with the weekly semester hours from the respective partner universities take place in addition to the specified weekly semester hours.
Obligatory ECTS (Total for all sem.)	180	180	
WS start (Date, comm.: poss. CW)	CW 40	CW 40	
WS end (Date, comm.: poss. CW)	CW 5	CW 5	
SS start (Date, comm.: poss. CW)	CW 11	CW 11	
SS end (Date, comm.: poss. CW)	CW 28	CW 28	
WS weeks	15	15	
SS weeks	15	15	
Obligatory semester abroad (semester specification)	3rd/4th semester	no	
Language of instruction (specify)	German/English	German/English	Proportion of courses held in English: FT: 49,47% of the weekly semester hours PT: 47.83% of the weekly semester hours
Internship (semester information, duration in weeks per semester)	6th semester (min. 12 weeks)	Only if there is no relevant professional activity.	
Resulting from the merging of the degree programs or from the separation from the degree program (StgKz; to be specified only for merging or separation)			

2.2 Curriculummatrix

The following description of the courses does not include the work involved in supervising Bachelor theses. 0.2 weekly semester hours are planned per supervised thesis, i.e. for 55 FT students an additional 11 thesis weekly semester hours, which are incurred in the 6th semester. In total, an AWSH sum of 126 AWSH is achieved over all 6 semesters in the FT type.

With 25 PT students, an additional effort of 5 AWSH in the 6th semester is required. In total, an AWSH sum of 124 AWSH is achieved over all 6 semesters in the PT type.

The differences in the curriculum of the full-time and part-time types result from the extensive study abroad, which is a compulsory part of the International Business & Management Bachelor's program in the full-time type, with two semesters in the 4th and 5th semester. A total of 52 ECTS must be earned abroad, which together with the 19 ECTS from the professional internship (6th semester) makes a total of 71 ECTS. Depending on the courses offered at the over 200 partner universities as well as the internship providers, the ECTS credits to be credited result in an individualized competence profile up to the end of studies and offer full-time students the opportunity to specialize and expand their knowledge to a greater extent. A circumstance that is compensated in the part-time version by a thematically broader range of courses over the entire duration of study as well as the Current Topic course in the 6th semester, in which students are involved in the specific focus.

2.2.1 Curriculum matrix full-time

1. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.VZB.01.01	Teambuilding & Teamwork	ILV			15 %	1	2	2	30	BV.KOM	1
IBS.VZB.01.02	Digital Transformation I (E)	ILV		X	25 %	2	1	2	30	BV.AWW	3
IBS.VZB.01.03	BUSINESS STUDIES I: Introduction	ILV			0 %	2	0.5	1.0	15.0	BV.BWG	3
IBS.VZB.01.04	Finance & Investment	ILV		X	15 %	1.5	1	1.5	22.5	BV.AWW	2
IBS.VZB.01.04	Finance & Investment (E)	ILV		X	15 %	1.5	1	1.5	22.5	BV.AWW	2
IBS.VZB.01.05	Accounting & Finance I: Introduction	ILV			25 %	2	2	4	60	BV.BWG	3
IBS.VZB.01.06	Business Mathematics	ILV			15 %	3	2	6	90	BV.EFM	4
IBS.VZB.01.07	1. Foreign Language I	ILV			15 %	4.5	3	13.5	202.5	BV.SPR	6
IBS.VZB.01.08	2. Foreign Language I	ILV			15 %	4.5	3	13.5	202.5	BV.SPR	6
IBS.VZB.01.09	Communication & presentation technology	UE			15 %	1.5	2	3.0	45.0	BV.KOM	2
Total line:						23.5		48.0	720.0		32
Course hours = Total WSH x course weeks						352.5					

2. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.VZB.02.01	Digital Transformation II: Market & Companies (E)	ILV		X	25 %	2	1	2	30	BV.AWW	3
IBS.VZB.02.02	Agile project management & practical project I	PT			25 %	3	1	3	45	BV.AWW	5
IBS.VZB.02.03	BUSINESS ADMINISTRATION II: Supply Chain Management	ILV			50 %	2	1	2	30	BV.BWG	3
IBS.VZB.02.04	Accounting & Finance II: Accounting	ILV			25 %	1.5	1	1.5	22.5	BV.BWG	3
IBS.VZB.02.05	Managerial Economics (E)	ILV		X	25 %	2	2	4	60	BV.AOE	3
IBS.VZB.02.06	Academic Methods	ILV			15 %	1	1	1	15	BV.WIS	1
IBS.VZB.02.07	1. Foreign Language II	ILV			15 %	4.5	3	13.5	202.5	BV.SPR	6
IBS.VZB.02.08	2. Foreign Language II	ILV			15 %	4.5	3	13.5	202.5	BV.SPR	6
Total line:						20.5		40.5	607.5		30
Course hours = Total WSH x course weeks						307.5					

3. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.VZB.03.01	Business studies specialization and region-specific events (1/2)	ILV			0 %	0	1	0	0	BV.WLA1	26
IBS.VZB.03.02	Marketing & Customer Experience (E)	ILV		X	100 %	2	1	2	30	BV.SPW	4
Total line:						2		2	30		30
Course hours = Total WSH x course weeks						30					

4. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.VZB.04.01	Business studies specialization and region-specific events (2/2)	ILV			0 %	0	1	0	0	ecBV.	26
IBS.VZB.04.02	Science for Future & Sustainability (E)	ILV		X	100 %	2	1	2	30	BV.KOM	4
Total line:						2		2	30		30
Course hours = Total WSH x course weeks						30					

5. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.VZB.05.01	Digital Transformation III: Communication & Practical Project II (E)	PT		X	25 %	3	1	3	45	BV.AWW	5
IBS.VZB.05.02	Organizational Psychology & Change Management	ILV			15 %	2	1	2	30	BV.SPW	3
IBS.VZB.05.03	Market Research & Customer Insights	ILV			40 %	2	1	2	30	BV.SPW	4
IBS.VZB.05.04	International Economics (E)	ILV		X	25 %	2	1	2	30	BV.AOE	4
IBS.VZB.05.05	Introduction to Law	ILV			15 %	2	1	2	30	BV.SPW	2
IBS.VZB.05.06	Political Economics (E)	ILV		X	40 %	2	2	4	60	BV.AOE	3
IBS.VZB.05.07	Business Simulation Game (E)	UE		X	0 %	1	1	1	15	BV.AWW	2
IBS.VZB.05.08	Business Statistics (E)	ILV		X	25 %	2	2	4	60	BV.EFM	3
IBS.VZB.05.09	Scientific Topics in International Business Studies	SE			15 %	2	1	2	30	BV.WIS	4
Total line:						18		22	330		30
Course hours = Total WSH x course weeks						270					

6. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.VZB.06.01	Internship	BPR			0 %	0	1	0	0	BV.PRA	19
IBS.VZB.06.02	BA-Camp	ILV			15 %	0.5	6	3.0	45.0	BV.WIS	1
IBS.VZB.06.03	Bachelor Thesis Seminar	SE			0 %	0.5	2	1.0	15.0	BV.WIS	10
Total line:						1.0		4.0	60.0		30
Course hours = Total WSH x course weeks						15.0					

Abbreviations	
eLV	E-learning proportion of course in percent
E	Lecture in English language
ECTS	ECTS – Credit points
LV	Course
LVS	Course hour(s)
WSH	Weekly semester hour(s)
T	Lecture with technical background
WP	Elective subject

Summary curriculum data

Description	WSH	ASWS	ALVS	ECTS
Total number of courses over all semesters	65.5	117	1755	180
Total number of courses in 1st year of study	42.5	87	1305	60
Total number of courses in 2nd year of study	4	4	60	60
Total number of courses in 3rd year of study	19	26	390	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of courses in English over all semesters	21.5			36
Proportion of courses in English over all semesters based on WSH / ECTS	45.26 %			23.08 %
Proportion of eLearning units over all semesters based on WSH / ECTS	24.96 %			14.94 %

2.2.2 Curriculum matrix part-time

1. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.BBB.01.01	Teambuilding & Teamwork	ILV			15 %	1	2	2	30	BB.KOM	1
IBS.BBB.01.02	BUSINESS STUDIES I: Introduction	ILV			0 %	2	0.5	1.0	15.0	BB.BWG	3
IBS.BBB.01.03	Accounting & Finance I: Introduction	ILV			25 %	2	1	2	30	BB.BWG	4
IBS.BBB.01.04	Introduction to law	ILV			15 %	2	1	2	30	BB.SPW	2
IBS.BBB.01.05	Applied Managerial Economics	ILV			25 %	3	1	3	45	BB.AOE	6
IBS.BBB.01.06	Applied Business Mathematics	ILV			15 %	3	1	3	45	BB.EFM	5
IBS.BBB.01.07	Business English I	ILV			15 %	4.5	2	9.0	135.0	BB.SPR	6
IBS.BBB.01.08	Communication & presentation technology	UE			15 %	1.5	2	3.0	45.0	BB.KOM	3
Total line:						19.0		25.0	375.0		30
Course hours = Total WSH x course weeks						285.0					

2. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.BBB.02.01	BUSINESS ADMINISTRATION II: Supply Chain Management	ILV			50 %	2	1	2	30	BB.BWG	3
IBS.BBB.02.02	Accounting & Finance II: Accounting	ILV			25 %	2	1	2	30	BB.BWG	3
IBS.BBB.02.03	Political Economics	ILV			40 %	3	1	3	45	BB.AOE	4
IBS.BBB.02.04	Marketing & Customer Experience (E)	ILV		X	25 %	3	1	3	45	BB.SPW	5
IBS.BBB.02.05	Human Resource Management & New Work (E)	ILV		X	25 %	2	1	2	30	BB.SPW	4
IBS.BBB.02.06	Academic Methods	ILV			15 %	1	1	1	15	BB.WIS	2
IBS.BBB.02.07	Business English II	ILV			15 %	4.5	2	9.0	135.0	BB.SPR	6
IBS.BBB.02.08	Thinking - Problem solving - Deciding	ILV			15 %	1	1	1	15	BB.KOM	3
Total line:						18.5		23.0	345.0		30
Course hours = Total WSH x course weeks						277.5					

3. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.BBB.03.01	Digital Transformation I: Basics (E)	ILV		X	25 %	2	1	2	30	BB.AWW	4
IBS.BBB.03.02	Omnichannel Customer Management	ILV			15 %	2	1	2	30	BB.SPW	3
IBS.BBB.03.03	Trends in International Marketing (E)	ILV		X	25 %	2	1	2	30	BB.SPW	3
IBS.BBB.03.04	Organizational Psychology & Change Management	ILV			15 %	2	1	2	30	BB.SPW	4
IBS.BBB.03.05	International Economics (E)	ILV		X	25 %	2	1	2	30	BB.AOE	3
IBS.BBB.03.06	Finance & Investment (E)	ILV		X	15 %	2	1	2	30	BB.SPW	3
IBS.BBB.03.07	Controlling	ILV			15 %	2	1	2	30	BB.SPW	3
IBS.BBB.03.08	Business Statistics	ILV			25 %	3	1	3	45	BB.EFM	5
IBS.BBB.03.09	Learning Organization & Knowledge Management	ILV		X	15 %	1	1	1	15	BB.KOM	2
Total line:						18		18	270		30
Course hours = Total WSH x course weeks						270					

4. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.BBB.04.01	Digital Transformation II: Markets & Companies (E)	ILV		X	25 %	2	1	2	30	BB.AWW	4
IBS.BBB.04.02	Management & Strategy I	ILV			25 %	4	1	4	60	BB.MST	6
IBS.BBB.04.03	Agile project management & practical project I	PT			25 %	3	1	3	45	BB.AWW	6
IBS.BBB.04.04	Trends in International Finance (E)	ILV		X	15 %	2	1	2	30	BB.SPW	3
IBS.BBB.04.05	Market Research & Customer Insights	ILV			40 %	3	1	3	45	BB.SPW	5
IBS.BBB.04.06	Exploratory research methods	ILV			25 %	2	2	4	60	BB.EFM	3
IBS.BBB.04.07	Study Trip (E)	ILV		X	0 %	2	1	2	30	BB.AWW	3
Total line:						18		20	300		30
Course hours = Total WSH x course weeks						270					

5. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.BBB.05.01	Digital Transformation III: Communication & Practical Project II (E)	PT		X	25 %	3	1	3	45	BB.AWW	5
IBS.BBB.05.02	Management & Strategy II	ILV			25 %	4	1	4	60	BB.MST	6
IBS.BBB.05.03	Start-up & Entrepreneurship	ILV			15 %	2	1	2	30	BB.SPW	3
IBS.BBB.05.04	Trends in International Business (E)	ILV		X	15 %	2	1	2	30	BB.SPW	3
IBS.BBB.05.05	International Politics	ILV			15 %	2	1	2	30	BB.KOM	3
IBS.BBB.05.06	Finance Lab (E)	ILV		X	15 %	1	2	2	30	BB.SPW	3
IBS.BBB.05.07	Cross Cultural Management (E)	ILV		X	25 %	2	1	2	30	BB.KOM	3
IBS.BBB.05.08	Scientific Topics in International Business Studies	SE			15 %	2	1	2	30	BB.WIS	4
Total line:						18		19	285		30
Course hours = Total WSH x course weeks						270					

6. Semester

Course no.	Course title	LV-Typ	T	E	eLV	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
IBS.BBB.06.01	English version will be available soon (E)	ILV		X	25 %	2	1	2	30	BB.KOM	4
IBS.BBB.06.02	Effective leadership and self-management	ILV			15 %	2	1	2	30	BB.KOM	3
IBS.BBB.06.03	Business Simulation Game (E)	UE		X	100 %	1	1	1	15	BB.AWW	2
IBS.BBB.06.04	Current Topic	ILV			25 %	2	1	2	30	BB.AWW	4
IBS.BBB.06.05	International Business Experience (E)	ILV		X	0 %	1	1	1	15	BB.AWW	2
IBS.BBB.06.06	Internship	BPR			0 %	0	1	0	0	BB.PRA	4
IBS.BBB.06.07	BA-Camp	ILV			15 %	0.5	6	3.0	45.0	BB.WIS	1
IBS.BBB.06.08	Bachelor Thesis Seminar	SE			0 %	0.5	2	1.0	15.0	BB.WIS	10
Total line:						9.0		12.0	180.0		30
Course hours = Total WSH x course weeks						135.0					

Summary curriculum data

Description	WSH	ASWS	ALVS	ECTS
Total number of courses over all semesters	100.5	117	1755	180
Total number of courses in 1st year of study	37.5	48	720	60
Total number of courses in 2nd year of study	36	38	570	60
Total number of courses in 3rd year of study	27	31	465	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of courses in English over all semesters	32			56
Proportion of courses in English over all semesters based on WSH / ECTS	34.97 %			33.33 %
Proportion of eLearning units over all semesters based on WSH / ECTS	21.69 %			20.28 %

2.2.3 Modularization, Full-time

Module number:	Fundamentals of Business Administration & Economics	Scope:	
		12	ECTS
BV.BWG			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	1. Semester 2. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 2. Semester: 1. Study cycle, Bachelor		
Previous knowledge	1. Semester: none / 2. Semester: Course: Accounting & Finance I / 2. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.VZB.01.03 / 1.Semester / ECTS: 3 • Vahs, Dietmar; Schäfer-Kunz, Jan: Einführung in die Betriebswirtschaftslehre. Schäffer-Poeschel (in the current edition) • 1-2 articles from professional journals		
	Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.VZB.01.05 / 1.Semester / ECTS: 3 • Neugebauer, Angelika: Der einfache Weg zur Bilanz. Linde (in the current edition) • Prell-Leopoldseher, Sonja: Grundlagen der Kostenrechnung. Linde (in the current edition) • Urianek, Josef: ABC der Buchhaltung. Linde (in the current edition)		
	BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.VZB.02.03 / 2.Semester / ECTS: 3 • Chopra, Sunil; Meindl, Peter: Supply Chain Management. Pearson (in the current edition) • Kummer, Sebastian; Grün, Oskar; Jammerneegg, Werner: Grundzüge der Beschaffung, Produktion und Logistik. Pearson (in the current edition) • Vahs, Dietmar; Schäfer-Kunz, Jan: Einführung in die Betriebswirtschaftslehre. Schäffer-Poeschel (in the current edition)		
	Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.VZB.02.04 / 2.Semester / ECTS: 3 • Auer, Kurt V.: Buchhaltung + Jahresabschluss: erstellen – verstehen – analysieren. Self published (in the current edition) • Neugebauer, Angelika: Der einfache Weg zur Bilanz. Linde (in the current edition) • Wagenhofer, Alfred: Bilanzierung und Bilanzanalyse. Linde (in the current edition)		
Acquisition of skills	BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.VZB.01.03 / 1.Semester / ECTS: 3 The students: • hold a basic knowledge of general business-related administration (ABWL). • have an overview of the most important business-related management topics and the corresponding terms. • have a basic understanding of operational procedures and know important interrelationships of business-related management topics. • develop an active interest in business studies.		
	Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.VZB.01.05 / 1.Semester / ECTS: 3 The students: • understand the system of double-entry bookkeeping. • can reflect the most important business transactions in the annual financial statements. • can use the tools of internal accounting. • can use application areas of direct costing. • use case studies to discuss the information content of annual financial statements.		
	BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.VZB.02.03 / 2.Semester / ECTS: 3 The students: • know the concepts of production, logistics and supply chain management. • can apply the concepts to practical examples. • identify problem areas in companies on the subject of supply chain management. • can develop independent solutions in the area of supply chain management.		
	Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.VZB.02.04 / 2.Semester / ECTS: 3		

	<p>The students:</p> <ul style="list-style-type: none"> • understand the structure and components of an annual report. • can understand and apply valuations of individual balance sheet items. • can read and interpret annual financial statements independently. • can perform and interpret a financial statement analysis using key figures.
Course contents	<p>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.VZB.01.03 / 1.Semester / ECTS: 3</p> <ul style="list-style-type: none"> • Fundamentals and classification of ABWL • Fundamentals of corporate management: Location decisions, inter-company connections, corporate constitution, organization, personnel management • Basics of monitoring and cross-connections to Accounting & Finance • Selected topics on service provision: Innovation management, carefully-selected marketing content
Course contents	<p>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.VZB.01.05 / 1.Semester / ECTS: 3</p> <ul style="list-style-type: none"> • Posting records, accounts, account assignment • Structure of balance sheet and profit and loss account • Posting of business cases • Cost type, cost center and cost unit accounting • Contribution margin and application • Modern cost accounting systems
	<p>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.VZB.02.03 / 2.Semester / ECTS: 3</p> <ul style="list-style-type: none"> • Production theory, planning and organization of production • Logistics in the company (procurement, storage, transport) • Supply chain management internally and externally
	<p>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.VZB.02.04 / 2.Semester / ECTS: 3</p> <ul style="list-style-type: none"> • Structure of the balance sheet, income statement and cash flow statement • Valuation principles for assets • Risks in debt capital • Balance sheet ratios
Teaching and learning methods	<p>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.VZB.01.03 / 1.Semester / ECTS: 3</p> <p>Integrated course</p>
	<p>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.VZB.01.05 / 1.Semester / ECTS: 3</p> <p>Blended Learning</p>
	<p>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.VZB.02.03 / 2.Semester / ECTS: 3</p> <p>Blended Learning</p>
	<p>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.VZB.02.04 / 2.Semester / ECTS: 3</p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.VZB.01.03 / 1.Semester / ECTS: 3</p> <p>Written exam</p>
	<p>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.VZB.01.05 / 1.Semester / ECTS: 3</p> <p>Portfolio</p>
	<p>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.VZB.02.03 / 2.Semester / ECTS: 3</p> <p>Portfolio</p>
	<p>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.VZB.02.04 / 2.Semester / ECTS: 3</p> <p>Portfolio</p>

Module number: BV.SPR	Languages	Scope:	
		24	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	1. Semester		
	2. Semester		
Level	1. Semester: A1-A2, B1-B2, B2-C1, C1-C2 (CEFR) depending on the module / 1. Semester: A1-A2, B1-B2 (CEFR) depending on the module / 2. Semester: A1-A2, B1-B2, B2-C1, C1-C2 (CEFR) depending on the module / 2. Semester: A1-A2, B1-B2 (CEFR) depending on the module		
Previous knowledge	<p>1. Semester: - Modules at levels A1-A2: No prior knowledge of the target language and a secure B2 level in English - Modules at levels B1-B2: Secure A2 level in the target language or recommendation of support measures and secure B2 level in English - Modules at levels B2-C1: Secure B1 level in English or recommendation of support measures - Modules at levels C1-C2: Secure B2 level in English</p> <p>/ 1. Semester: - Modules at levels A1-A2: No prior knowledge of the target language and no language module at levels A1-A2 as 1. Foreign Language - Modules at levels B1-B2: Secure A2 level in the target language or recommendation of support measures</p> <p>/ 2. Semester: - Modules at levels A1-A2: 1. Foreign Language I in the target language at levels A1-A2 and a secure B2 level in English - Modules at levels B1-B2: 1. Foreign Language I in the target language at levels B1-B2 and a secure B2 level in English - Modules at levels B2-C1: 1. Foreign Language I in the target language at levels B1-B2 - Modules at levels C1-C2: 1. Foreign Language I in the target language at levels C1-C2</p> <p>/ 2. Semester: - Modules at levels A1-A2: 2. Foreign Language I in the target language at levels A1-A2 and no language module at levels A1-A2 as 1. Foreign Language - Modules at levels B1-B2: 2. Foreign Language I in the target language at levels B1-B2</p>		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	1. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.07 / 1.Semester / ECTS: 6 Coursebook - by arrangement; authentic materials, e.g., journals (including specialist journals), newspapers, and online media in the target language		
	2. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.08 / 1.Semester / ECTS: 6 Coursebook - by arrangement; authentic materials, e.g., journals (including specialist journals), newspapers, and online media in the target language		
	1. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.07 / 2.Semester / ECTS: 6 Coursebook - by arrangement; authentic materials, e.g., journals (including specialist journals), newspapers, and online media in the target language		
	2. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.08 / 2.Semester / ECTS: 6 Coursebook - by arrangement; authentic materials, e.g., journals (including specialist journals), newspapers, and online media in the target language		
Acquisition of skills	<p>1. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.07 / 1.Semester / ECTS: 6</p> <p>The modules are designed according to the Common European Framework of Reference for Languages (CEFR). Within the framework of the modules, the students will acquire the language and communication skills required for business-oriented professional or academic activity.</p> <p>The following competencies are taught according to the CEFR, i.e., after completion of the module, successful graduates will have mastered the following skills in the target language:</p> <p>A1-A2 Basic communication skills B1-B2 Advanced use of the language and communication skills B2-C1 Independent language use to expert communication skills C1-C2 Expert language skills to fluent, competent communication skills</p>		
	<p>2. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.08 / 1.Semester / ECTS: 6</p> <p>The modules are designed according to the Common European Framework of Reference for Languages (CEFR). Within the framework of the modules, the students will acquire the language and communication skills required for business-oriented professional or academic activity.</p> <p>The following competencies are taught according to the CEFR, i.e., after completion of the module, successful graduates will have mastered the following skills in the target language:</p> <p>A1-A2 Basic communication skills B1-B2 Advanced use of the language and communication skills</p>		

	<p>1. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.07 / 2.Semester / ECTS: 6</p> <p>The modules are designed according to the Common European Framework of Reference for Languages (CEFR). Within the framework of the modules, the students will acquire the language and communication skills required for</p>
Acquisition of skills	<p>business-oriented professional or academic activity.</p> <p>The following competencies are taught according to the CEFR, i.e., after completion of the module, successful graduates will have mastered the following skills in the target language:</p> <p>A1-A2 Basic communication skills B1-B2 Advanced use of the language and communication skills B2-C1 Independent language use to expert communication skills C1-C2 Expert language skills to fluent, competent communication skills</p>
	<p>2. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.08 / 2.Semester / ECTS: 6</p> <p>The modules are designed according to the Common European Framework of Reference for Languages (CEFR). Within the framework of the modules, the students will acquire the language and communication skills required for business-oriented professional or academic activity.</p> <p>The following competencies are taught according to the CEFR, i.e., after completion of the module, successful graduates will have mastered the following skills in the target language:</p> <p>A1-A2 Basic communication skills B1-B2 Advanced use of the language and communication skills</p>
Course contents	<p>1. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.07 / 1.Semester / ECTS: 6</p> <p>The language modules integrated into the degree program curriculum are designed according to the methodological principles of a communicative, action-oriented approach.</p> <p>The competence levels of the modules are based on the Common European Framework of Reference for Languages (CEFR), and a central objective is that students increase their communication skills by at least one level.</p> <p>In addition, there is a clear focus on acquiring academic and business-oriented skills in the target language.</p> <ul style="list-style-type: none"> - A1-A2 Basic communication skills - B1-B2 Advanced use of the language and communication skills - B2-C1 Independent language use to expert communication skills - C1-C2 Expert language skills to fluent, competent communication skills
	<p>2. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.08 / 1.Semester / ECTS: 6</p> <p>The language modules integrated into the degree program curriculum are designed according to the methodological principles of a communicative, action-oriented approach.</p> <p>The competence levels of the modules are based on the Common European Framework of Reference for Languages (CEFR), and a central objective is that students increase their communication skills by at least one level.</p> <p>In addition, there is a clear focus on acquiring academic and business-oriented skills in the target language.</p> <ul style="list-style-type: none"> --A1-A2 Basic communication skills --B1-B2 Advanced use of the language and communication skills
	<p>1. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.07 / 2.Semester / ECTS: 6</p> <p>The language modules integrated into the degree program curriculum are designed according to the methodological principles of a communicative, action-oriented approach.</p> <p>The competence levels of the modules are based on the Common European Framework of Reference for Languages (CEFR), and a central objective is that students increase their communication skills by at least one level.</p> <p>In addition, there is a clear focus on acquiring academic and business-oriented skills in the target language.</p> <ul style="list-style-type: none"> - A1-A2 Basic communication skills - B1-B2 Advanced use of the language and communication skills - B2-C1 Independent language use to expert communication skills - C1-C2 Expert language skills to fluent, competent communication skills
	<p>2. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.08 / 2.Semester / ECTS: 6</p> <p>The language modules integrated into the degree program curriculum are designed according to the methodological principles of a communicative, action-oriented approach.</p> <p>The competence levels of the modules are based on the Common European Framework of Reference for Languages (CEFR), and a central objective is that students increase their communication skills by at least one level.</p> <p>In addition, there is a clear focus on acquiring academic and business-oriented skills in the target language.</p>

	<ul style="list-style-type: none"> - A1-A2 Basic communication skills - B1-B2 Advanced use of the language and communication skills
Teaching and learning methods	1. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.07 / 1.Semester / ECTS: 6 Blended Learning
	2. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.08 / 1.Semester / ECTS: 6 Blended Learning
Teaching and learning methods	1. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.07 / 2.Semester / ECTS: 6 Blended Learning
	2. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.08 / 2.Semester / ECTS: 6 Blended Learning
Evaluation Methods Criteria	1. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.07 / 1.Semester / ECTS: 6 Portfolio: - Various assessments (reading comprehension, listening comprehension, written expression, oral expression) - Various tasks and documentation of achievements, including contributions to group work, course units, and critical reflection on learning outcomes
	2. Foreign Language I /ILV / LV-Nr: IBS.VZB.01.08 / 1.Semester / ECTS: 6 Portfolio: --Various assessments (reading comprehension, listening comprehension, written expression, oral expression) --Various tasks and documentation of achievements, including contributions to group work, course units, and critical reflection on learning outcomes
	1. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.07 / 2.Semester / ECTS: 6 Portfolio: - Various assessments (reading comprehension, listening comprehension, written expression, oral expression) - Various tasks and documentation of achievements, including contributions to group work, course units, and critical reflection on learning outcomes
	2. Foreign Language II /ILV / LV-Nr: IBS.VZB.02.08 / 2.Semester / ECTS: 6 Portfolio: - Various assessments (reading comprehension, listening comprehension, written expression, oral expression) - Various tasks and documentation of achievements, including contributions to group work, course units, and critical reflection on learning outcomes

Module number: BV.AWW	Applied economics	Scope:	
		20	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	1. Semester		
	2. Semester		
	5. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 2. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor		
Previous knowledge	1. Semester: Course: Business Mathematics / 1. Semester: none / 2. Semester: Course for the first semester / 2. Semester: Successful completion of the course: Digital Transformation I: Basics / 5. Semester: Courses of the first four semesters / 5. Semester: Successful completion of the courses: Digital Transformation I (Basics) and Digital Transformation II (Markets & Companies)		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Digital Transformation I (E) /ILV / LV-Nr: IBS.VZB.01.02 / 1.Semester / ECTS: 3 <ul style="list-style-type: none"> Hoffmeister, Christian: Digital Business Modelling. Hanser (latest edition) Urbach, Nils; Röglinger, Maximilian (publisher): Digitalization Cases: How Organizations Rethink Their Business for the Digital Age. Springer (latest edition) 1-2 current articles from professional journals 		
	Finance & Investment (E) /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 <ul style="list-style-type: none"> Berk, Jonathan; DeMarzo, Peter: Corporate Finance. Pearson (latest edition) Brealey, Richard A.; Myers, Stewart C.; Allen, Franklin: Principles of Corporate Finance. McGraw-Hill (latest international edition) 		
	Finance & Investment /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 <ul style="list-style-type: none"> Berk, Jonathan; DeMarzo, Peter: Corporate Finance. Pearson (latest edition) Brealey, Richard A.; Myers, Stewart C.; Allen, Franklin: Principles of Corporate Finance. McGraw-Hill (latest international edition) 		
	Digital Transformation II: Market & Companies (E) /ILV / LV-Nr: IBS.VZB.02.01 / 2.Semester / ECTS: 3 <ul style="list-style-type: none"> Gassmann, Oliver; Sutter, Philipp: Digitale Transformation im Unternehmen gestalten. Hanser (latest edition) Porter, Michael; Heppelmann, James E.: Wie smarte Produkte Unternehmen verändern, in: Harvard Business Manager 12/2015 		
	Agile project management & practical project I /PT / LV-Nr: IBS.VZB.02.02 / 2.Semester / ECTS: 5 <ul style="list-style-type: none"> Hesseler, Michael: Project management: Wissensbausteine für die erfolgreiche Projektarbeit. Vahlen (in the current edition) Olfert, Klaus: Projektmanagement. Kiehl (in the current edition) Stöger, Roman: Wirksames Projektmanagement. Schäffer-Poeschel (in the current edition) 		
	Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.VZB.05.01 / 5.Semester / <ul style="list-style-type: none"> Hoffmeister, Christian: Digital Business Modelling. Hanser (latest edition) Urbach, Nils; Röglinger, Maximilian (publisher): Digitalization Cases: How Organizations Rethink Their Business for the Digital Age. Springer (latest edition) 1-2 current articles from professional journals 		
	Business Simulation Game (E) /UE / LV-Nr: IBS.VZB.05.07 / 5.Semester / ECTS: 2 none		
	Acquisition of skills	Digital Transformation I (E) /ILV / LV-Nr: IBS.VZB.01.02 / 1.Semester / ECTS: 3 The students: <ul style="list-style-type: none"> know the basics and basic concepts of digitization (with corresponding cross-reference to economics). gain an overview of the most important topics and theories of digitization. recognise the interrelationships and have a basic understanding of how digitization affects the economy. develop an active interest in digitization and can place it in a broader context (i.e. not just technology or IT). 	
Finance & Investment (E) /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 English version will be available soon			
Finance & Investment /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 English version will be available soon			
Digital Transformation II: Market & Companies (E) /ILV / LV-Nr: IBS.VZB.02.01 / 2.Semester / ECTS: 3			

	<p>The students:</p> <ul style="list-style-type: none"> • understand the development dynamics of digitization in markets and industries. • know the impact of digitization on customers, competition, products and services • understand the changes in companies (structure, management, culture, etc.) that are triggered by digitalization. • are able to apply proven business-related concepts and theories to digitization.
Acquisition of skills	<p>Agile project management & practical project I /PT / LV-Nr: IBS.VZB.02.02 / 2.Semester / ECTS: 5</p> <p>The students:</p> <ul style="list-style-type: none"> • know how to define and run projects. • deal with the aspects of agile tools in projects. • apply project management to a practical example.
	<p>Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.VZB.05.01 / 5.Semester /</p> <p>The students:</p> <ul style="list-style-type: none"> • know the impact of digitization on communication and information. • can apply project management methods to digitization. • are capable of implementing digitization in the form of a project on a company. • master the "tools" to achieve digitization.
	<p>Business Simulation Game (E) /UE / LV-Nr: IBS.VZB.05.07 / 5.Semester / ECTS: 2</p> <p>The students:</p> <ul style="list-style-type: none"> • can make decisions based on specific information. • can analyze the effects of their decisions. • apply theoretical knowledge for decision making.
Course contents	<p>Digital Transformation I (E) /ILV / LV-Nr: IBS.VZB.01.02 / 1.Semester / ECTS: 3</p> <ul style="list-style-type: none"> • Introduction and history of the development of digitization • Basic concepts and basic theories of digitization • Overview of the factors influencing Markets & Companies through digitization • Overview of the connections between digitization and classical business-related management functions (marketing, sales, HR, R and D, etc.)
	<p>Finance & Investment (E) /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2</p> <ul style="list-style-type: none"> • Valuation methods for bonds and shares as well as financing and investment decisions of companies (including discounting methods, e.g. net present value, internal rate of return) • Interest rates and the significance of interest rate developments on international financial markets • Valuation of bonds and shares
	<p>Finance & Investment /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2</p> <ul style="list-style-type: none"> • Valuation methods for bonds and shares as well as financing and investment decisions of companies (including discounting methods, e.g. net present value, internal rate of return) • Interest rates and the significance of interest rate developments on international financial markets • Valuation of bonds and shares
	<p>Digital Transformation II: Market & Companies (E) /ILV / LV-Nr: IBS.VZB.02.01 / 2.Semester / ECTS: 3</p> <ul style="list-style-type: none"> • Development and change of markets, industries and business models through digitization • Influence of digital trends on customers, competitors and market performance • Effects of digitization on classical business-related concepts of: Companies, organization, management, culture, etc. • Reflection and adaptation of classical business theories and models to digitization (life cycle, value chain, 5-forces, etc.)
	<p>Agile project management & practical project I /PT / LV-Nr: IBS.VZB.02.02 / 2.Semester / ECTS: 5</p> <ul style="list-style-type: none"> • Project planning and organization • Project cooperation and implementation • Project performance • Key figures of project management • Implementation of practical project, "Business idea development"
	<p>Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.VZB.05.01 / 5.Semester /</p> <ul style="list-style-type: none"> • Impact of digitization on communication and information using proven concepts (stakeholders, etc.) • Importance and change of project management in the digital age • Elaboration of a practical project focusing on digitization using a specific company • Toolbox for the implementation of digital topics
	<p>Business Simulation Game (E) /UE / LV-Nr: IBS.VZB.05.07 / 5.Semester / ECTS: 2</p> <ul style="list-style-type: none"> • Operational functions (production, marketing, logistics, supply chain management) • Market analyses and market developments • Use of analysis tools (SWOT, benchmark, market shares, cost and contribution margin analyses, etc.)

	<ul style="list-style-type: none"> • Development of strategies • Controlling and key figures
Teaching and learning methods	Digital Transformation I (E) /ILV / LV-Nr: IBS.VZB.01.02 / 1.Semester / ECTS: 3 Blended Learning
	Finance & Investment (E) /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 Blended Learning
	Finance & Investment /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 Blended Learning
Teaching and learning methods	Digital Transformation II: Market & Companies (E) /ILV / LV-Nr: IBS.VZB.02.01 / 2.Semester / ECTS: 3 Blended Learning
	Agile project management & practical project I /PT / LV-Nr: IBS.VZB.02.02 / 2.Semester / ECTS: 5 Blended Learning
	Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.VZB.05.01 / 5.Semester / Blended Learning
	Business Simulation Game (E) /UE / LV-Nr: IBS.VZB.05.07 / 5.Semester / ECTS: 2 Integrated course
Evaluation Methods Criteria	Digital Transformation I (E) /ILV / LV-Nr: IBS.VZB.01.02 / 1.Semester / ECTS: 3 Portfolio
	Finance & Investment (E) /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 written exam
	Finance & Investment /ILV / LV-Nr: IBS.VZB.01.04 / 1.Semester / ECTS: 2 written exam
	Digital Transformation II: Market & Companies (E) /ILV / LV-Nr: IBS.VZB.02.01 / 2.Semester / ECTS: 3 Portfolio
	Agile project management & practical project I /PT / LV-Nr: IBS.VZB.02.02 / 2.Semester / ECTS: 5 project
	Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.VZB.05.01 / 5.Semester / project
	Business Simulation Game (E) /UE / LV-Nr: IBS.VZB.05.07 / 5.Semester / ECTS: 2 Portfolio

Module number: BV.KOM	Complementary skills	Scope:	
		7	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	1. Semester		
	4. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 4. Semester: 1. Study cycle, Bachelor		
Previous knowledge	1. Semester: none / 4. Semester: Course of the first three semesters		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Teambuilding & Teamwork /ILV / LV-Nr: IBS.VZB.01.01 / 1.Semester / ECTS: 1 <ul style="list-style-type: none"> • Bender, Susanne: Team development: Der effektive Weg zum „Wir“. (Dtv (in the current edition) • Brandl, Peter: Communication. Gabal (in the current edition) • Mischel Walter: Der Marshmallow-Effekt. Random House (in the current edition) • Watzlawick, Paul; Beavin, Janet H.; Jackson, Don D.: Menschliche Kommunikation. Huber (in the current edition) 		
	Communication & presentation technology /UE / LV-Nr: IBS.VZB.01.09 / 1.Semester / ECTS: 2 <ul style="list-style-type: none"> • Brandl, Peter: Communication. Offenbach: Gabal (in the current edition) • Dall, Martin: Sicher präsentieren – wirksamer vortragen. Redline (in the current edition) • Herrmann, Markus; Hoppmann, Michael; Stölzgen, Karsten; Taramann, Jasmin: Schlüsselkompetenz Argumentation. Schöningh (in the current edition) 		
	Science for Future & Sustainability (E) /ILV / LV-Nr: IBS.VZB.04.02 / 4.Semester / ECTS: 4 <ul style="list-style-type: none"> • Crane, Andrew; Matten, Dirk: Business Ethics. Oxford University Press (latest edition) • Schlegelmilch, Bodo, Szócs, Ilona (Eds.): Rethinking Business Responsibility in a Global Context. Springer (latest edition) • 1-2 current articles from professional journals 		
Acquisition of skills	Teambuilding & Teamwork /ILV / LV-Nr: IBS.VZB.01.01 / 1.Semester / ECTS: 1 The students: <ul style="list-style-type: none"> • can formulate realistic personal objectives. • know the basic concepts of communicative processes. • understand the basics of group dynamics as well as cooperation, negotiation and conflict resolution. • can manage groups and lead small teams and know approaches to personnel management. • are familiar with concepts such as self-efficacy, self-control, resilience and self-management and can reflect on these in relation to their own work-life balance. 		
	Communication & presentation technology /UE / LV-Nr: IBS.VZB.01.09 / 1.Semester / ECTS: 2 The students: <ul style="list-style-type: none"> • know the basic concepts of communicative processes and are able to consciously use content and relationship aspects of human communication. • have practical knowledge for the preparation and implementation of professional presentations. • can plan, structure and professionally present presentation topics to a specialist audience using a variety of media. • can discursively defend the presented contents. • are able to critically reflect and evaluate the presentation achievements of their fellow students. 		
	Science for Future & Sustainability (E) /ILV / LV-Nr: IBS.VZB.04.02 / 4.Semester / ECTS: 4 The students are able to: <ul style="list-style-type: none"> • understand the connections between economy, society and politics against the background of individual and organizational responsibility. • recognize and critically discuss ethical issues in practice. • differentiate between different approaches to corporate governance. • reflect the demands of various stakeholders against an ethical background. 		
Course contents	Teambuilding & Teamwork /ILV / LV-Nr: IBS.VZB.01.01 / 1.Semester / ECTS: 1 <ul style="list-style-type: none"> • Basic information on communicative processes and effects • Fundamentals of cooperation, negotiation, conflict resolution as well as group dynamics and team leadership • Self-efficacy, self-control, resilience, self-management, work-life balance 		
	Communication & presentation technology /UE / LV-Nr: IBS.VZB.01.09 / 1.Semester / ECTS: 2 <ul style="list-style-type: none"> • 5 axioms of communication, message and value square • Theoretical introduction to presentation and argumentation techniques (analog and remote) • Application of the discussed contents • Feedback and reflection of one's own presentation achievements (individually and in the group) and the achievements of fellow students 		
	Science for Future & Sustainability (E) /ILV / LV-Nr: IBS.VZB.04.02 / 4.Semester / ECTS: 4		

	<ul style="list-style-type: none"> • Ethics and morals in theory and practice • Discussion of orthodox management approaches (including principal-agent theory, shareholder value approach) from an ethical perspective • Soft- vs. hard-law and its influence on the sustainability of management decisions • Sustainable Development Goals (SDGs)
Teaching and learning methods	Teambuilding & Teamwork /ILV / LV-Nr: IBS.VZB.01.01 / 1.Semester / ECTS: 1 Blended Learning
	Communication & presentation technology /UE / LV-Nr: IBS.VZB.01.09 / 1.Semester / ECTS: 2 Blended Learning
	Science for Future & Sustainability (E) /ILV / LV-Nr: IBS.VZB.04.02 / 4.Semester / ECTS: 4 eLearning
Evaluation Methods Criteria	Teambuilding & Teamwork /ILV / LV-Nr: IBS.VZB.01.01 / 1.Semester / ECTS: 1 Portfolio
	Communication & presentation technology /UE / LV-Nr: IBS.VZB.01.09 / 1.Semester / ECTS: 2 Portfolio
	Science for Future & Sustainability (E) /ILV / LV-Nr: IBS.VZB.04.02 / 4.Semester / ECTS: 4 Portfolio

Module number:	Empirical research methods	Scope:	
		7	ECTS
BV.EFM			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	1. Semester		
	5. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor		
Previous knowledge	1. Semester: none / 5. Semester: Course: Business Mathematics		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Business Mathematics /ILV / LV-Nr: IBS.VZB.01.06 / 1.Semester / ECTS: 4 • Sydsaeter, Knut; Hammond; Peter; Strom, Arne: Mathematik für Wirtschaftswissenschaftler: Basiswissen mit Praxisbezug. Pearson Studium (in the current edition) • Christiaans, Thomas; Ross, Matthias: Wirtschaftsmathematik für das Bachelor-Studium. Springer Gabler (in the current edition) • Hettich, Günter; Jüttler, Helmut; Luderer, Bernd: Mathematik für Wirtschaftswissenschaftler und Finanzmathematik. Oldenbourg Wissenschaftsverlag (in the current edition)		
	Business Statistics (E) /ILV / LV-Nr: IBS.VZB.05.08 / 5.Semester / ECTS: 3 • Anderson, David R.; Sweeney, Dennis J.; Williams, Thomas A.: Essentials of Modern Business Statistics with MS Excel. South Western (latest edition) • Jaggia, Sanjiv; Kelly, Alison: Business Statistics: Communicating with Numbers. McGraw-Hill Education (latest edition) • De Veaux, Richard D.; Velleman; Paul F.; Sharpe, Norean Radke: Business Statistics, Global Edition. Pearson Education Limited (latest edition)		
Acquisition of skills	Business Mathematics /ILV / LV-Nr: IBS.VZB.01.06 / 1.Semester / ECTS: 4 The students are able to: • use mathematical methods of differential calculus for economic problems. • discuss the basics of financial mathematical expressions and to derive them by means of exponential calculus instruments. • solve fundamental economic and financial mathematical tasks independently. • use mathematical expressions as a basis for statistical data analysis. • independently use the software package Excel for analysis and visualization of mathematical problems.		
	Business Statistics (E) /ILV / LV-Nr: IBS.VZB.05.08 / 5.Semester / ECTS: 3 The students are able to: • independently analyze empirical data with suitable statistical methods and interpret the results. • explain the differences between descriptive and inductive statistics. • identify and independently implement essential statistical procedures. • analyze and answer questions from the economic professional practice with statistical methods. • competently use the Microsoft Excel software package for a wide range of data analyses and, if necessary, to fall back on alternative software such as SPSS or R.		
Course contents	Business Mathematics /ILV / LV-Nr: IBS.VZB.01.06 / 1.Semester / ECTS: 4 • Linear and quadratic functions • Elementary financial mathematics • Differential calculus • Systems of linear equations • Analysis of functions with two variables		
	Business Statistics (E) /ILV / LV-Nr: IBS.VZB.05.08 / 5.Semester / ECTS: 3 • Basic concepts of statistics • Univariate and multivariate data description • Basics of probability theory and theoretical distributions • Estimation procedures and statistical tests • Software like MS Excel (in-depth) and/or SPSS/R (on an illustrative basis)		
Teaching and learning methods	Business Mathematics /ILV / LV-Nr: IBS.VZB.01.06 / 1.Semester / ECTS: 4 Blended Learning		
	Business Statistics (E) /ILV / LV-Nr: IBS.VZB.05.08 / 5.Semester / ECTS: 3		

	Blended Learning
Evaluation Methods Criteria	Business Mathematics /ILV / LV-Nr: IBS.VZB.01.06 / 1.Semester / ECTS: 4 Portfolio
	Business Statistics (E) /ILV / LV-Nr: IBS.VZB.05.08 / 5.Semester / ECTS: 3 Portfolio

Module number: BV.AOE	Applied economy	Scope:	
		10	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	2. Semester		
	5. Semester		
Level	2. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor		
Previous knowledge	2. Semester: none / 5. Semester: Course: Managerial Economics / 5. Semester: Courses: Managerial Economics and Political Economics		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Managerial Economics (E) /ILV / LV-Nr: IBS.VZB.02.05 / 2.Semester / ECTS: 3 <ul style="list-style-type: none"> • The CORE Team: The Economy: Economics for a Changing World. Oxford University Press (latest edition) • Mankiw, Greg: Economics. Cengage Learning EMEA (latest edition) • Pindyck, Robert; Rubinfeld, Daniel: Microeconomics. Pearson (latest edition) 		
	International Economics (E) /ILV / LV-Nr: IBS.VZB.05.04 / 5.Semester / ECTS: 4 <ul style="list-style-type: none"> • Feenstra, Rob; Taylor, Alan: International Economics. Worth (latest edition) • Krugman, Paul; Obstfeld, Maurice; Melitz, Marc: International Economics: Theory and Policy, Global Edition. Pearson (latest edition) • Gerber, James: International Economics. Prentice Hall (latest edition) 		
	Political Economics (E) /ILV / LV-Nr: IBS.VZB.05.06 / 5.Semester / ECTS: 3 <ul style="list-style-type: none"> • The CORE Team: The Economy: Economics for a Changing World. Oxford University Press (latest edition) • Mankiw, Greg: Economics. Cengage Learning EMEA (latest edition) • Krugman, Paul; Wells, Robin: Economics. Worth (latest edition) 		
Acquisition of skills	Managerial Economics (E) /ILV / LV-Nr: IBS.VZB.02.05 / 2.Semester / ECTS: 3 Students are able to <ul style="list-style-type: none"> • name the essential components of a market model and discuss the market equilibrium as an interaction of supply and demand. • identify the determinants of consumer demand and explain how they respond to external factors such as changes in income. • explain both the potentials and the limitations of market models based on real-world markets, for example the housing or labor market, and to buttress abstract models with real-life examples. • understand production decisions in companies and interpret the influences of market structures on price setting. • examine and critically evaluate current developments on the basis of models. 		
	International Economics (E) /ILV / LV-Nr: IBS.VZB.05.04 / 5.Semester / ECTS: 4 The students are able to: <ul style="list-style-type: none"> • discuss major trade theories and apply them to current developments. • put the internationalization activities of companies into a theoretical framework and analyze the effects on corporate decisions. • model the effects of government interventions such as tariffs and trade quotas and draw conclusions about possible effects on growth and employment. • explain core balance of payments indicators and interpret them in relation to national competitiveness. • discuss the functioning of international organizations such as the World Trade Organization and critically reflect on the potential/limitations of a monetary union such as the Eurozone. • research recent globalization developments on the basis of scientific literature and reconstruct them through empirical data. 		
	Political Economics (E) /ILV / LV-Nr: IBS.VZB.05.06 / 5.Semester / ECTS: 3 The students are able to: <ul style="list-style-type: none"> • name the essential components and institutions of a national economy and explain how they function. • identify macroeconomic indicators such as gross domestic product or consumer price index and explain their meaning. • conduct independent research on indicators important for economic growth and inflation and to present current developments in this regard. • identify and critically reflect on both the potential and limitations of macroeconomic models. • evaluate aspects of sustainable recycling management and assess the natural limits of economic development. 		
Course contents	Managerial Economics (E) /ILV / LV-Nr: IBS.VZB.02.05 / 2.Semester / ECTS: 3 <ul style="list-style-type: none"> • Economic thinking and marginal analysis • Efficient allocation of scarce resources • Market model and market equilibrium • Elasticity and pricing • Cost functions and optimal company production • Welfare analysis in case of state intervention 		
	International Economics (E) /ILV / LV-Nr: IBS.VZB.05.04 / 5.Semester / ECTS: 4		

	<ul style="list-style-type: none"> • Classical and modern trade theories • Agglomeration advantages and choice of location • Welfare effects of tariffs and trade quotas • Balance of payments, current account and capital account
Course contents	<ul style="list-style-type: none"> • Measurement and determinants of exchange rates • World Trade Organization and Monetary Union • Globalization and worldwide supply chains
	<p>Political Economics (E) /ILV / LV-Nr: IBS.VZB.05.06 / 5.Semester / ECTS: 3</p> <ul style="list-style-type: none"> • Interpretation of gross domestic product and consumer price index • Measurement of economic growth and inflation • Tasks of central banks in relation to money supply and interest rate setting • Impact of monetary and fiscal policy • Aggregated demand and aggregated supply
Teaching and learning methods	<p>Managerial Economics (E) /ILV / LV-Nr: IBS.VZB.02.05 / 2.Semester / ECTS: 3</p> <p>Blended Learning</p>
	<p>International Economics (E) /ILV / LV-Nr: IBS.VZB.05.04 / 5.Semester / ECTS: 4</p> <p>Blended Learning</p>
	<p>Political Economics (E) /ILV / LV-Nr: IBS.VZB.05.06 / 5.Semester / ECTS: 3</p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p>Managerial Economics (E) /ILV / LV-Nr: IBS.VZB.02.05 / 2.Semester / ECTS: 3</p> <p>Portfolio</p>
	<p>International Economics (E) /ILV / LV-Nr: IBS.VZB.05.04 / 5.Semester / ECTS: 4</p> <p>Portfolio</p>
	<p>Political Economics (E) /ILV / LV-Nr: IBS.VZB.05.06 / 5.Semester / ECTS: 3</p> <p>Portfolio</p>

Module number: BV.WIS	scientific methods	Scope:	
		16	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	2. Semester		
	5. Semester		
	6. Semester		
Level	2. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor / 6. Semester: 1. Study cycle, Bachelor		
Previous knowledge	2. Semester: none / 5. Semester: Courses of the first four semesters / 6. Semester: Contents from all courses with links to the topic of the Bachelor thesis of the entire degree program, especially Science, Research and Publishing, Scientific Topics in IBS and BA-Camp		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Academic Methods /ILV / LV-Nr: IBS.VZB.02.06 / 2.Semester / ECTS: 1 <ul style="list-style-type: none"> • Ebster, Claus; Stalzer, Lieselotte.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. UTB (in the current edition) • Nicol, Natascha; Albrecht, Rolf: Scientific work with Word. Addison Wesley (in the current edition) • 1-2 recent articles from professional journals 		
	Scientific Topics in International Business Studies /SE / LV-Nr: IBS.VZB.05.09 / 5.Semester / ECTS: 4 <ul style="list-style-type: none"> • Krugman, Paul R. et al.: Internationale Wirtschaft. Pearson (in the current edition) • Articles from professional journals, magazines and manuals 		
	BA-Camp /ILV / LV-Nr: IBS.VZB.06.02 / 6.Semester / ECTS: 1 <ul style="list-style-type: none"> • Ebster, Claus; Stalzer, Lieselotte.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. UTB (in the current edition) • Nicol, Natascha; Albrecht, Rolf: Academic methods with Word. Addison Wesley (in the current edition) • as well as literature depending on the chosen topic of the Bachelor thesis and the chosen method 		
	Bachelor Thesis Seminar /SE / LV-Nr: IBS.VZB.06.03 / 6.Semester / ECTS: 10 <ul style="list-style-type: none"> • Ebster, Claus; Stalzer, Lieselotte.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. UTB (in the current edition) • Nicol, Natascha; Albrecht, Rolf: Scientific work with Word. Addison Wesley (in the current edition) • as well as literature depending on the chosen topic of the Bachelor thesis and the chosen method 		
	Academic Methods /ILV / LV-Nr: IBS.VZB.02.06 / 2.Semester / ECTS: 1		
Acquisition of skills	The students: <ul style="list-style-type: none"> • have a basic understanding of the necessity of science, research and publishing in the scientific community. • understand how the state of research on a particular topic is determined. • can formulate research questions clearly and appropriately to the topic. • know different methods for answering research questions and can select the one that is relevant to the topic. • have an overview of where to research which specialist literature and how to evaluate it as well as how it is used appropriately in the text (critical reflection, citation style). • have the knowledge to create a scientific work of medium complexity and manageable volume 		
	Scientific Topics in International Business Studies /SE / LV-Nr: IBS.VZB.05.09 / 5.Semester / ECTS: 4 The students: <ul style="list-style-type: none"> • recognize patterns of coupling and decoupling of practical problems and research programs and flows. • know about the political and economic dimension of research initiatives, funding and programs. • can trace trends of topics and initiatives as well as the development of paradigms and a canon (state of the art). • are able to locate their own research interests and problems in the area of conflict between theory and practice. 		
	BA-Camp /ILV / LV-Nr: IBS.VZB.06.02 / 6.Semester / ECTS: 1 The students: <ul style="list-style-type: none"> • can identify a suitable topic for their Bachelor thesis and narrow it down to a work-able level. • are able to define a suitable objective, research question and method. • are able to prepare and present their ideas in an easily understandable way. • are able to critically discuss, reflect and thereby further develop their ideas and those of their fellow students against the background of the academic "state of the art". 		
	Bachelor Thesis Seminar /SE / LV-Nr: IBS.VZB.06.03 / 6.Semester / ECTS: 10		
	Bachelor Thesis Seminar /SE / LV-Nr: IBS.VZB.06.03 / 6.Semester / ECTS: 10		

Course contents	<p>Academic Methods /ILV / LV-Nr: IBS.VZB.02.06 / 2.Semester / ECTS: 1</p> <ul style="list-style-type: none"> • Characteristics, rules and basic principles of science and scientific work • Scientific theory and methodological principles of scientific research • Overview of the research method observation, questioning, content analysis and experiment • Using word processing programs to write formally correct scientific papers • Overview of databases and other ways to find literature sources
	<p>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.VZB.05.09 / 5.Semester / ECTS: 4</p> <ul style="list-style-type: none"> • Current trends in practice and research in International Business Studies • Development and careers of topics and methods • Research in databases
	<p>BA-Camp /ILV / LV-Nr: IBS.VZB.06.02 / 6.Semester / ECTS: 1</p> <ul style="list-style-type: none"> • Topic development and preparation in the context of a poster and an exposé • Presentation and discussion of a poster in small groups • Poster and exposé creation
	<p>Bachelor Thesis Seminar /SE / LV-Nr: IBS.VZB.06.03 / 6.Semester / ECTS: 10</p> <ul style="list-style-type: none"> • Advancing the knowledge of scientific work with regard to the development and implementation of a research design as well as the structuring of the editing process. • Regular meetings to discuss the current status and progress of the Bachelor thesis with the accompanying academic supervision • Information on the final Bachelor examination
Teaching and learning methods	<p>Academic Methods /ILV / LV-Nr: IBS.VZB.02.06 / 2.Semester / ECTS: 1</p> <p>Blended Learning</p>
	<p>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.VZB.05.09 / 5.Semester / ECTS: 4</p> <p>Blended Learning</p>
	<p>BA-Camp /ILV / LV-Nr: IBS.VZB.06.02 / 6.Semester / ECTS: 1</p> <p>Blended Learning</p>
	<p>Bachelor Thesis Seminar /SE / LV-Nr: IBS.VZB.06.03 / 6.Semester / ECTS: 10</p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p>Academic Methods /ILV / LV-Nr: IBS.VZB.02.06 / 2.Semester / ECTS: 1</p> <p>Portfolio</p>
	<p>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.VZB.05.09 / 5.Semester / ECTS: 4</p> <p>term paper, presentation</p>
	<p>BA-Camp /ILV / LV-Nr: IBS.VZB.06.02 / 6.Semester / ECTS: 1</p> <p>Exposé, presentation</p>
	<p>Bachelor Thesis Seminar /SE / LV-Nr: IBS.VZB.06.03 / 6.Semester / ECTS: 10</p> <p>Bachelor Thesis</p>

Module number:	Economics courses year abroad 1	Scope:	
		26	ECTS
BV.WLA1			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: 1. Study cycle, Bachelor		
Previous knowledge	3. Semester: Completion of the courses of the first two semesters		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Business studies specialization and region-specific events (1/2) /ILV / LV-Nr: IBS.VZB.03.01 / 3.Semester / ECTS: Is specified by the respective partner universities		
Acquisition of skills	Business studies specialization and region-specific events (1/2) /ILV / LV-Nr: IBS.VZB.03.01 / 3.Semester / ECTS: The students: <ul style="list-style-type: none"> • expand their economic skills and specialize in preparation for the desired professional field. • also develop their international and self-management skills during the two-semester stay abroad. 		
Course contents	Business studies specialization and region-specific events (1/2) /ILV / LV-Nr: IBS.VZB.03.01 / 3.Semester / ECTS: A precise description of the specific teaching and learning content for the two semesters abroad cannot and should not be defined due to the large number of partner universities and the choices offered there within the field of economics, in order to guarantee students freedom of choice. The partner universities can be divided into three groups (industrial countries outside Europe, European countries and developing and emerging countries). In the following, an exemplary combination of courses including national credits is provided for a partner university (for further and updated information, please refer to the respective partner university's website) Example: University of the Free State, Bloemfontein, South Africa <ul style="list-style-type: none"> • Strategic Management, OBS314, Credits 16 • Labour Economics and International Economics, EKN314, Credits 16 • Training and Development, TRG314, Credits 16 • Development, Underdevelopment and Poverty, SOS312, Credits 8 • Advanced Marketing Management, OBS324, Credits 16 • Financial Management, OBS364, Credits 16 • Development Economics and Public Finance, EKN324, Credits 16 • Governance and Political Transformation in Africa, PTW242, Credits 8 		
Teaching and learning methods	Business studies specialization and region-specific events (1/2) /ILV / LV-Nr: IBS.VZB.03.01 / 3.Semester / ECTS: Is specified by the respective partner universities		
Evaluation Methods Criteria	Business studies specialization and region-specific events (1/2) /ILV / LV-Nr: IBS.VZB.03.01 / 3.Semester / ECTS: Is specified by the respective partner universities		

Module number:	Special business administration	Scope:	
		13	ECTS
BV.SPW			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	3. Semester		
	5. Semester		
Level	3. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor		
Previous knowledge	3. Semester: none / 5. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.VZB.03.02 / 3.Semester / ECTS: 4 <ul style="list-style-type: none"> • Cavallone, Mauro: Marketing and Customer Loyalty. Springer (latest edition) • Heding, Tilda et al.: Brand Management: Research, Theory and Practice. Routledge (latest edition) • Kotler, Philip et al.: Marketing Management. Pearson (latest edition) • 1-2 current articles from professional journals 		
	Organizational Psychology & Change Management /ILV / LV-Nr: IBS.VZB.05.02 / 5.Semester / ECTS: 3 <ul style="list-style-type: none"> • Doppler, Klaus; Lauterburg, Christoph: Change Management. Den Unternehmens-wandel gestalten. Campus (in the current edition) • Lauer, Thomas: Change Management. Grundlagen und Erfolgsfaktoren. Springer Gabler (in the current edition) • Nerdinger, Friedemann; Blickle, Gerhard; Schaper, Niclas: Arbeits- und Organisationspsychologie. Springer (in the current edition) • Von Rosenstiel, Lutz: Grundlagen der Organisationspsychologie. Schäffer-Poeschel (in the current edition) 		
	Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.VZB.05.03 / 5.Semester / ECTS: 4 <ul style="list-style-type: none"> • Runkler, Thomas: Data Analytics. Springer (latest edition) • Mooi, Erik et al.: Market Research. Springer (latest edition) • 1-2 current articles from professional journals 		
	Introduction to Law /ILV / LV-Nr: IBS.VZB.05.05 / 5.Semester / ECTS: 2 <ul style="list-style-type: none"> • Jung, Peter: Commercial law Ch. Beck (in the current edition) • Perner, Stefan; Spitzer, Martin; Kodek, Georg: Bürgerliches Recht. Manz (in the current edition) • Wiltschek, Lothar: UWG. Manz (in the current edition) 		
Acquisition of skills	Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.VZB.03.02 / 3.Semester / ECTS: 4 The students: <ul style="list-style-type: none"> • know how important marketing is as a customer-oriented way of thinking and corporate philosophy. • know and understand the basic concepts of marketing. • can name and interpret the elements of the marketing mix for products (4P) or services (7P). • have gained an initial insight into the importance of the brand for marketing. 		
	Organizational Psychology & Change Management /ILV / LV-Nr: IBS.VZB.05.02 / 5.Semester / ECTS: 3 The students: <ul style="list-style-type: none"> • recognize the interaction between individual and organization. • can reflect the subject areas of organizational psychology. • know methods for the design of change processes. • independently analyze success factors of change processes. • reflect the theory on practical examples of application. 		
	Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.VZB.05.03 / 5.Semester / ECTS: 4 The students: <ul style="list-style-type: none"> • know what role market research plays in the entire marketing complex. • can create a questionnaire and program it online using software. • know selected quantitative and qualitative methods of market research and can use standard statistical software for evaluation. • have gained an initial insight into Big Data or Data Analytics as a method of secondary market research 		
	Introduction to Law /ILV / LV-Nr: IBS.VZB.05.05 / 5.Semester / ECTS: 2 The students: <ul style="list-style-type: none"> • know the structure and content of the Austrian Privacy Law: • know the structure and content of the Austrian Commercial law. • can assess cases in selected areas of business law. 		
Course contents	Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.VZB.03.02 / 3.Semester / ECTS: 4 <ul style="list-style-type: none"> • Importance and basics of marketing • Marketing mix factors and their orientation towards the customer • Product vs. service marketing • Importance of brands in marketing 		
	Organizational Psychology & Change Management /ILV / LV-Nr: IBS.VZB.05.02 / 5.Semester / ECTS: 3		

	<ul style="list-style-type: none"> • Organization theories • Leadership, teamwork, conflicts • Organizational climate and culture • Change management models
Course contents	<ul style="list-style-type: none"> • Methods and tools of change management • Communication in the change management process
	<p>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.VZB.05.03 / 5.Semester / ECTS: 4</p> <ul style="list-style-type: none"> • Importance of market research and its integration into the marketing process • Planning and implementation of market research projects • Creating and programming questionnaires • Selected qualitative and quantitative analysis methods • Application of statistical software (SPSS, R, Stata) for data analysis • Options and sources of secondary market research (e.g. Big Data)
	<p>Introduction to Law /ILV / LV-Nr: IBS.VZB.05.05 / 5.Semester / ECTS: 2</p> <ul style="list-style-type: none"> • Legal bases (step-by-step structure of the legal system) • Private law • Commercial law • Sub-areas of commercial law (unfair competition, internet law, insolvency law, etc.)
Teaching and learning methods	<p>Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.VZB.03.02 / 3.Semester / ECTS: 4</p> <p>Blended Learning</p>
	<p>Organizational Psychology & Change Management /ILV / LV-Nr: IBS.VZB.05.02 / 5.Semester / ECTS: 3</p> <p>Blended Learning</p>
	<p>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.VZB.05.03 / 5.Semester / ECTS: 4</p> <p>Blended Learning</p>
	<p>Introduction to Law /ILV / LV-Nr: IBS.VZB.05.05 / 5.Semester / ECTS: 2</p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p>Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.VZB.03.02 / 3.Semester / ECTS: 4</p> <p>Portfolio</p>
	<p>Organizational Psychology & Change Management /ILV / LV-Nr: IBS.VZB.05.02 / 5.Semester / ECTS: 3</p> <p>Portfolio</p>
	<p>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.VZB.05.03 / 5.Semester / ECTS: 4</p> <p>Portfolio</p>
	<p>Introduction to Law /ILV / LV-Nr: IBS.VZB.05.05 / 5.Semester / ECTS: 2</p> <p>Online tasks, exam</p>

Module number: ecBV.WLA2	Economics courses year abroad 2	Scope:	
		26	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: 1. Study cycle, Bachelor		
Previous knowledge	4. Semester: Completion of the courses of the first three semesters		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Business studies specialization and region-specific events (2/2) /ILV / LV-Nr: IBS.VZB.04.01 / 4.Semester / ECTS: Is specified by the respective partner universities		
Acquisition of skills	Business studies specialization and region-specific events (2/2) /ILV / LV-Nr: IBS.VZB.04.01 / 4.Semester / ECTS: The students: <ul style="list-style-type: none"> • expand their economic skills and specialize in preparation for the desired professional field. • also develop their international and self-management skills during the two-semester stay abroad. 		
Course contents	Business studies specialization and region-specific events (2/2) /ILV / LV-Nr: IBS.VZB.04.01 / 4.Semester / ECTS: A precise description of the specific teaching and learning content for the two semesters abroad cannot and should not be defined due to the large number of partner universities and the choices offered there within the field of economics, in order to guarantee students freedom of choice. The partner universities can be divided into three groups (industrial countries outside Europe, European countries and developing and emerging countries). In the following, an exemplary combination of courses including national credits is provided for a partner university (for further and updated information, please refer to the respective partner university's website) Example: University of the Free State, Bloemfontein, South Africa <ul style="list-style-type: none"> • Strategic Management, OBS314, Credits 16 • Labour Economics and International Economics, EKN314, Credits 16 • Training and Development, TRG314, Credits 16 • Development, Underdevelopment and Poverty, SOS312, Credits 8 • Advanced Marketing Management, OBS324, Credits 16 • Financial Management, OBS364, Credits 16 • Development Economics and Public Finance, EKN324, Credits 16 • Governance and Political Transformation in Africa, PTW242, Credits 8 		
Teaching and learning methods	Business studies specialization and region-specific events (2/2) /ILV / LV-Nr: IBS.VZB.04.01 / 4.Semester / ECTS: Is specified by the respective partner universities		
Evaluation Methods Criteria	Business studies specialization and region-specific events (2/2) /ILV / LV-Nr: IBS.VZB.04.01 / 4.Semester / ECTS: Is specified by the respective partner universities		

Module number: BV.PRA	Internship	Scope:	
		19	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies full-time		
Position in the curriculum	6. Semester		
Level	6. Semester: 1. Study cycle, Bachelor		
Previous knowledge	6. Semester: All courses according to the curriculum of the previous semesters		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Internship /BPR / LV-Nr: IBS.VZB.06.01 / 6.Semester / ECTS: 19 Adam, B.; Der clevere Praktikumsführer: Recherche, Bewerbung, Organisation. Red-line Verlag (in the current edition) Bloss, M.: Mein Praktikum – bewerben, einsteigen, aufsteigen. UVK (in the current edition) Brokemper, P.: Richtig beginnen in Ausbildung und Praktikum. Verlag an der Ruhr (in the current edition) Langlotz: Praktikum erfolgreiche!: Von der ersten Idee über die richtige Bewerbung bis zum wertvollen Arbeitszeugnis und darüber hinaus. CPI books (in the current edition) Püttjer, C., and Schnierda, U.: Bewerben um ein Praktikum. Campus Verlag (in the current edition)		
Acquisition of skills	Internship /BPR / LV-Nr: IBS.VZB.06.01 / 6.Semester / ECTS: 19 The students: <ul style="list-style-type: none"> • apply the acquired knowledge in practice. • understand processes in the professional environment. • solve problems in professional projects and implement the solutions developed. • independently work out arguments, problem solutions and strategies and develop them further. 		
Course contents	Internship /BPR / LV-Nr: IBS.VZB.06.01 / 6.Semester / ECTS: 19 The course content depends on the activities the students do at the internship pro-vider. The students choose an internship independently. They can draw on the extensive range of internships offered by the Kufstein Tirol University of Applied Sciences. The Director of Studies checks the professional correspondence of the internship activities with the contents of the course and the qualification profiles of the course of studies. Subsequently, the Director of Studies checks whether the internship corresponds to the training objectives of the program and whether the student can be employed according to his/her level of qualification. A detailed internship guide supports the students in organizing their internship semester. Mind. 475 working hours in full employment must be completed.		
Teaching and learning methods	Internship /BPR / LV-Nr: IBS.VZB.06.01 / 6.Semester / ECTS: 19 Work experience		
Evaluation Methods Criteria	Internship /BPR / LV-Nr: IBS.VZB.06.01 / 6.Semester / ECTS: 19 Portfolio		

2.2.4 Modularization Part-time

Module number:	Fundamentals Business Administration	Scope:	
		13	ECTS
BB.BWG			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	1. Semester		
	2. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 2. Semester: 1. Study cycle, Bachelor		
Previous knowledge	1. Semester: none / 2. Semester: Accounting & Finance I / 2. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.BBB.01.02 / 1.Semester / ECTS: 3</u> <ul style="list-style-type: none"> Vahs, Dietmar; Schäfer-Kunz, Jan: Einführung in die Betriebswirtschaftslehre. Schäffer-Poeschel-Verlag (in the current edition) 1-2 articles from professional journals 		
	<u>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.BBB.01.03 / 1.Semester / ECTS: 4</u> <ul style="list-style-type: none"> Neugebauer, Angelika: Der einfache Weg zur Bilanz. Linde (in the current edition) Prell-Leopoldseider, Sonja: Grundlagen der Kostenrechnung. Linde (in the current edition) Urianek, Josef: ABC der Buchhaltung. Linde (in the current edition) 		
	<u>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.BBB.02.01 / 2.Semester / ECTS: 3</u> <ul style="list-style-type: none"> Chopra, Sunil; Meindl, Peter: Supply Chain Management. Pearson (in the current edition) Kummer, Sebastian; Grün, Oskar; Jammernegg, Werner: Grundzüge der Beschaffung, Produktion und Logistik. Pearson (in the current edition) Vahs, Dietmar; Schäfer-Kunz, Jan: Einführung in die Betriebswirtschaftslehre. Schäffer-Poeschel (in the current edition) 		
	<u>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.BBB.02.02 / 2.Semester / ECTS: 3</u> <ul style="list-style-type: none"> Auer, Kurt V.: Buchhaltung + Jahresabschluss: erstellen – verstehen – analysieren. Self published (in the current edition) Neugebauer, Angelika: Der einfache Weg zur Bilanz. Linde (in the current edition) Wagenhofer, Alfred: Bilanzierung und Bilanzanalyse. Linde (in the current edition) 		
Acquisition of skills	<u>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.BBB.01.02 / 1.Semester / ECTS: 3</u> The students: <ul style="list-style-type: none"> hold a basic knowledge of general business-related administration (ABWL). have an overview of the most important business-related management topics and the corresponding terms. have a basic understanding of operational procedures and know important interrelationships of business-related management topics. develop an active interest in business studies. 		
	<u>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.BBB.01.03 / 1.Semester / ECTS: 4</u> he students: <ul style="list-style-type: none"> understand the system of double-entry bookkeeping. can reflect the most important business transactions in the annual financial statements. can use internal accounting tools. can use application areas of direct costing. use case studies to discuss the information content of annual financial statements. 		
	<u>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.BBB.02.01 / 2.Semester / ECTS: 3</u> The students: <ul style="list-style-type: none"> know the concepts of production, logistics and supply chain management. can apply the concepts to practical examples. identify problem areas in companies on the subject of supply chain management. can develop independent solutions in the area of supply chain management. 		
	<u>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.BBB.02.02 / 2.Semester / ECTS: 3</u> The students: <ul style="list-style-type: none"> understand the structure and components of an annual report. can understand and apply valuations of individual balance sheet items. can read and interpret annual financial statements independently. can perform and interpret a financial statement analysis using key figures. 		
Course contents	<u>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.BBB.01.02 / 1.Semester / ECTS: 3</u> <ul style="list-style-type: none"> Fundamentals and classification of ABWL Fundamentals of corporate management: Location decisions, inter-company connections, corporate constitution, organization, personnel management Basics of monitoring and cross-connections to Accounting & Finance Selected topics on service provision: Innovation management, carefully-selected marketing content 		
Course contents	<u>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.BBB.01.03 / 1.Semester / ECTS: 4</u>		

	<ul style="list-style-type: none"> • Posting records, accounts, account assignment • Structure of balance sheet and profit and loss account • Posting of business cases • Cost type, cost center and cost unit accounting • Contribution margin and application • Modern cost accounting systems
	<u>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.BBB.02.01 / 2.Semester / ECTS: 3</u>
	<ul style="list-style-type: none"> • Production theory, planning and organization of production • Logistics in the company (procurement, storage, transport) • Supply chain management internally and externally
	<u>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.BBB.02.02 / 2.Semester / ECTS: 3</u>
	<ul style="list-style-type: none"> • Structure of balance sheet, P and L and cash flow statement • Valuation principles for assets • Risks in debt capital • Balance sheet ratios
Teaching and learning methods	<u>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.BBB.01.02 / 1.Semester / ECTS: 3</u>
	Integrated course
	<u>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.BBB.01.03 / 1.Semester / ECTS: 4</u>
	Blended Learning
	<u>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.BBB.02.01 / 2.Semester / ECTS: 3</u>
	Blended Learning
	<u>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.BBB.02.02 / 2.Semester / ECTS: 3</u>
	Blended Learning
Evaluation Methods Criteria	<u>BUSINESS STUDIES I: Introduction /ILV / LV-Nr: IBS.BBB.01.02 / 1.Semester / ECTS: 3</u>
	Written exam
	<u>Accounting & Finance I: Introduction /ILV / LV-Nr: IBS.BBB.01.03 / 1.Semester / ECTS: 4</u>
	Portfolio
	<u>BUSINESS ADMINISTRATION II: Supply Chain Management /ILV / LV-Nr: IBS.BBB.02.01 / 2.Semester / ECTS: 3</u>
	Portfolio
	<u>Accounting & Finance II: Accounting /ILV / LV-Nr: IBS.BBB.02.02 / 2.Semester / ECTS: 3</u>
	Portfolio

Module number:	Complementary skills	Scope:	
		22	ECTS
BB.KOM			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	1. Semester		
	2. Semester		
	3. Semester		
	5. Semester		
	6. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 2. Semester: 1. Study cycle, Bachelor / 3. Semester: English version will be available soon / 5. Semester: 1. Study cycle, Bachelor / 6. Semester: 1st Study cycle, Bachelor / 6. Semester: 1st Study cycle, Bachelor		
Previous knowledge	1. Semester: none / 2. Semester: none / 3. Semester: none / 5. Semester: none / 6. Semester: English version will be available soon / 6. Semester: none		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Teambuilding & Teamwork /ILV / LV-Nr: IBS.BBB.01.01 / 1.Semester / ECTS: 1</u>		
	<ul style="list-style-type: none"> • Bender, Susanne: Team development: Der effektive Weg zum „Wir“. (Dtv (in the current edition) • Brandl, Peter: Communication. Gabal (in the current edition) • Mischel Walter: Der Marshmallow-Effekt. Random House (in the current edition) • Watzlawick, Paul; Beavin, Janet H.; Jackson, Don D.: Menschliche Kommunikation. Huber (in the current edition) 		
	<u>Communication & presentation technology /UE / LV-Nr: IBS.BBB.01.08 / 1.Semester / ECTS: 3</u>		
	<ul style="list-style-type: none"> • Brandl, Peter: Communication. Offenbach: Gabal (in the current edition) • Dall, Martin: Sicher präsentieren – wirksamer vortragen. Redline (in the current edition) • Herrmann, Markus; Hoppmann, Michael; Stölzgen, Karsten; Taramann, Jasmin: Schlüsselkompetenz Argumentation. Schöningh (in the current edition) 		
	<u>Thinking - Problem solving - Deciding /ILV / LV-Nr: IBS.BBB.02.08 / 2.Semester / ECTS: 3</u>		

	<ul style="list-style-type: none"> • Betsch, Tilmann et al.: Denken – Urteilen, Entscheiden, Problemlösen. Springer (in the current edition) • Novella, Steven et al.: Bedienungsanleitung für deinen Verstand: Kritisch denken in einer Welt voller Halbwissen. Riva (in the current edition) • Schimank, Uwe: Die Entscheidungsgesellschaft: Komplexität und Rationalität der Moderne. VS (in the current edition) • 1-2 current articles from professional journals <p><u>Learning Organization & Knowledge Management /ILV / LV-Nr: IBS.BBB.03.09 / 3.Semester / ECTS: 2</u></p> <p>English version will be available soon</p> <p><u>International Politics /ILV / LV-Nr: IBS.BBB.05.05 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Pelinka, Anton; Varwick, Johannes: Grundzüge der Politikwissenschaft. UTB (in the current edition) • Schimmelfennig, Frank: Internationale Politik. UTB (in the current edition) • 1-2 articles from professional journals <p><u>Cross Cultural Management (E) /ILV / LV-Nr: IBS.BBB.05.07 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • ofstede, Geert; Hofstede, Gert J.; Minkov, Michael: Cultures and Organizations. McGraw-Hill (latest edition) • Mead, Richard; Andrews, Tim G.: International Management. Wiley-Blackwell (latest edition) • Thomas, David C.; Peterson, Mark F.: Cross-Cultural Management. Sage (latest edition) • Trompenaars, Fons; Hampden-Turner, Charles: Riding the waves of culture. Nicholas Brealey Publishing (latest edition) <p><u>English version will be available soon (E) /ILV / LV-Nr: IBS.BBB.06.01 / 6.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Crane, Andrew; Matten, Dirk: Business Ethics. Oxford University Press (latest edition) • Schlegelmilch, Bodo, Szócs, Ilona (Eds.): Rethinking Business Responsibility in a Global Context. Springer (latest edition) • 1-2 current articles from professional journals <p><u>Effective leadership and self-management /ILV / LV-Nr: IBS.BBB.06.02 / 6.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Drucker, Peter: Management – Tasks, Responsibilities, Practices. Harper&Row (in the current edition) • Malik, Fredmund: Führen - Leisten - Leben. Campus (in the current edition) • 1-2 articles from professional journals
Acquisition of skills	<p><u>Teambuilding & Teamwork /ILV / LV-Nr: IBS.BBB.01.01 / 1.Semester / ECTS: 1</u></p> <p>The students:</p> <ul style="list-style-type: none"> • can formulate realistic personal objectives. • know the basic concepts of communicative processes. • understand the basics of group dynamics as well as cooperation, negotiation and conflict resolution. • can manage groups and lead small teams and know approaches to personnel management. • are familiar with concepts such as self-efficacy, self-control, resilience and self-management and can reflect on these in relation to their own work-life balance.
Acquisition of skills	<p><u>Communication & presentation technology /UE / LV-Nr: IBS.BBB.01.08 / 1.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know the basic concepts of communicative processes and are able to consciously use content and relationship aspects of human communication. • have practical knowledge for the preparation and implementation of professional presentations. • can plan, structure and professionally present presentation topics to a specialist audience using a variety of media. • can discursively defend the presented contents. • are able to critically reflect and evaluate the presentation achievements of their fellow students. <p><u>Thinking - Problem solving - Deciding /ILV / LV-Nr: IBS.BBB.02.08 / 2.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • learn the underlying processes of thinking. • know the central phases of problem solving. • know how to make better decisions. <p><u>Learning Organization & Knowledge Management /ILV / LV-Nr: IBS.BBB.03.09 / 3.Semester / ECTS: 2</u></p> <p>The students:</p> <ul style="list-style-type: none"> • understand the approaches of organizational learning. • can apply organizational learning in groups. • understand the connection between organizational learning and knowledge management. • know the concepts of knowledge management. • have an overview of the digitization of knowledge management. <p><u>International Politics /ILV / LV-Nr: IBS.BBB.05.05 / 5.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know the basics of political science • are able to classify current political discussions in terms of the history of ideas • have the ability to reflect and criticize international political megatrends • understand the interrelationships between politics, society and the economy <p><u>Cross Cultural Management (E) /ILV / LV-Nr: IBS.BBB.05.07 / 5.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know and recognize the differences and similarities of different cultures and can name them. • know the basics of intercultural and international management • can reflect their own assumptions and attitudes against the background of different cultures. • are personally able to move confidently in intercultural teams. <p><u>English version will be available soon (E) /ILV / LV-Nr: IBS.BBB.06.01 / 6.Semester / ECTS: 4</u></p>

	<p>The students are able to:</p> <ul style="list-style-type: none"> • understand the connections between economy, society and politics against the background of individual and organizational responsibility. • recognize and critically discuss ethical issues in practice. • differentiate between different approaches to corporate governance. • reflect the demands of various stakeholders against an ethical background. <p><u>Effective leadership and self-management /ILV / LV-Nr: IBS.BBB.06.02 / 6.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Introduction to leadership theory with reference to previous contents of the degree program • Principles, tasks and tools of effective leadership • Personal working methods, self-management and self-motivation as key competences in the VUCA world • Methods for diagnosing and optimizing (self-) leadership
Course contents	<p><u>Teambuilding & Teamwork /ILV / LV-Nr: IBS.BBB.01.01 / 1.Semester / ECTS: 1</u></p> <ul style="list-style-type: none"> • Basic information on communicative processes and effects • Fundamentals of cooperation, negotiation, conflict resolution as well as group dynamics and team leadership • Self-efficacy, self-control, resilience, self-management, work-life balance <p><u>Communication & presentation technology /UE / LV-Nr: IBS.BBB.01.08 / 1.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • 5 axioms of communication, message and value square • Theoretical introduction to presentation and argumentation techniques (analog and remote) • Application of the discussed contents • Feedback and reflection of one's own presentation achievements (individually and in the group) and the achievements of fellow students <p><u>Thinking - Problem solving - Deciding /ILV / LV-Nr: IBS.BBB.02.08 / 2.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Basics of thinking • Reflecting, justifying and arguing • Phases of problem solving • Decision algorithms <p><u>Learning Organization & Knowledge Management /ILV / LV-Nr: IBS.BBB.03.09 / 3.Semester / ECTS: 2</u></p> <ul style="list-style-type: none"> • Types of learning for organizational learning • Measures of organizational learning • Elements of knowledge management • Knowledge management (strategy perspective, HRM perspective, IT perspective)
Course contents	<p><u>International Politics /ILV / LV-Nr: IBS.BBB.05.05 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Introduction and basics in political science with an international focus • Political history of ideas and reflection of current international tendencies • Political systems and their influence on society and economy • Discussion and classification of current political issues <p><u>Cross Cultural Management (E) /ILV / LV-Nr: IBS.BBB.05.07 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Concept of culture and cultural models • Sensitization to international and multicultural working environments - Building on culture-specific characteristics according to Hofstede, Trompenaars, Thomas, etc., the meaningful use of management tools adapted to cultural characteristics is developed in order to be able to work successfully in international teams and to contribute to the solution of intercultural conflicts <p><u>English version will be available soon (E) /ILV / LV-Nr: IBS.BBB.06.01 / 6.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Ethics and morals in theory and practice • Discussion of orthodox management approaches (among others: principal agent theory, shareholder value approach) from an ethical perspective • Soft- vs. hard-law and its influence on the sustainability of management decisions • Sustainable Development Goals (SDGs) <p><u>Effective leadership and self-management /ILV / LV-Nr: IBS.BBB.06.02 / 6.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know the basics of management theory. • understand the main principles, tasks and tools of effective leadership. • are familiar with the topics of self-management, self-motivation and general leadership of their own person. • are capable of diagnosing and developing leadership skills.
Teaching and learning methods	<p><u>Teambuilding & Teamwork /ILV / LV-Nr: IBS.BBB.01.01 / 1.Semester / ECTS: 1</u> Blended Learning</p> <p><u>Communication & presentation technology /UE / LV-Nr: IBS.BBB.01.08 / 1.Semester / ECTS: 3</u> Blended Learning</p> <p><u>Thinking - Problem solving - Deciding /ILV / LV-Nr: IBS.BBB.02.08 / 2.Semester / ECTS: 3</u> Blended Learning</p> <p><u>Learning Organization & Knowledge Management /ILV / LV-Nr: IBS.BBB.03.09 / 3.Semester / ECTS: 2</u> Blended Learning</p> <p><u>International Politics /ILV / LV-Nr: IBS.BBB.05.05 / 5.Semester / ECTS: 3</u> Blended Learning</p>

	<p><u>Cross Cultural Management (E) /ILV / LV-Nr: IBS.BBB.05.07 / 5.Semester / ECTS: 3</u> Blended Learning</p> <p><u>English version will be available soon (E) /ILV / LV-Nr: IBS.BBB.06.01 / 6.Semester / ECTS: 4</u> Blended Learning</p> <p><u>Effective leadership and self-management /ILV / LV-Nr: IBS.BBB.06.02 / 6.Semester / ECTS: 3</u> Blended Learning</p>
Evaluation Methods Criteria	<p><u>Teambuilding & Teamwork /ILV / LV-Nr: IBS.BBB.01.01 / 1.Semester / ECTS: 1</u> Portfolio</p> <p><u>Communication & presentation technology /UE / LV-Nr: IBS.BBB.01.08 / 1.Semester / ECTS: 3</u> Portfolio</p> <p><u>Thinking - Problem solving - Deciding /ILV / LV-Nr: IBS.BBB.02.08 / 2.Semester / ECTS: 3</u> Portfolio</p> <p><u>Learning Organization & Knowledge Management /ILV / LV-Nr: IBS.BBB.03.09 / 3.Semester / ECTS: 2</u> Portfolio</p> <p><u>International Politics /ILV / LV-Nr: IBS.BBB.05.05 / 5.Semester / ECTS: 3</u> Portfolio</p> <p><u>Cross Cultural Management (E) /ILV / LV-Nr: IBS.BBB.05.07 / 5.Semester / ECTS: 3</u> Portfolio</p> <p><u>English version will be available soon (E) /ILV / LV-Nr: IBS.BBB.06.01 / 6.Semester / ECTS: 4</u> Portfolio</p>
Evaluation Methods Criteria	<p><u>Effective leadership and self-management /ILV / LV-Nr: IBS.BBB.06.02 / 6.Semester / ECTS: 3</u> Portfolio</p>

Module number:	Languages	Scope:	
		12	ECTS
BB.SPR			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	1. Semester		
	2. Semester		
Level	1. Semester: B2-C1+ (CEFR) / 2. Semester: B2-C1+ (CEFR)		
Previous knowledge	1. Semester: Secure B1 level in English or recommendation of support measures / 2. Semester: Business English I		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<p><u>Business English I /ILV / LV-Nr: IBS.BBB.01.07 / 1.Semester / ECTS: 6</u> Coursebook - by arrangement; authentic materials, e.g., journals (including specialist journals), newspapers, and online media in the target language</p> <p><u>Business English II /ILV / LV-Nr: IBS.BBB.02.07 / 2.Semester / ECTS: 6</u> Coursebook - by arrangement; authentic materials, e.g., journals (including specialist journals), newspapers, and online media in the target language</p>		
	<p><u>Business English I /ILV / LV-Nr: IBS.BBB.01.07 / 1.Semester / ECTS: 6</u> The module is designed according to the Common European Framework of Reference for Languages (CEFR). Within the framework of the module, the students will acquire the language and communication skills required for business-oriented professional or academic activity.</p> <p>The following competencies are taught according to the CEFR, i.e., after completion of the module, successful graduates will have mastered the following skills in the target language:</p> <p>Business English for professional and academic purposes (B2-C1+): Independent language use to expert, fluent communication skills</p>		
Acquisition of skills	<p><u>Business English II /ILV / LV-Nr: IBS.BBB.02.07 / 2.Semester / ECTS: 6</u></p>		

	<p>The module is designed according to the Common European Framework of Reference for Languages (CEFR). Within the framework of the module, the students will acquire the language and communication skills required for business-oriented professional or academic activity.</p> <p>The following competencies are taught according to the CEFR, i.e., after completion of the module, successful graduates will have mastered the following skills in the target language:</p> <p>Business English for professional and academic purposes (B2-C1+): Independent language use to expert, fluent communication skills</p>
Course contents	<p><u>Business English I /ILV / LV-Nr: IBS.BBB.01.07 / 1.Semester / ECTS: 6</u></p> <p>The language module integrated into the degree program curriculum is designed according to the methodological principles of a communicative, action-oriented approach.</p> <p>The competence level of the module is based on the Common European Framework of Reference for Languages (CEFR), and a central objective is that students increase their communication skills by at least one level.</p> <p>In addition, there is a clear focus on acquiring academic and business-oriented skills in the target language.</p> <p>B2-C1+ Independent language use to expert, fluent communication skills</p> <hr/> <p><u>Business English II /ILV / LV-Nr: IBS.BBB.02.07 / 2.Semester / ECTS: 6</u></p> <p>The language module integrated into the degree program curriculum is designed according to the methodological principles of a communicative, action-oriented approach.</p> <p>The competence level of the module is based on the Common European Framework of Reference for Languages (CEFR), and a central objective is that students increase their communication skills by at least one level.</p> <p>In addition, there is a clear focus on acquiring academic and business-oriented skills in the target language.</p> <p>B2-C1+ Independent language use to expert, fluent communication skills</p>
Teaching and learning methods	<p><u>Business English I /ILV / LV-Nr: IBS.BBB.01.07 / 1.Semester / ECTS: 6</u></p> <p>Blended Learning</p> <hr/> <p><u>Business English II /ILV / LV-Nr: IBS.BBB.02.07 / 2.Semester / ECTS: 6</u></p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p><u>Business English I /ILV / LV-Nr: IBS.BBB.01.07 / 1.Semester / ECTS: 6</u></p> <p>Portfolio: - Various assessments (reading comprehension, listening comprehension, written expression, oral expression) - Various tasks and documentation of achievements, including contributions to group work, course units, and critical</p>
Evaluation Methods Criteria	<p>reflection on learning outcomes</p> <hr/> <p><u>Business English II /ILV / LV-Nr: IBS.BBB.02.07 / 2.Semester / ECTS: 6</u></p> <p>Portfolio: - Various assessments (reading comprehension, listening comprehension, written expression, oral expression) - Various tasks and documentation of achievements, including contributions to group work, course units, and critical reflection on learning outcomes</p>

Module number:	Special business administration	Scope:	
BB.SPW		44	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	1. Semester		
	2. Semester		
	3. Semester		
	4. Semester		
	5. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 2. Semester: 1. Study cycle, Bachelor / 3. Semester: 1. Study cycle, Bachelor / 4. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor / 5. Semester: English version will be available soon		

Previous knowledge	1. Semester: none / 2. Semester: none / 2. Semester: Successful completion of the course: BUSINESS STUDIES I: Basics / 3. Semester: Course: Business Finance & Accounting I + II / 3. Semester: Course: Business Mathematics / 3. Semester: none / 4. Semester: Course: Business Mathematics, Business Statistics, Finance & Investment / 4. Semester: none / 5. Semester: Course: Business Mathematics, Business Statistics, Finance & Investment / 5. Semester: Course of the first two academic years / 5. Semester: English version will be available soon
Blocked	no
Participant group	A-levels and/or corresponding previous training, beginners
Literature recommendation	<p><u>Introduction to law /ILV / LV-Nr: IBS.BBB.01.04 / 1.Semester / ECTS: 2</u></p> <ul style="list-style-type: none"> • Jung, Peter: Commercial law Ch. Beck (in the current edition) • Perner, Stefan; Spitzer, Martin; Kodek, Georg: Bürgerliches Recht. Manz (in the current edition) • Wilschek, Lothar: UWG. Manz (in the current edition)
	<p><u>Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.BBB.02.04 / 2.Semester / ECTS: 5</u></p> <ul style="list-style-type: none"> • Cavallone, Mauro: Marketing and Customer Loyalty. Springer (latest edition) • Hedging, Tilda et al.: Brand Management: Research, Theory and Practice. Routledge (latest edition) • Kotler, Philip et al.: Marketing Management. Pearson (latest edition) • 1-2 current articles from professional journals
	<p><u>Human Resource Management & New Work (E) /ILV / LV-Nr: IBS.BBB.02.05 / 2.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Bröckermann, Reiner: Personalwirtschaft, Stuttgart: Schäffer-Poeschel (in the current edition) • Petry, Thorsten; Jäger, Wolfgang (eds.); Digital HR. Haufe (in the current edition) • 1-2 articles from professional journals
	<p><u>Omnichannel Customer Management /ILV / LV-Nr: IBS.BBB.03.02 / 3.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Böckenholt, Ingo; Mehn, Audrey; Westermann, Arne: Konzepte und Strategien für Omnichannel-Exzellenz – Innovatives Retail-Marketing mit mehrdimensionalen Vertriebs- und Kommunikationskanälen. Springer (in the current edition) • von Gizycki, Vittoria (eds.): Omnichannel Branding – Digitalisierung als Basis erlebnis- und beziehungsorientierter Markenführung. Springer (in the current edition) • Ramadan, Shady: OmniChannel Marketing – the Roadmap to Create and Implement Omnichannel Strategy For Your Business. Independent (in the current edition) • 1-2 current articles from professional journals
	<p><u>Trends in International Marketing (E) /ILV / LV-Nr: IBS.BBB.03.03 / 3.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Excerpts from current textbooks • Current articles from professional journals
	<p><u>Organizational Psychology & Change Management /ILV / LV-Nr: IBS.BBB.03.04 / 3.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Doppler, Klaus; Lauterburg, Christoph: Change Management. Den Unternehmens-wandel gestalten. Campus (in the current edition) • Kanning, Uwe P.; Staufenbiel, Thomas: Organisationspsychologie. Hogrefe (in the current edition) • Lauer, Thomas: Change Management. Grundlagen und Erfolgsfaktoren. Springer Gabler (in the current edition) • Nerdinger, Friedemann; Blickle, Gerhard; Schaper, Niclas: Arbeits- und Organisationspsychologie. Springer (in the current edition) • Von Rosenstiel, Lutz: Grundlagen der Organisationspsychologie. Schäffer-Poeschel (in the current edition)
	<p><u>Finance & Investment (E) /ILV / LV-Nr: IBS.BBB.03.06 / 3.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Berk, Jonathan; DeMarzo, Peter: Corporate Finance. Pearson (latest edition) • Brealey, Richard A.; Myers, Stewart C.; Allen. Franklin: Principles of Corporate Finance. McGraw-Hill (latest international edition)
	<p><u>Controlling /ILV / LV-Nr: IBS.BBB.03.07 / 3.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Horváth, Péter; Gleich, Ronald; Seiter, Mischa: Controlling. Vahlen (in the current edition) • Küpper, Hans-Ulrich: Controlling: Konzeption, Aufgaben, Instrumente. Schäffer-Poeschel (in the current edition) • Gleich, Ronald; Tschandl, Martin: Digitalisierung & Controlling: Technologien, Instrumente, Praxisbeispiele. Haufe (in the current edition)
Literature recommendation	<p><u>Trends in International Finance (E) /ILV / LV-Nr: IBS.BBB.04.04 / 4.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Berk, Jonathan; DeMarzo, Peter: Corporate Finance. Pearson (latest edition) • Various materials and articles from Financial Management Journal
	<p><u>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.BBB.04.05 / 4.Semester / ECTS: 5</u></p> <ul style="list-style-type: none"> • Mooi, Erik et al.: Market Research. Springer (latest edition) • Runkler, Thomas: Data Analytics. Springer (latest edition) • 1-2 current articles from professional journals
	<p><u>Start-up & Entrepreneurship /ILV / LV-Nr: IBS.BBB.05.03 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Bock, Adam; George, Gerard: Das Business Model Buch – wie Sie innovative Geschäftsideen entwerfen und erfolgreich in die Tat umsetzen. Pearson (in the current edition)

	<ul style="list-style-type: none"> • Freiling, Jörg; Harima, Jan: Entrepreneurship: Gründung und Skalierung von Star-tups. Springer (in the current edition) • 1-2 current articles from professional journals <p><u>Trends in International Business (E) /ILV / LV-Nr: IBS.BBB.05.04 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Harvard Business Review Press, HBR` s 10 Must Reads on Innovation, Boston: HBR Press (latest edition) • Kazan, Halim; Baykul, Mehmet.: Emerging Trends in Business. Peter Lang (latest edition) • Samuel, Lawrence R.: Future Trends, A Guide to Decision Making and Leadership in Business. Rowman & Littlewood (latest edition) • Zhu,Xiaoming et al.: Business Trends in the Digital Era. Springer (latest edition) • 3-4 articles from professional journals <p><u>Finance Lab (E) /ILV / LV-Nr: IBS.BBB.05.06 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Berk, Jonathan; DeMarzo, Peter: Corporate Finance. Pearson (latest edition) • Hull, John C.: Options, Futures and Other Derivatives. Pearson (latest edition)
Acquisition of skills	<p><u>Introduction to law /ILV / LV-Nr: IBS.BBB.01.04 / 1.Semester / ECTS: 2</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know the structure and content of the Austrian Privacy Law: • know the structure and content of the Austrian Commercial law. • can assess cases in selected areas of business law. <p><u>Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.BBB.02.04 / 2.Semester / ECTS: 5</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know how important marketing is as a customer-oriented way of thinking and corporate philosophy. • know and understand the basic concepts of marketing. • are able to apply this knowledge to real issues. • can name and interpret the elements of the marketing mix for products (4P) or services (7P). • know about the relevance of the brand for the success of the company. • can integrate brand-relevant aspects into the marketing mix of a company. <p><u>Human Resource Management & New Work (E) /ILV / LV-Nr: IBS.BBB.02.05 / 2.Semester / ECTS: 4</u></p> <p>The students:</p> <ul style="list-style-type: none"> • are familiar with the latest developments in the field of human resource management, personnel management and new working environment(s). • are able to apply classical business-related management concepts and models for the new requirements of human resources management and the world of work. • have methods for the analysis and design of HRM and New Work. • develop a sensorium and active interest in the new topics of HRM and in the new working environments. <p><u>Omnichannel Customer Management /ILV / LV-Nr: IBS.BBB.03.02 / 3.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • understand the importance of omnichannel marketing in order to win over customers with their constantly-changing requirements for the company in the long term. • know the positive effects that using the right marketing channels has on brand and company success. • can link digital and physical communication and distribution channels. • know how to apply the concept of customer journeys and integrate them into omnichannel strategies. <p><u>Trends in International Marketing (E) /ILV / LV-Nr: IBS.BBB.03.03 / 3.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know current trends in marketing and are able to integrate them into the overall context of the knowledge they have acquired so far. • can critically reflect the described trends and answer knowledge transfer questions. • find similarities and differences between theory and practice and deal with them in a solution-oriented way. <p><u>Organizational Psychology & Change Management /ILV / LV-Nr: IBS.BBB.03.04 / 3.Semester / ECTS: 4</u></p> <p>The students:</p> <ul style="list-style-type: none"> • recognize the interaction between individual and organization. • can reflect the subject areas of organizational psychology. • can apply models of organizational psychology. • know methods for the design of change processes.
Acquisition of skills	<ul style="list-style-type: none"> • independently analyze success factors of change processes. • can independently develop measures to implement comprehensive change processes. • reflect the theories on practical examples of application. <p><u>Finance & Investment (E) /ILV / LV-Nr: IBS.BBB.03.06 / 3.Semester / ECTS: 3</u></p> <p>The students are able to:</p> <ul style="list-style-type: none"> • build up financial knowledge related to current financial technologies. • understand and interpret financial articles. • understand and classify current trends in practice. • strengthen their analytical skills. <p><u>Controlling /ILV / LV-Nr: IBS.BBB.03.07 / 3.Semester / ECTS: 3</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know the concepts of monitoring. • can transfer the concepts into operational practice. • are aware of the issue of information procurement.

	<ul style="list-style-type: none"> • can describe the implementation of monitoring in the operational context. • can independently solve simple monitoring questions. <p><u>Trends in International Finance (E) /ILV / LV-Nr: IBS.BBB.04.04 / 4.Semester / ECTS: 3</u> English version will be available soon</p> <p><u>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.BBB.04.05 / 4.Semester / ECTS: 5</u> The students: <ul style="list-style-type: none"> • know how important marketing is as a customer-oriented way of thinking and corporate philosophy. • know and understand the basic concepts of marketing. • are able to apply this knowledge to real issues. • can name and interpret the elements of the marketing mix for products (4P) or services (7P). • know about the relevance of the brand for the success of the company. • can integrate brand-relevant aspects into the marketing mix of a company. </p> <p><u>Start-up & Entrepreneurship /ILV / LV-Nr: IBS.BBB.05.03 / 5.Semester / ECTS: 3</u> The students: <ul style="list-style-type: none"> • know the most important characteristics regarding entrepreneurial thinking and acting. • can trace the steps from the idea to the founding process and on to the growth phase. • know which methods and techniques are relevant for the foundation and when they can be applied. • have learned about the reality of founding through cases and are therefore able to put themselves in the situation of founding • can evaluate business models and know tools to revise them and adapt them to new situations. </p> <p><u>Trends in International Business (E) /ILV / LV-Nr: IBS.BBB.05.04 / 5.Semester / ECTS: 3</u> The students: <ul style="list-style-type: none"> • gain an overview of the most important trends in business. • are able to work on selected, current, scientifically relevant trends. • can independently develop models and theories on these selected trends and net-work with others. • recognize the interrelationships and have a basic understanding of how trends influence the economy. • are competent to recognize new trends independently and to make them applicable in an entrepreneurial way. </p> <p><u>Finance Lab (E) /ILV / LV-Nr: IBS.BBB.05.06 / 5.Semester / ECTS: 3</u> The students are able to: <ul style="list-style-type: none"> • develop and apply basic principles of finance, especially in the field of investment alternatives and portfolio theory. • describe asset classes and financial tools. • test personal investment decisions on the computer via virtual platforms. • strengthen their analytical skills. </p>
Course contents	<p><u>Introduction to law /ILV / LV-Nr: IBS.BBB.01.04 / 1.Semester / ECTS: 2</u> <ul style="list-style-type: none"> • Legal bases (step-by-step structure of the legal system) • Private law • Commercial law • Sub-areas of commercial law (unfair competition, internet law, insolvency law, etc.) </p> <p><u>Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.BBB.02.04 / 2.Semester / ECTS: 5</u> <ul style="list-style-type: none"> • Significance and basics of marketing • Basic principles of market research • Customer benefit, customer satisfaction, customer loyalty • Marketing mix factors • Product vs. service marketing • Importance of brands in marketing </p> <p><u>Human Resource Management & New Work (E) /ILV / LV-Nr: IBS.BBB.02.05 / 2.Semester / ECTS: 4</u> <ul style="list-style-type: none"> • Classical and new approaches in HRM • Trends and changes in the world of work (work processes, work methods, cooperation, leadership, etc.) • Methods for the analysis and design of human resource management processes and of New Work • Case studies and cases on HRM and New Work </p>
Course contents	<p><u>Omnichannel Customer Management /ILV / LV-Nr: IBS.BBB.03.02 / 3.Semester / ECTS: 3</u> <ul style="list-style-type: none"> • Theoretical and practical fundamentals of the omnichannel ecosystem • Interaction between omnichannel and corporate strategy • Customer behavior, customer analysis and customer journey • Omnichannel strategies in connection with a company's marketing mix </p> <p><u>Trends in International Marketing (E) /ILV / LV-Nr: IBS.BBB.03.03 / 3.Semester / ECTS: 3</u> <ul style="list-style-type: none"> • Based on current literature on marketing and marketing-related areas, topics are selected and treated on a case-by-case basis. • The choice of topics is made either by the students or by the respective course directors • In some cases, experts and practitioners from the business world are used to pre-sent specific questions from their companies </p> <p><u>Organizational Psychology & Change Management /ILV / LV-Nr: IBS.BBB.03.04 / 3.Semester / ECTS: 4</u> <ul style="list-style-type: none"> • Organizational theories • Leadership, teamwork, conflicts • Organizational climate and culture • Attitudes, emotions and personality • Change management models • Methods and tools of change management </p>

	<ul style="list-style-type: none"> • Communication in the change management process • Phases in the change management process
	<p><u>Finance & Investment (E) /ILV / LV-Nr: IBS.BBB.03.06 / 3.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Valuation methods for bonds and shares as well as financing and investment decisions of companies (including discounting methods, e.g. net present value, internal rate of return) • Interest rates and the significance of interest rate developments on international financial markets • Valuation of bonds and shares
	<p><u>Controlling /ILV / LV-Nr: IBS.BBB.03.07 / 3.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Theoretical basis of controlling • Planning and control • Information procurement • Organization of controlling • Digitalization in controlling
	<p><u>Trends in International Finance (E) /ILV / LV-Nr: IBS.BBB.04.04 / 4.Semester / ECTS: 3</u></p> <p>The students are able to:</p> <ul style="list-style-type: none"> • build up financial knowledge related to current financial technologies. • understand and interpret financial articles. • understand and classify current trends in practice. • strengthen their analytical skills.
	<p><u>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.BBB.04.05 / 4.Semester / ECTS: 5</u></p> <ul style="list-style-type: none"> • Significance of market research and integration into the marketing process • Customer and markets as objects of market research • Planning and implementation of market research projects • Creation and programming of questionnaires • Basic qualitative and quantitative analysis methods • Application of statistical software (SPSS, R, Stata) for data analysis • Interpretation of results and derivation of recommendations for action - Options and sources of secondary market research (e.g. Big Data)
	<p><u>Start-up & Entrepreneurship /ILV / LV-Nr: IBS.BBB.05.03 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Basics of entrepreneurship • Entrepreneurship in the individual phases of foundation and growth • Entrepreneurship perspectives • Business model and business model elements • Application of analysis tools (e.g. Porters Five Forces, McKinsey-Portfolio, BCG-Matrix, Business Canvas)
	<p><u>Trends in International Business (E) /ILV / LV-Nr: IBS.BBB.05.04 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Presentation of the currently most important and most discussed trends in business • Development of theories, models, methods and solutions for these current trends • First application examples and best practices for these trends • Mutual exchange and presentation of contents and solutions
	<p><u>Finance Lab (E) /ILV / LV-Nr: IBS.BBB.05.06 / 5.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Basics of modern portfolio theory • Risk and return profiles of selected asset classes • Properties of shares, bonds, indices, options and futures
Teaching and learning methods	<p><u>Introduction to law /ILV / LV-Nr: IBS.BBB.01.04 / 1.Semester / ECTS: 2</u></p> <p>Blended Learning</p>
	<p><u>Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.BBB.02.04 / 2.Semester / ECTS: 5</u></p> <p>Blended Learning</p>
Teaching and learning methods	<p><u>Human Resource Management & New Work (E) /ILV / LV-Nr: IBS.BBB.02.05 / 2.Semester / ECTS: 4</u></p> <p>Blended Learning</p>
	<p><u>Omnichannel Customer Management /ILV / LV-Nr: IBS.BBB.03.02 / 3.Semester / ECTS: 3</u></p> <p>Blended Learning</p>
	<p><u>Trends in International Marketing (E) /ILV / LV-Nr: IBS.BBB.03.03 / 3.Semester / ECTS: 3</u></p> <p>Blended Learning</p>
	<p><u>Organizational Psychology & Change Management /ILV / LV-Nr: IBS.BBB.03.04 / 3.Semester / ECTS: 4</u></p> <p>Blended Learning</p>
	<p><u>Finance & Investment (E) /ILV / LV-Nr: IBS.BBB.03.06 / 3.Semester / ECTS: 3</u></p> <p>Blended Learning</p>
	<p><u>Controlling /ILV / LV-Nr: IBS.BBB.03.07 / 3.Semester / ECTS: 3</u></p> <p>Blended Learning</p>
	<p><u>Trends in International Finance (E) /ILV / LV-Nr: IBS.BBB.04.04 / 4.Semester / ECTS: 3</u></p> <p>Blended Learning</p>
	<p><u>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.BBB.04.05 / 4.Semester / ECTS: 5</u></p>

	Blended Learning
	<u>Start-up & Entrepreneurship /ILV / LV-Nr: IBS.BBB.05.03 / 5.Semester / ECTS: 3</u>
	Blended Learning
	<u>Trends in International Business (E) /ILV / LV-Nr: IBS.BBB.05.04 / 5.Semester / ECTS: 3</u>
	Blended Learning
	<u>Finance Lab (E) /ILV / LV-Nr: IBS.BBB.05.06 / 5.Semester / ECTS: 3</u>
	Blended Learning
Evaluation Methods Criteria	<u>Introduction to law /ILV / LV-Nr: IBS.BBB.01.04 / 1.Semester / ECTS: 2</u>
	Online tasks, exam
	<u>Marketing & Customer Experience (E) /ILV / LV-Nr: IBS.BBB.02.04 / 2.Semester / ECTS: 5</u>
	Portfolio
	<u>Human Resource Management & New Work (E) /ILV / LV-Nr: IBS.BBB.02.05 / 2.Semester / ECTS: 4</u>
	Portfolio
	<u>Omnichannel Customer Management /ILV / LV-Nr: IBS.BBB.03.02 / 3.Semester / ECTS: 3</u>
	Portfolio
	<u>Trends in International Marketing (E) /ILV / LV-Nr: IBS.BBB.03.03 / 3.Semester / ECTS: 3</u>
	Portfolio
	<u>Organizational Psychology & Change Management /ILV / LV-Nr: IBS.BBB.03.04 / 3.Semester / ECTS: 4</u>
	Portfolio
	<u>Finance & Investment (E) /ILV / LV-Nr: IBS.BBB.03.06 / 3.Semester / ECTS: 3</u>
	exam
	<u>Controlling /ILV / LV-Nr: IBS.BBB.03.07 / 3.Semester / ECTS: 3</u>
	Portfolio
	<u>Trends in International Finance (E) /ILV / LV-Nr: IBS.BBB.04.04 / 4.Semester / ECTS: 3</u>
	Portfolio
	<u>Market Research & Customer Insights (E) /ILV / LV-Nr: IBS.BBB.04.05 / 4.Semester / ECTS: 5</u>
	Portfolio
<u>Start-up & Entrepreneurship /ILV / LV-Nr: IBS.BBB.05.03 / 5.Semester / ECTS: 3</u>	
Portfolio	
<u>Trends in International Business (E) /ILV / LV-Nr: IBS.BBB.05.04 / 5.Semester / ECTS: 3</u>	
Portfolio	
<u>Finance Lab (E) /ILV / LV-Nr: IBS.BBB.05.06 / 5.Semester / ECTS: 3</u>	
Portfolio	

Module number:	Applied economy	Scope:	
		13	ECTS
BB.AOE			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	1. Semester		
	2. Semester		
	3. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 2. Semester: 1. Study cycle, Bachelor / 3. Semester: 1. Study cycle, Bachelor		
Previous knowledge	1. Semester: none / 2. Semester: Managerial Economics / 3. Semester: Course: Managerial Economics, Political Economics		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Applied Managerial Economics (E) /ILV / LV-Nr: IBS.BBB.01.05 / 1.Semester / ECTS: 6</u>		
	<ul style="list-style-type: none"> • The CORE Team: The Economy: Economics for a Changing World. Oxford University Press (latest edition) • Mankiw, Greg: Economics. Cengage Learning EMEA (latest edition) • Pindyck, Robert; Rubinfeld, Daniel: Microeconomics. Pearson (latest edition) 		
	<u>Political Economics (E) /ILV / LV-Nr: IBS.BBB.02.03 / 2.Semester / ECTS: 4</u>		
	<ul style="list-style-type: none"> • The CORE Team: The Economy: Economics for a Changing World. Oxford University Press (latest edition) • Mankiw, Greg: Economics. Cengage Learning EMEA (latest edition) • Krugman, Paul; Wells, Robin: Economics. Worth (latest edition) 		

	<p><u>International Economics (E) /ILV / LV-Nr: IBS.BBB.03.05 / 3.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Feenstra, Rob; Taylor, Alan: International Economics. Worth (latest edition) • Krugman, Paul; Obstfeld, Maurice; Melitz, Marc: International Economics: Theory and Policy, Global Edition. Pearson (latest edition) • Gerber, James: International Economics. Prentice Hall (latest edition)
Acquisition of skills	<p><u>Applied Managerial Economics (E) /ILV / LV-Nr: IBS.BBB.01.05 / 1.Semester / ECTS: 6</u></p> <p>The students are able to:</p> <ul style="list-style-type: none"> • name the essential components of a market model and discuss the market equilibrium as an interaction of supply and demand. • identify the determinants of consumer demand and explain how they respond to external factors such as changes in income. • explain both the potentials and the limitations of market models based on real-world markets, for example the housing or labor market, and to buttress abstract models with real-life examples. • understand production decisions in companies and interpret the influences of market structures on price setting. • examine and critically evaluate current developments on the basis of models. • use the market model, e.g. to analyze the impact of government intervention and to illustrate the formation of surplus supply or demand.
	<p><u>Political Economics (E) /ILV / LV-Nr: IBS.BBB.02.03 / 2.Semester / ECTS: 4</u></p> <p>The students are able to:</p> <ul style="list-style-type: none"> • Identify the essential components and institutions of an economy and explain how they work. • Name macroeconomic indicators such as gross domestic product or consumer price index and interpret their content. • Independently research indicators for economic growth and inflation and present current developments. • Identify and critically reflect on both the potential and limitations of macroeconomic models. • Evaluate aspects of sustainable recycling management and assess the natural limits of economic development. • Discuss the main effects of fiscal and monetary policy and to take a differentiated view of the consequences of public debt. • Understand current developments from the press on the basis of data and place them in a model context.
	<p><u>International Economics (E) /ILV / LV-Nr: IBS.BBB.03.05 / 3.Semester / ECTS: 3</u></p> <p>The students are able to:</p> <ul style="list-style-type: none"> • Discuss major trade theories and apply them to current developments. • Put the internationalization activities of companies into a theoretical framework and analyze the effects on corporate decisions. • Model the effects of government interventions such as tariffs and trade quotas and draw conclusions about possible effects on growth and employment. • Explain core balance of payments indicators and interpret them in relation to national competitiveness. • Discuss the functioning of international organizations such as the World Trade Organization and critically reflect on the potential/limitations of a monetary union such as the Eurozone.
Course contents	<p><u>Applied Managerial Economics (E) /ILV / LV-Nr: IBS.BBB.01.05 / 1.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Economic thinking and marginal analysis • Efficient allocation of scarce resources • Market model and market equilibrium • Elasticity and pricing • Cost functions and optimal company production • Welfare analysis in case of state intervention
Course contents	<p><u>Political Economics (E) /ILV / LV-Nr: IBS.BBB.02.03 / 2.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Interpretation of gross domestic product and consumer price index • Measurement of economic growth and inflation • Tasks of central banks in relation to money supply and interest rate setting • Impact of monetary and fiscal policy • Aggregated demand and supply • Fiscal and monetary policy
	<p><u>International Economics (E) /ILV / LV-Nr: IBS.BBB.03.05 / 3.Semester / ECTS: 3</u></p> <p>English version will be available soon</p>
Teaching and learning methods	<p><u>Applied Managerial Economics (E) /ILV / LV-Nr: IBS.BBB.01.05 / 1.Semester / ECTS: 6</u></p> <p>Blended Learning</p>
	<p><u>Political Economics (E) /ILV / LV-Nr: IBS.BBB.02.03 / 2.Semester / ECTS: 4</u></p> <p>Blended Learning</p>
	<p><u>International Economics (E) /ILV / LV-Nr: IBS.BBB.03.05 / 3.Semester / ECTS: 3</u></p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p><u>Applied Managerial Economics (E) /ILV / LV-Nr: IBS.BBB.01.05 / 1.Semester / ECTS: 6</u></p> <p>Portfolio</p>
	<p><u>Political Economics (E) /ILV / LV-Nr: IBS.BBB.02.03 / 2.Semester / ECTS: 4</u></p> <p>Portfolio</p>
	<p><u>International Economics (E) /ILV / LV-Nr: IBS.BBB.03.05 / 3.Semester / ECTS: 3</u></p> <p>Portfolio</p>

Module number:	Empirical research methods	Scope:	
		13	ECTS
BB.EFM			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	1. Semester		
	3. Semester		
	4. Semester		
Level	1. Semester: 1. Study cycle, Bachelor / 3. Semester: 1. Study cycle, Bachelor / 4. Semester: 1. Study cycle, Bachelor		
Previous knowledge	1. Semester: none / 3. Semester: Course: Business Mathematics / 4. Semester: English version will be available soon		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Applied Business Mathematics /ILV / LV-Nr: IBS.BBB.01.06 / 1.Semester / ECTS: 5</u> <ul style="list-style-type: none"> • Sydsaeter, Knut; Hammond; Peter; Strom, Arne: Mathematik für Wirtschaftswissenschaftler: Basiswissen mit Praxisbezug. Pearson Studium (in the current edition) • Christiaans, Thomas; Ross, Matthias: Wirtschaftsmathematik für das Bachelor-Studium. Springer Gabler (in the current edition) • Hettich, Günter; Jüttler, Helmut; Luderer, Bernd: Mathematik für Wirtschaftswissenschaftler und Finanzmathematik. Oldenbourg Wissenschaftsverlag (in the current edition) 		
	<u>Business Statistics (E) /ILV / LV-Nr: IBS.BBB.03.08 / 3.Semester / ECTS: 5</u> <ul style="list-style-type: none"> • Anderson, David R.; Sweeney, Dennis J.; Williams, Thomas A.: Essentials of Modern Business Statistics with MS Excel. South Western • Jaggia, Sanjiv; Kelly, Alison: Business Statistics: Communicating with Numbers. McGraw-Hill Education (latest edition) • De Veaux, Richard D.; Velleman; Paul F.; Sharpe, Norean Radke: Business Statistics, Global Edition. Pearson Education Limited (latest edition) 		
	<u>Exploratory research methods /ILV / LV-Nr: IBS.BBB.04.06 / 4.Semester / ECTS: 3</u> <ul style="list-style-type: none"> • Buber, Renate; Holzmüller, Hartmut: Qualitative Marktforschung: Konzepte - Methoden – Analysen. Gabler Verlag (in the current edition) • Flick, Uwe: Qualitative Sozialforschung. Eine Einführung. Rowohlt Taschenbuchverlag. (in the current edition) • Lamnek, Siegfried; Krell, Claudia: Qualitative Sozialforschung. Beltz Verlag. (in the current edition) • Mayring, Philipp: Einführung in die qualitative Sozialforschung. Beltz (in the current edition) 		
Acquisition of skills	<u>Applied Business Mathematics /ILV / LV-Nr: IBS.BBB.01.06 / 1.Semester / ECTS: 5</u> The students are able to: <ul style="list-style-type: none"> • use mathematical methods of differential calculus for economic problems. • discuss the basics of financial mathematical expressions and to derive them by means of exponential calculus instruments. • able to analyze and evaluate macro- and microeconomic issues within the framework of mathematical models. • solve fundamental economic and financial mathematical tasks independently. • use mathematical expressions as a basis for statistical data analysis. • use software like WolframAlpha and Excel for analysis and visualization of mathematical problems. • able to implement optimization tasks on the basis of multivariate functions and to represent them with suitable software 		
	<u>Business Statistics (E) /ILV / LV-Nr: IBS.BBB.03.08 / 3.Semester / ECTS: 5</u> The students are able to: <ul style="list-style-type: none"> • independently analyze empirical data with suitable statistical methods and interpret the results. • explain the differences between descriptive and inductive statistics. • identify and independently implement essential statistical procedures. • analyze and answer questions from the economic professional practice with statistical methods. • competently use the Microsoft Excel software package for a wide range of data analyses and, if necessary, to fall back on alternative software such as SPSS or R. • create and interpret concentration measures for the analysis of e.g. income inequality 		
	<u>Exploratory research methods /ILV / LV-Nr: IBS.BBB.04.06 / 4.Semester / ECTS: 3</u> The students are able to: <ul style="list-style-type: none"> • describe the basic methodological approaches in the social sciences and to orientate their own research projects accordingly. • designate qualitative data collection procedures and implement them independently. • create questionnaires based on theoretical concepts and conduct and evaluate interviews and group discussions • discuss the potential/limitations of qualitative methods and relate them to quantitative methods. • assess the possible combinations of qualitative and quantitative methods and implement them in practice. 		
Course contents	<u>Applied Business Mathematics /ILV / LV-Nr: IBS.BBB.01.06 / 1.Semester / ECTS: 5</u> <ul style="list-style-type: none"> • Linear and quadratic functions • Elementary financial mathematics • Differential calculus • Linear systems of equations 		
Course contents	<ul style="list-style-type: none"> • Analysis of functions with two variables • Optimization with Lagrange function 		

	<p><u>Business Statistics (E) /ILV / LV-Nr: IBS.BBB.03.08 / 3.Semester / ECTS: 5</u></p> <ul style="list-style-type: none"> • Basic concepts of statistics • Univariate and multivariate data description • Basics of probability theory and theoretical distributions • Estimation procedures and statistical tests • Software like MS Excel (in-depth) and/or SPSS/R (on an illustrative basis) • Gini coefficient and Herfindahl index
	<p><u>Exploratory research methods /ILV / LV-Nr: IBS.BBB.04.06 / 4.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Basic principles of qualitative social research • Survey methods in qualitative interviewing and observation • Qualitative selection procedures and content analysis • Group discussion and interviewing • Combination of methods
Teaching and learning methods	<p><u>Applied Business Mathematics /ILV / LV-Nr: IBS.BBB.01.06 / 1.Semester / ECTS: 5</u></p> <p>Blended Learning</p>
	<p><u>Business Statistics (E) /ILV / LV-Nr: IBS.BBB.03.08 / 3.Semester / ECTS: 5</u></p> <p>Blended Learning</p>
	<p><u>Exploratory research methods /ILV / LV-Nr: IBS.BBB.04.06 / 4.Semester / ECTS: 3</u></p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p><u>Applied Business Mathematics /ILV / LV-Nr: IBS.BBB.01.06 / 1.Semester / ECTS: 5</u></p> <p>Portfolio</p>
	<p><u>Business Statistics (E) /ILV / LV-Nr: IBS.BBB.03.08 / 3.Semester / ECTS: 5</u></p> <p>Portfolio</p>
	<p><u>Exploratory research methods /ILV / LV-Nr: IBS.BBB.04.06 / 4.Semester / ECTS: 3</u></p> <p>Portfolio</p>

Module number:	scientific methods	Scope:	
BB.WIS		17	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	2. Semester		
	5. Semester		
	6. Semester		
Level	2. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor / 6. Semester: 1. Study cycle, Bachelor / 6. Semester: 1. Study cycle, Bachelor		
Previous knowledge	2. Semester: none / 5. Semester: Course of the first four semesters / 6. Semester: Contents from all courses with links to the topic of the Bachelor thesis of the entire degree program, especially Science, Research and Publishing, Scientific Topics in IBS / 6. Semester: Contents from all courses with links to the topic of the Bachelor thesis of the entire degree program, especially Science, Research and Publishing, Scientific Topics in IBS and BA-Camp		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<p><u>Academic Methods /ILV / LV-Nr: IBS.BBB.02.06 / 2.Semester / ECTS: 2</u></p> <ul style="list-style-type: none"> • Ebster, Claus; Stalzer, Lieselotte.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. UTB (in the current edition) • Nicol, Natascha; Albrecht, Rolf: Scientific work with Word. Addison Wesley (in the current edition) • 1-2 recent articles from professional journals 		
	<p><u>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.BBB.05.08 / 5.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Krugman, Paul R. et al.: Internationale Wirtschaft. Pearson (in the current edition) • Articles from professional journals, magazines and manuals 		
	<p><u>BA-Camp /ILV / LV-Nr: IBS.BBB.06.07 / 6.Semester / ECTS: 1</u></p> <ul style="list-style-type: none"> • Ebster, Claus; Stalzer, Lieselotte.: Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler. UTB (in the current edition) • Nicol, Natascha; Albrecht, Rolf: Academic methods with Word. Addison Wesley (in the current edition) • as well as literature depending on the chosen topic of the Bachelor thesis and the chosen method 		
	<p><u>Bachelor Thesis Seminar /SE / LV-Nr: IBS.BBB.06.08 / 6.Semester / ECTS: 10</u></p> <p>English version will be available soon</p>		
Acquisition of skills	<p><u>Academic Methods /ILV / LV-Nr: IBS.BBB.02.06 / 2.Semester / ECTS: 2</u></p> <p>The students:</p> <ul style="list-style-type: none"> • have a basic understanding of the necessity of science, research and publishing in the scientific community. • understand how the state of research on a particular topic is determined. • can formulate research questions clearly and appropriately to the topic. • know different methods for answering research questions and can select the one that is relevant to the topic. • have an overview of where to research which specialist literature and how to evaluate it as well as how it is used 		

	<p>appropriately in the text (critical reflection, citation style).</p> <ul style="list-style-type: none"> • can differentiate in the relevance of practical and scientific problems and questions. • have the knowledge to write a scientific paper of medium complexity and manage-able volume according to given formal specifications. <p><u>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.BBB.05.08 / 5.Semester / ECTS: 4</u></p> <p>The students:</p> <ul style="list-style-type: none"> • recognize patterns of coupling and decoupling of practical problems and research programs and flows. • know about the political and economic dimension of research initiatives, funding and programs. • can trace trends of topics and initiatives as well as the development of paradigms and a canon (state of the art). • are able to locate their own research interests and problems in the area of conflict between theory and practice. <p><u>BA-Camp /ILV / LV-Nr: IBS.BBB.06.07 / 6.Semester / ECTS: 1</u></p> <p>The students:</p> <ul style="list-style-type: none"> • can identify a suitable topic for their Bachelor thesis and narrow it down to a work-able level. • are able to define a suitable objective, research question and method. • are able to prepare and present their ideas in an easily understandable way. • are able to critically discuss, reflect and thereby further develop their ideas and those of their fellow students against the background of the academic "state of the art". <p><u>Bachelor Thesis Seminar /SE / LV-Nr: IBS.BBB.06.08 / 6.Semester / ECTS: 10</u></p> <p>The students:</p> <ul style="list-style-type: none"> • are able to independently collect, interpret and critically reflect on data with the help of a self-chosen scientific methodology. They are able to work out and develop arguments and solutions to problems. • are able to present results in a comprehensible way and according to scientific standards within the framework of the Bachelor thesis. • are able to organize the entire working and development process independently. • are able to independently prepare and learn knowledge and skills from cross-connections of the study contents for the final Bachelor examination.
Course contents	<p><u>Academic Methods /ILV / LV-Nr: IBS.BBB.02.06 / 2.Semester / ECTS: 2</u></p> <ul style="list-style-type: none"> • Characteristics, rules and basic principles of science and scientific work • Scientific theory and methodological principles of scientific research • Overview of the research method observation, questioning, content analysis and experiment • Using word processing programs to write formally correct scientific papers • Overview of databases and other ways to find literature sources • Editing and critical discussion of articles from professional journals <p><u>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.BBB.05.08 / 5.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Current trends in practice and research in International Business Studies • Development and careers of topics and methods • Research in databases <p><u>BA-Camp /ILV / LV-Nr: IBS.BBB.06.07 / 6.Semester / ECTS: 1</u></p> <ul style="list-style-type: none"> • Topic development and preparation in the context of a poster and an exposé • Presentation and discussion of a poster in small groups • Poster and exposé creation <p><u>Bachelor Thesis Seminar /SE / LV-Nr: IBS.BBB.06.08 / 6.Semester / ECTS: 10</u></p> <ul style="list-style-type: none"> • Advancing the knowledge of scientific work with regard to the development and implementation of a research design as well as the structuring of the editing process. • Regular meetings to discuss the current status and progress of the Bachelor thesis with the accompanying academic supervision • Information on the final Bachelor examination
Teaching and learning methods	<p><u>Academic Methods /ILV / LV-Nr: IBS.BBB.02.06 / 2.Semester / ECTS: 2</u></p> <p>Blended Learning</p> <p><u>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.BBB.05.08 / 5.Semester / ECTS: 4</u></p> <p>Blended Learning</p> <p><u>BA-Camp /ILV / LV-Nr: IBS.BBB.06.07 / 6.Semester / ECTS: 1</u></p> <p>Blended Learning</p> <p><u>Bachelor Thesis Seminar /SE / LV-Nr: IBS.BBB.06.08 / 6.Semester / ECTS: 10</u></p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p><u>Academic Methods /ILV / LV-Nr: IBS.BBB.02.06 / 2.Semester / ECTS: 2</u></p> <p>Portfolio</p> <p><u>Scientific Topics in International Business Studies /SE / LV-Nr: IBS.BBB.05.08 / 5.Semester / ECTS: 4</u></p> <p>term paper, presentation</p> <p><u>BA-Camp /ILV / LV-Nr: IBS.BBB.06.07 / 6.Semester / ECTS: 1</u></p> <p>Exposé, presentation</p> <p><u>Bachelor Thesis Seminar /SE / LV-Nr: IBS.BBB.06.08 / 6.Semester / ECTS: 10</u></p> <p>Bachelor thesis</p>

Module number:	Applied economics	Scope:		
		30	ECTS	
BB.AWW				
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time			
Position in the curriculum	3. Semester			
	4. Semester			
	5. Semester			
	6. Semester			
Level	3. Semester: 1. Study cycle, Bachelor / 4. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor / 6. Semester: 1. Study cycle, Bachelor			
Previous knowledge	3. Semester: none / 4. Semester: Course of the first three semesters / 4. Semester: none / 4. Semester: Successful completion of the course: Digital Transformation I: Basics / 5. Semester: Successful completion of the course: Digital Transformation I: Basics and Digital Transformation II: Markets & Companies / 6. Semester: Course for the first five semesters / 6. Semester: English version will be available soon / 6. Semester: none			
Blocked	no			
Participant group	A-levels and/or corresponding previous training, beginners			
Literature recommendation	<u>Digital Transformation I: Basics (E) /ILV / LV-Nr: IBS.BBB.03.01 / 3.Semester / ECTS: 4</u> <ul style="list-style-type: none"> Hoffmeister, Christian: Digital Business Modelling. Hanser (latest edition) Urbach, Nils; Röglinger, Maximilian (publisher): Digitalization Cases: How Organizations Rethink Their Business for the Digital Age. Springer (latest edition) 1-2 current articles from professional journals 			
	<u>Digital Transformation II: Markets & Companies (E) /ILV / LV-Nr: IBS.BBB.04.01 / 4.Semester / ECTS: 4</u> <ul style="list-style-type: none"> Gassmann, Oliver; Sutter, Philipp: Digitale Transformation im Unternehmen gestalten. Hanser (latest edition) Porter, Michael; Heppelmann, James E.: Wie smarte Produkte Unternehmen verändern, in: Harvard Business Manager 12/2015 			
	<u>Agile project management & practical project I /PT / LV-Nr: IBS.BBB.04.03 / 4.Semester / ECTS: 6</u> <ul style="list-style-type: none"> Hesseler, Michael: Project management: Wissensbausteine für die erfolgreiche Projektarbeit. Vahlen (in the current edition) Olfert, Klaus: Projektmanagement. Kiehl (in the current edition) Stöger, Roman: Wirksames Projektmanagement. Schäffer-Poeschel (in the current edition) 			
	<u>Study Trip (E) /ILV / LV-Nr: IBS.BBB.04.07 / 4.Semester / ECTS: 3</u> English version will be available soon			
	<u>Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.BBB.05.01 / 5.Semester /</u> <ul style="list-style-type: none"> Hoffmeister, Christian: Digital Business Modelling. Hanser (latest edition) Urbach, Nils; Röglinger, Maximilian (publisher): Digitalization Cases: How Organizations Rethink Their Business for the Digital Age. Springer (latest edition) 1-2 current articles from professional journals 			
	<u>Business Simulation Game (E) /UE / LV-Nr: IBS.BBB.06.03 / 6.Semester / ECTS: 2</u> <ul style="list-style-type: none"> Hall, William: Shift: Using Business Simulations and Serious Games: a Straightforward Guide for Corporate Training and Development. Createspace Independent Pub (latest edition) 			
	<u>Current Topic /ILV / LV-Nr: IBS.BBB.06.04 / 6.Semester / ECTS: 4</u> <ul style="list-style-type: none"> Literature depends on the chosen thematic focus of the course 1-2 current articles from professional journals 			
	<u>International Business Experience (E) /ILV / LV-Nr: IBS.BBB.06.05 / 6.Semester / ECTS: 2</u> Depending on the specific topic			
	Acquisition of skills	<u>Digital Transformation I: Basics (E) /ILV / LV-Nr: IBS.BBB.03.01 / 3.Semester / ECTS: 4</u> The students: <ul style="list-style-type: none"> know the basics and basic concepts of digitization (with corresponding cross-reference to economics). gain an overview of the most important topics and theories of digitization. recognise the interrelationships and have a basic understanding of how digitization affects the economy. are skilled in the initial applications of digital management to their own company. develop an active interest in digitization and can place it in a broader context (i.e. not just technology or IT). 		
		<u>Digital Transformation II: Markets & Companies (E) /ILV / LV-Nr: IBS.BBB.04.01 / 4.Semester / ECTS: 4</u> The students: <ul style="list-style-type: none"> understand the development dynamics of digitization in markets and industries. know the impact of digitization on customers, competition, products and services understand the changes in companies (structure, management, culture, etc.) that are triggered by digitalization. are able to apply proven business-related concepts and theories to digitization 		
<u>Agile project management & practical project I /PT / LV-Nr: IBS.BBB.04.03 / 4.Semester / ECTS: 6</u> The students:				
Acquisition of skills	<ul style="list-style-type: none"> know how to define and run projects. deal with the aspects of agile tools in projects. apply project management to a practical example. 			
	<u>Study Trip (E) /ILV / LV-Nr: IBS.BBB.04.07 / 4.Semester / ECTS: 3</u>			

	<p>The students:</p> <ul style="list-style-type: none"> • acquire intercultural experience in a condensed form in the course of a study trip. • are able to recognize and assess the socio-cultural and economic specifics of the host country and to critically evaluate and reflect on them in relation to the usual context. • synthesize expert knowledge and theoretical knowledge from their previous studies as well as their practical experience to the ability to independently set up, organize, implement and evaluate complex projects. <p><u>Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.BBB.05.01 / 5.Semester /</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know the impact of digitization on communication and information. • can apply project management methods to digitization. • are capable of implementing digitization in the form of a project on a company. • master the "tools" to achieve digitization. <p><u>Business Simulation Game (E) /UE / LV-Nr: IBS.BBB.06.03 / 6.Semester / ECTS: 2</u></p> <p>The students:</p> <ul style="list-style-type: none"> • can make decisions based on specific information. • can analyze the effects of their decisions. • apply theoretical knowledge for decision making. • can work in a team and accept team decisions. <p><u>Current Topic /ILV / LV-Nr: IBS.BBB.06.04 / 6.Semester / ECTS: 4</u></p> <p>During the course, a current topic is worked out and dealt with in depth. This is selected in advance, in consultation with the students of the class, and planned anew for each class. The specific learning outcomes are accordingly dependent on the chosen thematic focus and didactic implementation of the course.</p> <p><u>International Business Experience (E) /ILV / LV-Nr: IBS.BBB.06.05 / 6.Semester / ECTS: 2</u></p> <p>The students are able to evaluate the inputs during the excursion against the background of the expertise from their previous studies and derive strategy options.</p>
<p>Course contents</p>	<p><u>Digital Transformation I: Basics (E) /ILV / LV-Nr: IBS.BBB.03.01 / 3.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Introduction and history of the development of digitization • Basic concepts and basic theories of digitization • Overview of the factors influencing Markets & Companies through digitization • First digital application and implementation methods in a business context • Overview of the connections between digitization and classical business-related management functions (marketing, sales, HR, RandD, etc.) <p><u>Digital Transformation II: Markets & Companies (E) /ILV / LV-Nr: IBS.BBB.04.01 / 4.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Development and change of markets, industries and business models through digitization • Influence of digital trends on customers, competitors and market performance • Effects of digitization on classical business concepts of: Companies, organization, management, culture, etc. • Reflection and adaptation of classical business theories and models to digitization (life cycle, value chain, 5-forces, etc.) <p><u>Agile project management & practical project I /PT / LV-Nr: IBS.BBB.04.03 / 4.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Project planning and organization • Project cooperation and implementation • Project performance • Key figures of project management • "Business idea development" practical project • Structuring using Business Model Canvas • Development of a business plan <p><u>Study Trip (E) /ILV / LV-Nr: IBS.BBB.04.07 / 4.Semester / ECTS: 3</u></p> <ul style="list-style-type: none"> • Independent preparation and organization of the trip in coordination with the management of the course • Visits to companies, courses at partner universities as well as lectures and events with the aim of gaining in-depth knowledge of the economic and socio-cultural specifics of the country and its economy <p><u>Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.BBB.05.01 / 5.Semester /</u></p> <ul style="list-style-type: none"> • Impact of digitization on communication and information using proven concepts (stakeholders, etc.) • Importance and change of project management in the digital age • Elaboration of a practical project focusing on digitization using a specific company • Toolbox for the implementation of digital topics <p><u>Business Simulation Game (E) /UE / LV-Nr: IBS.BBB.06.03 / 6.Semester / ECTS: 2</u></p> <ul style="list-style-type: none"> • Operational functions (production, marketing, logistics, supply chain management) • Market analyzes and market developments • Use of analysis tools (SWOT, benchmark, market shares, cost and contribution margin analyses, etc.)
<p>Course contents</p>	<ul style="list-style-type: none"> • Development of strategies • Controlling and key figures <p><u>Current Topic /ILV / LV-Nr: IBS.BBB.06.04 / 6.Semester / ECTS: 4</u></p> <p>Current subject areas and questions are offered in order to give students the opportunity to expand or supplement the regular IBS curriculum.</p> <p><u>International Business Experience (E) /ILV / LV-Nr: IBS.BBB.06.05 / 6.Semester / ECTS: 2</u></p>

	<ul style="list-style-type: none"> • Independent preparation and organization of an excursion to the surrounding for-eign countries in coordination with the course management • Optional: Company visit, attendance of a conference or a workshop and direct ex-change with acting players and conceptual development of a relevant problem 	
Teaching and learning methods	<u>Digital Transformation I: Basics (E) /ILV / LV-Nr: IBS.BBB.03.01 / 3.Semester / ECTS: 4</u> Blended Learning	
	<u>igital Transformation II: Markets & Companies (E) (/ILV / LV-Nr: IBS.BBB.04.01 / 4.Semester / ECTS: 4</u> Blended Learning	
	<u>Agile project management & practical project I /PT / LV-Nr: IBS.BBB.04.03 / 4.Semester / ECTS: 6</u> Blended Learning	
	<u>Study Trip (E) /ILV / LV-Nr: IBS.BBB.04.07 / 4.Semester / ECTS: 3</u> Excursion	
	<u>Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.BBB.05.01 / 5.Semester /</u> Blended Learning	
	<u>Business Simulation Game (E) /UE / LV-Nr: IBS.BBB.06.03 / 6.Semester / ECTS: 2</u> eLearning	
	<u>Current Topic /ILV / LV-Nr: IBS.BBB.06.04 / 6.Semester / ECTS: 4</u> Blended Learning	
	<u>International Business Experience (E) /ILV / LV-Nr: IBS.BBB.06.05 / 6.Semester / ECTS: 2</u> Excursion	
	Evaluation Methods Criteria	<u>Digital Transformation I: Basics (E) /ILV / LV-Nr: IBS.BBB.03.01 / 3.Semester / ECTS: 4</u> Portfolio
		<u>igital Transformation II: Markets & Companies (E) (/ILV / LV-Nr: IBS.BBB.04.01 / 4.Semester / ECTS: 4</u> Portfolio
<u>Agile project management & practical project I /PT / LV-Nr: IBS.BBB.04.03 / 4.Semester / ECTS: 6</u> Project		
<u>Study Trip (E) /ILV / LV-Nr: IBS.BBB.04.07 / 4.Semester / ECTS: 3</u> Portfolio		
<u>Digital Transformation III: Communication & Practical Project II (E) /PT / LV-Nr: IBS.BBB.05.01 / 5.Semester /</u> Project		
<u>Business Simulation Game (E) /UE / LV-Nr: IBS.BBB.06.03 / 6.Semester / ECTS: 2</u> Portfolio		
<u>Current Topic /ILV / LV-Nr: IBS.BBB.06.04 / 6.Semester / ECTS: 4</u> Portfolio		
<u>International Business Experience (E) /ILV / LV-Nr: IBS.BBB.06.05 / 6.Semester / ECTS: 2</u> Portfolio		

Module number:	Management & Strategy	Scope:	
BB.MST		12	ECTS
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	4. Semester		
	5. Semester		
Level	4. Semester: 1. Study cycle, Bachelor / 5. Semester: 1. Study cycle, Bachelor		
Previous knowledge	4. Semester: All previous knowledge relevant to the contents from the previous study / 5. Semester: English version will be available soon		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Management & Strategy I /ILV / LV-Nr: IBS.BBB.04.02 / 4.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Porter, Michael: Wettbewerbsstrategie. Campus (in the current edition) • Stöger, novel: Strategieentwicklung für die Praxis. Schäffer-Poeschel (in the current edition) • 1-2 current articles from professional journals 		
	<u>Management & Strategy II /ILV / LV-Nr: IBS.BBB.05.02 / 5.Semester / ECTS: 6</u> <ul style="list-style-type: none"> • Müller-Stewens, Günter; Lechner, Christoph: Strategisches Management. Schäffer-Poeschel (in the current edition) • Stöger, novel: Strategieentwicklung für die Praxis. Schäffer-Poeschel (in the current edition) 		

	<ul style="list-style-type: none"> • 1-2 current articles from professional journals
Acquisition of skills	<p><u>Management & Strategy I /ILV / LV-Nr: IBS.BBB.04.02 / 4.Semester / ECTS: 6</u></p> <p>The students:</p> <ul style="list-style-type: none"> • know the basics of strategic corporate management. • have an overview of the most important theories of strategic management and related business-related disciplines (marketing, etc.) • are proficient in essential strategic methods and tools. • are capable of designing a strategy process in a company.
	<p><u>Management & Strategy II /ILV / LV-Nr: IBS.BBB.05.02 / 5.Semester / ECTS: 6</u></p> <p>The students:</p> <ul style="list-style-type: none"> • understand the connections between strategy, organization, productivity, leader-ship, culture, change, etc. • are capable of applying strategic methods to their own company. • can combine strategy and new megatrends (digitization, VUCA-World, etc.). • have the skills to independently develop strategy methods.
Course contents	<p><u>Management & Strategy I /ILV / LV-Nr: IBS.BBB.04.02 / 4.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • Introduction to strategic corporate management • Core topics of strategic management: Navigation system, competitive strategy, mission statement, value creation • Analysis and design of the strategy process in a company • Essential strategy methods (value chain, 5-forces, etc.)
	<p><u>Management & Strategy II /ILV / LV-Nr: IBS.BBB.05.02 / 5.Semester / ECTS: 6</u></p> <ul style="list-style-type: none"> • "Holistic strategic management" in the sense of combining strategy with: Organiza-tion, productivity, leadership, culture, change, etc. • Linking strategy with current issues • Development and adaptation of strategic methods • Application and implementation of strategic issues for your own company
Teaching and learning methods	<p><u>Management & Strategy I /ILV / LV-Nr: IBS.BBB.04.02 / 4.Semester / ECTS: 6</u></p> <p>Blended Learning</p>
	<p><u>Management & Strategy II /ILV / LV-Nr: IBS.BBB.05.02 / 5.Semester / ECTS: 6</u></p> <p>Blended Learning</p>
Evaluation Methods Criteria	<p><u>Management & Strategy I /ILV / LV-Nr: IBS.BBB.04.02 / 4.Semester / ECTS: 6</u></p> <p>Portfolio</p>
	<p><u>Management & Strategy II /ILV / LV-Nr: IBS.BBB.05.02 / 5.Semester / ECTS: 6</u></p> <p>Portfolio</p>

Module number:	Internship	Scope:	
		4	ECTS
BB.PRA			
Degree program	University of Applied Sciences Bachelor's Program International Business Studies part-time		
Position in the curriculum	6. Semester		
Level	6. Semester: 1. Study cycle, Bachelor		
Previous knowledge	6. Semester: English version will be available soon		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<p><u>Internship /BPR / LV-Nr: IBS.BBB.06.06 / 6.Semester / ECTS: 4</u></p> <p>none</p>		
Acquisition of skills	<p><u>Internship /BPR / LV-Nr: IBS.BBB.06.06 / 6.Semester / ECTS: 4</u></p> <p>The students:</p> <ul style="list-style-type: none"> • apply the acquired knowledge in practice. • understand processes in the professional environment. • solve problems in professional projects and implement the solutions developed. • independently work out arguments, problem solutions and strategies and develop them further. 		
Course contents	<p><u>Internship /BPR / LV-Nr: IBS.BBB.06.06 / 6.Semester / ECTS: 4</u></p> <ul style="list-style-type: none"> • Finding one's way around when starting out in the professional world • Supplementing theoretical knowledge with practical activities • Processes, workflows and situations in the professional environment • Confidence in implementing acquired knowledge • Min. 100 working hours in full employment 		
Teaching and learning methods	<p><u>Internship /BPR / LV-Nr: IBS.BBB.06.06 / 6.Semester / ECTS: 4</u></p> <p>Work experience</p>		
Evaluation Methods Criteria	<p><u>Internship /BPR / LV-Nr: IBS.BBB.06.06 / 6.Semester / ECTS: 4</u></p> <p>Portfolio</p>		

2.3 Internship

The students choose an internship independently. They can draw on the extensive range of internship advertisements offered by the Kufstein University of Applied Sciences. The Director of Studies checks the professional correspondence of the internship activities with the contents of the course and the qualification profiles of the course of studies. Subsequently, the Director of Studies checks whether the internship corresponds to the training objectives of the program and whether the student can be employed according to his/her level of qualification. A detailed internship guide supports students in organizing their internship semester; students can also contact the Director of Studies if they have any questions or need support.

Students must apply for the internship using the form (= occupational profile). The form contains the central data of the student and the internship supervision as well as the goals and the tasks/activities in the company providing the internship. The internship is confirmed or approved by the signatures of the Director of Studies and the internship supervisor.

The student must reflect, document and present the experiences and findings gathered and evaluate the internship. Conversely, the internship supervisor must evaluate the students. The student must prepare an interim report, a final report and a presentation and complete an evaluation form. At the beginning of the internship, he/she will receive an internship guide which lists the points to be worked on. A key requirement is to compare the agreed objectives with the achieved ones. The documentation prepared by the student and the supervisor is evaluated by the Director of Studies. If the achievement of the goals and the adaptation to the qualification level of the student are not guaranteed, the corresponding internship position is excluded for the future. A list and reports on the internships are available to subsequent students via the Moodle teaching platform.

2.4 Semester Abroad

Since its inception, the International Business & Management program has included a mandatory year abroad at one of the University of Applied Sciences' partner universities. A total workload of 52 ECTS over two semesters must be demonstrated at the partner university in question. In order to achieve a stronger bond between the students and the FH Kufstein during their year abroad, to strengthen the cohesion of the class and to promote an exchange of experiences among the students, one course (4 ECTS) per semester abroad is carried out using eLearning methods.

In the course of preparation for their studies abroad, students are given selected institutions which are particularly suitable for the degree program in International Business & Management. The list of institutions is based on many years of experience combined with appropriate new entrants. The courses to be taken abroad must be related to the topics of the International Business & Management program (especially in the areas of marketing, management and finance). This ensures that students receive an in-depth knowledge of the relevant subjects so that the desired competences can be developed. Intercultural and linguistic competences, which are highly relevant in practice, are also promoted during the studies abroad. Students are also encouraged to organize most of their stay abroad independently (e.g. search for accommodation, obtaining the necessary documents for registration and travel to the country in question, etc.).

The International Relations Office (IRO) of the FH Kufstein, in cooperation with the degree program, organizes an information event on the subject areas "semesters abroad and internships" in the run-up to the program, as well as the annual Exchange Fair. In addition, the IRO is constantly available for advice. The Fachhochschule Kufstein Tirol has more than 200 contacts to cooperating universities. The students name their preferred partner universities and then receive the allocation based on a grade ranking. In addition, students choose courses with a volume of 26 ECTS per semester. The course selection of the students is checked for equivalence by the Director of Studies and recorded in the Learning Agreement. The Learning Agreement is signed by the IRO after approval by the Director of Studies. At the partner university, the Learning Agreement must be countersigned by the local IRO. If the course selection is changed, the supplementary sheet "Changes to the Learning Agreement" must

be completed and submitted immediately to the IRO in Kufstein or to the Director of Studies for approval.

The recognition of the degree program abroad is confirmed by the Transcript of Records of the host university and attached to the certificate of recognition.

3 ADMISSION REQUIREMENTS

The admission requirements at the FH Kufstein Tirol are regulated according to the following terms:

1. The general admission requirements are regulated by § 4 FHG as amended; it applies to **persons with a general university entrance qualification**.

2. **Persons without a school-leaving certificate** must take a **university entrance examination** according to § 64 a UG 2002 as amended. These persons acquire the general university entrance qualification for Bachelor studies in a specialization group by passing the university entrance examination in accordance with an ordinance issued by the Rector's Office of a University. The successful completion of the university entrance examination thus entitles the holder to admission to all studies in the specialization group for which the university entrance qualification was acquired. The university entrance examination can be obtained for certain groups of subjects in accordance with an ordinance of the Rector's Office of a university, whereby the following group of subjects is relevant for the FH Kufstein: Social and economic studies (e.g. Business Administration, Economic Education, Statistics, Sociology).

Applicants who have completed a 3-year **vocational, middle school, a training in the dual system** or a **subject-relevant German advanced technical college certificate** obtain the entitlement to study at the FH Kufstein Tirol through supplementary examinations in the subjects German, English and Mathematics. In the case of the German advanced technical college certificate, the supplementary examination must only be taken in those of the three subjects in which the grade is "inadequate" or worse. All supplementary examinations must be passed before the start of the third semester.

3. For **individuals with relevant dual training** the **apprenticeship certificate** in one of the following **special fields** according to the respectively valid announcement of the Federal Ministry of Economics, Family and Youth is valid as an admission requirement:

- Office, Administration, Organization
- Trade
- Tourism and Gastronomy
- Marketing and sales

4. **Persons with a degree** from one of the relevant **vocational middle schools** listed below may also be admitted:

- Commercial schools (at least two years)
- Vocational, technical and applied arts schools (at least two years)
- Vocational schools for tourism professions
- Vocational schools for economic professions (three years)
- Vocational schools for agricultural and forestry occupations (at least two years)
- Technical schools for fashion and clothing technology
- Commercial schools (three years)

Newly emerging apprenticeships in similar fields must be recognized accordingly.

The **group of persons under numbers 3. and 4.** must complete **supplementary examinations** by the beginning of the third semester as an entry requirement and, if necessary, take appropriate preparatory courses. This is possible at the FH Kufstein.

The following supplementary examinations are required for this group of people:

- German
- English
- Mathematics

Below is an overview of which subject area of the German FOS/BOS is the relevant admission requirement. Here, supplementary examinations must be taken within the first semesters in the subjects Mathematics, German and English (if a grade of "poor" or worse was achieved in these subjects).

	IBS (BA) vz/bb
FOS	
- Technology	X
- Economics and Administration	X
- Social Welfare	X
- Agriculture, Biotechnology and Environmental Technology	X
- Design	X
- Health	X
- International Business Studies	X
BOS	
- Technology	X
- Economics and Administration	X
- Social Welfare	X
- Agriculture, Biotechnology and Environmental Technology	X
- Health	X
- International Business Studies	X
In the case of relevant internships (marketing, trade, administration), other disciplines can also be accepted (after consultation with the Director of Studies).	