



**Hochschule  
Bonn-Rhein-Sieg**  
University of Applied Sciences

Department of Management Sciences  
Rheinbach Campus



**Module Catalogue  
Examination Regulation 2017**



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## 0 Curriculum, Teaching and Examination Languages

7	Electives (6/4)			Methodology 5 (5/3)		Business Psychology 4 (7/3)		Final Thesis (12)			CP	SWS		
	Elective Business & Economic Sciences (3/2)	Elective Psychology (3/2)	Diagnostics & Evaluation (5/3)		Participation in Experimental Studies (2)	Research & Practice Colloquium (5/3)	Final Thesis (12)			30	10			
6	Internship (30)										30	0		
	Internship (30)													
5	Business & Economic Sciences 5: Specialisation (18/12-13)						Advanced Studies (6/6)		Methodology 4 (6/4)		30	22-		
	Elective Subject (18/12-13)						Adv. St. in Business & Economic Sciences (Corporate Strategy Simulation) (3/4)	Advanced Studies in Psychology (3/2)	Experimental Training Course (6/4)	23				
4	Business & Economic Sciences 4 (10/8)			Method. 3 (6/5)	Business Psychology 3: Specialisation (18/12)						30	22		
	Macroeconomics (4/4)	Labour Law (3/2)	Commercial, Company & Marketing Law (3/2)	SPSS (2/2)	Elective Subject (18/12)									
3	Business & Economic Sciences 3 (6/6)			Methodology 3 (6/5)		Business Psychology 1 (10/6)		Business Psychology 2 (10/7)			30	22		
	Accounting 1 (2/2)	Accounting 2 (2/2)	Financial Management (2/2)	Research Methods (4/3)		Market, Advertising & Consumer Psychology (5/3)		Financial Psychology (5/3)		Work & Organisational Psychology (5/4)	Personnel Psychology (5/3)			
2	Foreign Business Language (5/4)		Methodology 2 (10/6)				Principles of Scientific Writing & Presenting (6/4)		Principles of Psychology 2 (9/8)			30	22	
	Business English (3/2)	Intercult. Communication (2/2)	Statistics 2 (5/3)		Test Theory & Diagnostics (5/3)		Rhetoric & Presentation Skills (3/2)	Principles of Scientific Writing (3/2)	General Psychology 2 (4/3)	Social Psychology 2 (2/2)	Differential Psychology (3/3)			
1	Business & Economic Sciences 1 (6/5)			Business & Economic Sciences 2 (6/5)		Methodology 1 (10/7)			Principles of Psychology 1 (8/7)			30	24	
	Principles of Business Administration (3/2)	Principles of Marketing (2/2)	Internat. Mgmt (1/1)	Principles of Organisation (3/2)	Principles of Human Resource Management (3/3)	Business Mathematics (4/3)	Statistics 1 (6/4)		General Psychology 1 (4/3)	Social Psychology 1 (2/2)	Ethics (2/2)			
Pre-courses													Total 210	122- 123
Work Techniques (Powerpoint & Excel)	Mathematics	Psychology												

The teaching and examination language is German, except in the following subjects (here English):

- Business English
- Intercultural Communication
- Principles of international Management
- Specialisation International Management (Campus Rheinbach)
- Specialisation International Financial Management (Campus Sankt Augustin)
- Specialisation Marketing, especially Business to Business (Campus Sankt Augustin)
- Specialisation Sales Management (Campus Rheinbach)



## **1 1st Semester Modules**

- Pre-courses (before the beginning of the 1st Semester)
- Business & Economic Sciences 1
- Business & Economic Sciences 2
- Methodology 1
- Principles of Psychology 1



## 1.1 Pre-courses (before the beginning of the 1st Semester)

<b>Module Title</b> Pre-courses (before the beginning of the 1st Semester)					
<b>ID Number</b> 1.1	<b>Workload</b> N/A	<b>Credits</b> 0	<b>Study Semester</b> 1. Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  Mathematics Psychology			<b>Contact Time</b>  2 SWS / 30 h 1 SWS / 15 h	<b>Self-Study</b>  N/A	<b>Planned Group Size</b>  70 Students 70 Students
<b>Learning Outcomes</b>  <b>Mathematics</b>  The bridging course Mathematics gives students the opportunity to fresh up their basic mathematical knowledge in order to benefit from it in the course of their study.  <b>Psychology</b>  Students are able to define and distinguish the sub-disciplines of psychology. They are able to explain why scientific procedures are of greatest relevance for the generation of new findings in psychology. They are also able to describe, which questions are part of the basic disciplines of psychology, the methodology and the sub-disciplines of business psychology.					
<b>Topics</b>  <b>Mathematics</b> <ul style="list-style-type: none"><li>• Number systems and basic arithmetic operations</li><li>• Sums</li><li>• Potencies</li><li>• Logarithms</li><li>• Roots</li><li>• Linear equations and equation systems</li><li>• Higher equations and in equations</li><li>• Functions</li><li>• Basics of differential calculus</li><li>• Curve sketching</li></ul> <b>Psychology</b> <ul style="list-style-type: none"><li>• Overview and short definition of the different areas of psychology</li><li>• Psychology as a science</li><li>• Introduction to the basic disciplines of psychology</li><li>• Introduction to the methods of psychology</li><li>• Introduction to the areas of business psychology</li></ul>					
<b>Forms of Teaching</b>  <b>Work Techniques</b>					



Computer-based block teaching in the pc pool of the department; the lessons are didactically supported by exercises and examples <b>Mathematics und Psychology</b> Seminar lessons and practical exercises
<b>Prerequisites for Participation</b> None
<b>Types of Examination</b> N/A
<b>Prerequisites for the Award of Credit Points</b> N/A
<b>Classification of the Module</b> (part of other degree programmes) The pre-course "Mathematics" is also part of the degree programme "Business Management"
<b>Weighted Factor for the Final Grade</b> N/A
<b>Module Representative (underlined) and Full-time Lecturers</b> Prof. Dr. Christine Buchholz, Dr. Thomas Krickhahn, <u>Andreas Ley</u>
<b>Other Information</b> Literature: <b>Mathematics</b> Cramer, E. & Nešlehová, J. (2015). Vorkurs Mathematik. Berlin: Springer. Walz, G., Zeilfelder, F. & Rießner, T. (2011). Brückenkurs Mathematik. Für Studieneinsteiger aller Disziplinen. Heidelberg: Spektrum Akademischer Verlag. <b>Psychology</b> Myers, D.G. (2014). Psychologie (3. Aufl.). Berlin, Heidelberg: Springer. Nerdinger, F. W., Blickle, G. & Schaper, N. (2014). Arbeits- und Organisationspsychologie (3. Aufl.). Berlin, Heidelberg: Springer. <b>References on specific literature will be announced at the start of lectures.</b>





## 1.2 Business & Economic Sciences 1: Principles of Business Administration, Principles of Marketing, Intro- duction to International Management

<b>Module Title</b> Business & Economic Sciences 1					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
1.2	180 h	6	1stSemester	Summer and Winter Semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Principles of Business Administration			2 SWS / 30 h	60 h	70Students
Principles of Marketing			2 SWS / 30 h	30 h	70 Students
Introduction to International Management			1 SWS / 15 h	15 h	70 Students
<b>Learning Outcomes</b>					
<b>Principles of Business Administration</b> Students acquire generally applicable business techniques and instruments (e. g. problem analysis, system analysis, benefit analysis) and are thereby enabled to identify and link the structures and processes of a business enterprise. A main focus lies with the competence to systematically and transparently process business decision problems.					
<b>Principles of Marketing</b> Students acquire knowledge in the identification of marketing problems and the respective conclusions for the composition of marketing mixes. The focus is on marketing decisions of the operational management in terms of including customer requirements and the adequate satisfaction of market demands.					
<b>Introduction to International Management</b> Students acquire theoretical and practice-oriented knowledge in international management. The focus is on the basic principles and functions of the management of globally operating companies, e. g. important factors of globalisation, the theory of comparative cost advantages, cultural issues of international corporate management, essential international market entry strategies and the particular challenge for international managers. Students are enabled to describe and explain these topics by means of real life examples.					
<b>Topics</b>					
<b>Principles of Business Administration</b> <ul style="list-style-type: none"><li>• What are the topics of business administration?</li><li>• Classification of business administration as a sciences; history of business administration</li><li>• Concept of science, business administration as a theory of enterprises; methodology; goals of business in business administration</li><li>• Location decisions, selection criteria, internationalisation</li><li>• Decisions on legal forms, fundamental issues, description and comparison of the different legal forms, particular applications and new models</li></ul>					





- Cooperation among companies (case study)
- Corporate constitution, modern conceptions of “democratic companies”, comparison of state and company
- Corporate governance
- Controlling and controlling instruments
- Organisation

### **Principles of Marketing**

- Principles of distribution management (marketing)
- Marketing research and market segmentation
- Methods of strategic marketing
- Methods of operational marketing, e. g.
  - Product policy
  - Price policy
  - Distribution policy
  - Communication policy

### **Introduction to International Management**

- Globalisation: Important factors, advantages and disadvantages, essential actors
- Analysis of national markets and business environment: economic profile of the target country, cultural profile of the target country, evaluation of national markets and other forms of country risks, market entry barriers and evaluation of the market attractiveness of the target country
- International commerce and investments: theoretical foundations, e. g. absolute and comparative cost advantages, foreign direct investments, facts and numbers
- International market entry strategies and market cultivation strategies
- Development of international product strategies and marketing strategies: extension strategies and adaption strategies
- Dynamics of global strategies of CSR and sustainability

### **Forms of Teaching**

Seminar lessons, project work and group work, presentations and lectures

Introduction to International Management(additional): independent research on international companies, development of internationalisation strategies

### **Prerequisites for Participation**

None

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module**(part of other degree programmes)

This module is also part of the degree programme “Business Management”

### **Weighted Factor for the Final Grade**

4 per cent



**Module Representative (underlined) and Full-time Lecturers**

Frank Maikranz, Prof. Dr. Dr. Thomas Roeb, Dr. Luc Da Gbadji

**Other Information**

Literature:

**Principles of Business Administration**

Meier, H. (2019). Unternehmensführung (6. Aufl.). Berlin: NWB Verlag.

Meier, H. (2020). Business Management. Norderstedt: BoD.

Vahs, D. & Schäfer-Kunz, J. (2015). Einführung in die Betriebswirtschaftslehre (7. Aufl.). Stuttgart: Schäffer-Pöschel Verlag.

**Principles of Marketing**

Meffert, H., Burman, C. & Kirchgeorg, M. (2014). Grundlagen marktorientierter Unternehmensführung Konzepte - Instrumente – Praxisbeispiele (12. Aufl.). Wiesbaden: Springer.

Kotler, P., Armstrong, G., Harris, L. C. & Piercy, N. (2016). Grundlagen des Marketings (6., aktualisierte Aufl.). Hallbergmoos: Pearson.

Kotler, P., Keller, K. L. & Opresnik, M. O. (2015). Marketing-Management. Konzepte, Instrumente, Unternehmensfallstudien (14., aktualisierte Aufl.). Hallbergmoos: Pearson.

**Introduction to International Management**

Kutschker, M. & Schmid, S. (2011). Internationales Management (7. Aufl.). München: Oldenbourg Wissenschaftsverlag.

Wild J. J. & Wild, K. L. (2013). International Business – The Challenges of Globalization (7th ed.). Essex: Pearson.

**References on specific literature will be announced at the start of lectures.**

### 1.3 Business & Economic Sciences 2: Principles of Organisation, Principles of Personnel Management

<b>Module Title</b>					
Business & Economic Sciences 2					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
1.3	180 h	6	1stSemester	Summer and Winter Semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Principles of Organisation			2 SWS / 30 h	60 h	70 Students
Principles of Personnel Management			3 SWS / 45 h	45 h	70 Students
<b>Learning Outcomes</b>					
<p><b>Principles of Organisation</b></p> <p>Students gain insights into approaches of organisational theory, organisational design alternatives and practice-oriented determining factors and success factors. On the basis of classic concepts and recent developments in organisational theory, students are enabled to independently develop solution approaches as well as to systematically and transparently solve organisational decision problems.</p> <p><b>Principles of Personnel Management</b></p> <p>Students acquire knowledge of the basic principles of strategic and operational Personnel Management in the context of corporate business policies and social changes. Through this they learn to identify and successfully shape the basic functions of the Personnel Management as an important part of the management, as well as in the context of HR Management. They are capable of assessing the opportunities, limits and operating conditions of the learned personnel management methods with regard to current and future developments.</p>					
<b>Topics</b>					
<p><b>Principles of Organisation</b></p> <ul style="list-style-type: none"> <li>• Introduction to the principles of organisational theory</li> <li>• Selected approaches of organisational theory (classic and recent approaches)</li> <li>• Organisational solutions (structure) in practice</li> <li>• Organisational solutions (processes) in practice</li> <li>• Management of organisational change</li> <li>• Outlook on recent organisational challenges and current problems (e. g. stress, diversity, technological development etc.)</li> </ul> <p><b>Principles of Personnel Management</b></p> <ul style="list-style-type: none"> <li>• Corporate policy and personnel planning</li> <li>• Recruitment (personnel marketing, recruitment, selection)</li> <li>• Retention management, on boarding and personnel development</li> <li>• Personnel controlling</li> <li>• Personnel Management organisation and HRM approach</li> <li>• Principles of leadership</li> </ul>					



<ul style="list-style-type: none"><li>• Specifics of international HR Management</li><li>• Case studies and selected challenges (globalisation, CSR, industry 4.0)</li></ul>
<b>Forms of Teaching</b> <b>Principles of Organisation</b> Seminar lessons, case studies including solution approaches, individual work, group work <b>Principles of Personnel Management</b> Lectures, exercises, handouts, case studies
<b>Prerequisites for Participation</b> None
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) This module is also part of the degree programme "Business Management".
<b>Weighted Factor for the Final Grade</b> 4 percent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof.Dr. Harald Meier</u>
<b>Other Information</b> Literature: <b>Principles of Organisation</b> Gareth, R. J. & Bouncken, R. B. (2008). Organisation. Theorie, Design und Wandel (5., aktualisierte Aufl.). München: Pearson. Schreyögg, G. (2016). Grundlagen der Organisation. Basiswissen für Studium und Praxis (2., aktualisierte Aufl.). Wiesbaden: Springer Gabler. Vahs, D. (2015). Organisation. Ein Lehr- und Managementbuch (9., überarbeitete und erweiterte Aufl.). Stuttgart: Schäffer-Poeschel. <b>Principles of Personnel Management</b> Meier, H. (2019). Unternehmensführung (6. Aufl.). Berlin: NWB Verlag. Meier, H. (2021). HR Management & Leadership. Norderstedt: BoD. <b>References on specific literature will be announced at the start of lectures.</b>

## 1.4 Methodology 1: Business Mathematics, Statistics 1

<b>Module Title</b> Methodology 1					
<b>ID Number</b> 1.4	<b>Workload</b> 300 h	<b>Credits</b> 10	<b>Study Semester</b> 1stSemester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  Business Mathematics Statistics 1			<b>Contact Time</b>  3 SWS /45h 4 SWS / 60 h	<b>Self-Study</b>  75 h 120 h	<b>Planned Group Size</b>  70 Students 70 Students
<b>Learning Outcomes</b> <b>Business Mathematics</b> <p>Students develop the capacity to mathematically describe economic problems from the areas of business planning, management and controlling as well as to analyse and, if necessary, find optimising solutions for these problems. Furthermore they learn which mathematical tools apply to which conditions in business practice. With the knowledge of the correct collection, processing, problem-oriented analysis and meaningful linkage of data the students are prepared to make professional business decisions.</p> <b>Statistics 1</b> <p>Students are enabled to comprehend and analyse statistical questions and problems from the business practice by using appropriate statistical methods and techniques as well as to develop statistical approaches to these problems. The focus lies with the correct data collection and processing as well as the problem-oriented analysis of data in the field of descriptive statistics. Furthermore, the students gain an overview of contingency analyses and inferential statistical methods.</p>					
<b>Topics</b> <b>Business Mathematics</b> <ul style="list-style-type: none"> <li>• Introduction to the basics principles and structures of business mathematics</li> <li>• Elemental foundations and characteristics of (economic) functions and equation systems</li> <li>• Differential calculus, elasticities</li> <li>• Basics of combinatorial analysis</li> <li>• Equation systems, matrices, linear optimisation methods, simplex</li> <li>• Introduction to financial mathematics</li> </ul> <b>Statistics 1</b> <ul style="list-style-type: none"> <li>• Descriptive Statistics <ul style="list-style-type: none"> <li>○ Essential basics and concepts</li> <li>○ Overview of official and non-official statistics</li> <li>○ Frequency distributions</li> <li>○ Average values, dispersion measures, concentration measures</li> <li>○ Measures of association and correlation</li> </ul> </li> </ul>					



<ul style="list-style-type: none"><li>○ Regression analysis</li><li>• Probability calculation</li><li>• Inferential statistics (calculation of confidence intervals, testing of hypotheses)</li></ul>
<b>Forms of Teaching</b> <b>Business Mathematics</b> Seminar lessons including individual work and group work <b>Statistics 1</b> Seminar lessons, project work, group work.
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Business Mathematics</b> <b>Contentual:</b> Mathematical knowledge of upper secondary school or a German business school <b>Statistics 1</b> <b>Contentual:</b> Mathematical knowledge on the level of upper secondary school; the capability to deal with statistical methods and procedures and their application in practice
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> 6 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Christine Buchholz</u>
<b>Other Information</b> Literature: <b>Business Mathematics</b> Kohn, W. & Öztürk, R. (2015). Mathematik für Ökonomen. Ökonomische Anwendungen der linearen Algebra und Analysis mit Scilab. Heidelberg: Springer. Schwarze, J. (2010). Mathematik für Wirtschaftswissenschaftler 1: Grundlagen. Herne: nwb-Studium. Schwarze, J. (2010). Mathematik für Wirtschaftswissenschaftler 2: Differential- und Integralrechnung. Herne: nwb-Studium. Schwarze, J. (2010). Mathematik für Wirtschaftswissenschaftler 3: Lineare Algebra, Lineare Optimierung und Graphentheorie. Herne: nwb-Studium. <b>Statistics 1</b> Bortz, J., Schuster, C. (2010). Statistik für Human- und Sozialwissenschaftler. Heidelberg: Springer.



Krickhahn, T. (2013). Statistik für Wirtschafts- und Sozialwissenschaftler. Weinheim: Wiley-VCH.  
Oestreich, M., Romberg, O. (2014). Keine Panik vor Statistik – Erfolg und Spaß im Horrorfach nicht-technischer Studiengänge. Heidelberg: Springer.

**References on specific literature will be announced at the start of lectures.**



## 1.5 Principles of Psychology 1: General Psychology 1, Social Psychology 1, Ethics

<b>Module Title</b> Principles of Psychology 1					
<b>ID Number</b> 1.5	<b>Workload</b> 240 h	<b>Credits</b> 8	<b>Study Semester</b> 1st Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
General Psychology 1			3 SWS / 45 h	75 h	70 Students
Social Psychology 1			2 SWS / 30 h	30 h	70 Students
Ethics			2 SWS / 30 h	30 h	70 Students
<b>Learning Outcomes</b>					
<b>General Psychology 1</b>					
<p>Students are able to describe and assign the physiological and psychological principles of human perception processes. They are able to reproduce fundamental psychological knowledge from the subject areas attention, thinking, problem solving and decision making as well as to differentiate between psychological hypotheses and theories on the one hand and empirical findings and research results on the other hand. They are able to name typical areas of application of the basic concepts of general psychology from the subject areas attention, thinking, problem solving and decision making.</p> <p>By performing demonstration experiments students acquire the competence to formulate psychological questions and to exactly observe, describe and analyse the results with regard to a particular hypothesis or theory. They deal with typical human perception errors and errors in reasoning and thereby recognise the limitations of information processing. In doing so, they are enabled to relativise their own processes of perception and thinking.</p>					
<b>Social Psychology 1</b>					
<p>Students are able to analyse different processes in the context of social perception/cognition and decision making. They are thus enabled to obviate wrong decisions. They are able to identify and describe relevant influence factors of attitudes and schemas on the behaviour as well as to analyse the development and changes of attitudes.</p> <p>Students are able to explain the development of prejudices and discrimination, to describe instruments for the measuring and to list methods for the reduction of prejudices.</p>					
<b>Ethics</b>					
<p>Students are able to take into account ethical preconditions, principles and standards in their private, scientific and professional acting. They shall be encouraged to reflect the ethical principles of their thinking and the ethical consequences of their acting in order to train their faculty of judgement. They are able to evaluate different ethical positions and to analyse and evaluate decisions with the help of ethical principles and standards. They are thus both encouraged and enabled to orientate their future professional lives in such a way that they do not infringe or affect the freedom and the</p>					



dignity of other people. Furthermore, they are able to evaluate the formation and the social effects of ethical decisions.

### **Topics**

#### **General Psychology 1**

- Physiological and psychological principles of visual, acoustic, tactile, olfactory and gustatory perception
- Theories and findings in attention research
- Theories and findings in human problem solving
- Theories and findings in the psychology of thinking
- Short introduction to the psychology of decision making

#### **Social Psychology 1**

- Social perception/ cognition
- Judgement and decision-making
- Attitude and behaviour
- Prejudices and discrimination

#### **Ethics**

- History and objectives of ethics
- Ethical principles
- Motives and goals of human acting
- Moral and its origins
- Ethical theories and positions
- (Monitoring) ethical principles and standards in science and practice
- Ethics and corporate culture
- Ethics and sustainable thinking
- Case studies

### **Forms of Teaching**

Seminar lessons, demonstration experiments, lectures, group discussion, group work, presentations, question time, role playing, case studies, self-study

### **Prerequisites for Participation**

None

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module**(part of other degree programmes)

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### **Weighted Factor for the Final Grade**

5 per cent

### **Module Representative (underlined) and Full-time Lecturers**



Prof. Dr. Cristina Massen, Britta Krahn

**Other Information**

Literature:

**General Psychology 1**

Betsch, T., Funke, J. & Plessner, H. (2011). Allgemeine Psychologie für Bachelor. Denken - Urteilen, Entscheiden, Problemlösen. Berlin: Springer.

Goldstein, E. B. (2014). Wahrnehmungspsychologie. Der Grundkurs (9. Aufl.). Berlin: Springer.

Hagendorf, H., Krummenacher, J., Müller, H.-J. & Schubert, T. (2011). Allgemeine Psychologie für Bachelor. Wahrnehmung und Aufmerksamkeit. Berlin: Springer.

Müsseler, J. & Rieger, M. (2016). (2011). Allgemeine Psychologie (3. Aufl.). Heidelberg: Spektrum Akademischer Verlag.

Pinel, J. P. J. & Pauli, P. (2012). Biopsychologie (8. aktualisierte Aufl.). München: Pearson Studium.

**Social Psychology 1**

Aronson, E., Wilson, T. D. & Akert, R. M. (2008). Sozialpsychologie (6. Aufl.). München: Pearson Studium.

Fischer, P., Asai, K. & Krueger, J. I. (2013). Sozialpsychologie für Bachelor. Berlin/Heidelberg: Springer.

**Ethics**

Felnhofer, A., Kothgassner, O. D. & Kryspin-Exner, I. (Hrsg.). (2011). Ethik in der Psychologie. Stuttgart: UTB.

Quante, M. (2011). Einführung in die Allgemeine Ethik (4. Aufl.). Darmstadt: Wissenschaftliche Buchgesellschaft.

**References on specific literature will be announced at the start of lectures.**



## **2 2nd Semester Modules**

- Foreign Business Language
- Methodology 2
- Principles of Scientific Writing & Presenting
- Principles of Psychology 2

## 2.1 Foreign Business Language: Business English, Intercultural Communication

<b>Module Title</b> Foreign Business Language					
<b>ID Number</b> 2.1	<b>Workload</b> 150 h	<b>Credits</b> 5	<b>Study Semester</b> 2ndSemester	<b>Frequency</b> Summer and Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Business English			2 SWS / 30 h	60 h	24 Students
Intercultural Communication			2 SWS / 30 h	30 h	24 Students
<b>Learning Outcomes</b> <b>Business English</b> <p>Students are able to fluently and spontaneously express themselves in spoken and written, without having to cognisably search for words. They are proficient in the flexible and effective use of the foreign language in social and professional life as well as in expressing their thoughts and opinions in a precise way. They also have the capacity to comprehensively explain and link complex issues of economic areas such as organisation, marketing, sales and finance. Furthermore, they are enabled to prepare written compositions on economic topics in an accurate and formally correct language. Generally, they have acquired the level C1 of the Common European Framework of Reference for Languages (GER).</p> <b>Intercultural Communication</b> <p>Students learn to identify areas of cultural concern in the course of international business activities, particularly in intercultural situations. They are able to develop strategies of behaviour and communication for "intercultural critical incidents".</p> <p>Students will have the opportunity to develop intercultural competence, especially by training their ability to empathise, to subtle observation, ethno-relativistic communication and by raising their cultural awareness. Students deepen their knowledge of partly known communication models (Iceberg Model, cultural dimensions, Hofstede, Hall, Trompenaars, Kluckhohn etc.) and learn how to apply these models in international business situations. The focus of the seminar lies with the challenges of intercultural communication. The knowledge of the given theories will be deepened on the basis of case studies from the international business practice and business simulations. The students are thus enabled to deal better with "intercultural situations".</p>					
<b>Topics</b> <b>Business English</b> <ul style="list-style-type: none"> <li>• Acquisition and consolidation of language skills (reading and listening comprehension, writing, speech ability) for the independent language application in business situations</li> <li>• Improvement of the general ability to express oneself in the foreign language in occupational contexts</li> <li>• Development and consolidation of business vocabulary from various topics (e. g. company structure, finance, economic sustainability)</li> </ul>					



- Aspects of diversity and culture in terms of communication, Social diversity
- Case studies on current business situations
- Preparation of academic texts

### **Intercultural Communication**

- Different concepts of culture and approaching the phenomenon "culture"
- Intercultural sensitisation and cultural standards
- On the basis of two rather ethnographic-oriented approaches (Kluckhohn and Hall) and two studies from the economic sector (Hofstede and Trompenaars) the more fundamental dimensions of cultural comparisons will be worked out.
- Methods and problems of self-perception and external perception
- Specific characteristics of cultures and value systems in business companies and other institutions (organisational cultures)
- Sensitisation for foreign cultures

### **Forms of Teaching**

Active and interchange-oriented teaching units, activity-oriented individual and group work, use of digital media

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** Level B2 of the Common European Framework of Reference for Languages (GER) or equivalent level for other foreign languages

### **Types of Examination**

"Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

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### **Weighted Factor for the Final Grade**

N/A

### **Module Representative (underlined) and Full-time Lecturers**

Eileen Küpper

### **Other Information**

Literature:

#### **Business English**

Allison, J., Appleby, R. & de Chazal, E. (2013). The Business 2.0. Student's book C1. London: Macmillan.

Ashford, S. & Smith, T. (2010). Business Proficiency. Wirtschaftsenglisch für Hochschule und Beruf. Stuttgart: Klett Verlag.



MacKenzie, I. (2010). English for Business Studies. Teacher & Student's Book (3. ed.). Cambridge: University Press.

Mascull, B. (2004). Business Vocabulary in Use. Advanced. Cambridge: University Press.

### **Intercultural Communication**

Hall, E. T. (1983). The Dance of Life. The Other Dimension of Time. New York: Doubleday and Company.

Hofstede, G. (1994). Cultures and Organizations. Intercultural Cooperation and Its Importance for Survival. London: Harper Collins Publishers.

Hofstede, G. (1991). Cultures and Organizations. Software of the mind. London: McGraw-Hill.

Kohls, L. R. & Knight, J. M. (1994). Developing Intercultural Awareness. A Cross-Cultural Training Handbook. Yarmouth: Intercultural Press.

Lewis, R. D. (2006). When Cultures Collide. Managing Successfully Across Cultures. Boston: Nicholas Brealey Publishing.

Storti, C. (1999). Figuring Foreigners Out. Practical Guide. Boston: Intercultural Press.

**References on specific literature will be announced at the start of lectures.**



## 2.2 Methodology 2: Statistics 2, Test Theory & Diagnostics

<b>Module Title</b> Methodology 2					
<b>ID Number</b> 2.2	<b>Workload</b> 300 h	<b>Credits</b> 10	<b>Study Semester</b> 2nd Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Statistics 2			3 SWS / 45 h	105 h	70 Students
Test Theory & Diagnostics			3 SWS / 45 h	105 h	70 Students
<b>Learning Outcomes</b> <b>Statistics 2</b> <p>Building on the course "Statistics 1" students learn to explain and apply procedures of inferential statistics that are relevant for psychological research. They describe the theory and practice of these procedures and are able to select the adequate statistical methods for different research designs. They are also able to put these methods into practice and to interpret the results appropriately. Furthermore, students critically analyse and evaluate scientific studies and international literature of popular science.</p> <b>Test Theory &amp; Diagnostics</b> <p>Students are able to describe the circumstances of classical test theory and relate them to psychometric properties. They know all steps of the test construction process. They are able to explain, calculate and apply psychometric properties. Thus they acquire the competence to interpret and evaluate findings in primary scientific literature and to critically analyse classical test theory. Furthermore, students are enabled to describe and explain the principles of diagnostics and to apply them to diagnostic questions. Based on this competence, students are able to evaluate, select, apply and interpret diagnostic procedures or psychometric tests with respect to different questions, especially with regard to personnel selection.</p>					
<b>Topics</b> <b>Statistics 2</b> <ul style="list-style-type: none"> <li>Principles of inferential statistics: probability distribution, p values, effect size, statistical power</li> <li>Procedures of inferential statistics: Testing of difference hypotheses (t tests), analysis of frequencies (chi-squared test), analysis of correlations and regressions</li> <li>Multivariate procedures: overview and systematic classification, in detail: multiple regression, conjoint analysis, variance analysis</li> </ul> <b>Test Theory &amp; Diagnostics</b> <ul style="list-style-type: none"> <li>Principles of measuring and testing</li> <li>Axioms of classical test theory</li> <li>Construction principles of psychometric tests</li> <li>Item analyses</li> </ul>					



<ul style="list-style-type: none"><li>• Psychometric properties</li><li>• Introduction to psychological diagnostics</li><li>• Examples for diagnostic methods (performance tests, personality tests)</li></ul>
<b>Forms of Teaching</b> Seminar lessons, exercises, lectures, group discussion, group work, presentations, question time, self-study.
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Contentual:</b> knowledge of the topics of the module "Methodology 1"
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> 6 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Peter Muck</u> , Frau Prof. Dr. Christine Buchholz
<b>Other Information</b> Literature: <b>Statistics 2</b> Backhaus, K., Erichson, B., Plinke, W. & Weiber, R. (2011). Multivariate Analysemethoden. Eine anwendungsorientierte Einführung. Heidelberg: Springer. Bortz, J., Schuster, C. (2010). Statistik für Human- und Sozialwissenschaftler. Heidelberg: Springer. Bühner, M. & Ziegler, M. (2009). Statistik für Psychologen und Sozialwissenschaftler. München: Pearson-Studium. <b>Test Theorie &amp; Diagnostics</b> Bühner, M. (2011). Einführung in die Test- und Fragebogenkonstruktion (3. Aufl.). München: Pearson. Schmidt-Atzert, L., & Amelang, M. (2012). Psychologische Diagnostik (5. Aufl.). Berlin: Springer. <b>References on specific literature will be announced at the start of lectures.</b>



## 2.3 Principles of Scientific Writing & Presenting: Rhetoric and Presentation Skills, Principles of Scientific Writing

<b>Module Title</b> Principles of Scientific Writing & Presenting					
<b>ID Number</b> 2.3	<b>Workload</b> 180 h	<b>Credits</b> 6	<b>Study Semester</b> 2ndSemester	<b>Frequency</b> Summer and Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>  Rhetoric and Presentation Skills Principles of Scientific Writing			<b>Contact Time</b>  2 SWS / 30 h 2 SWS / 30 h	<b>Self-Study</b>  60 h 60 h	<b>Planned Group Size</b>  24 Students 24 Students
<b>Learning Outcomes</b>  <b>Rhetoric and Presentation Skills</b> Students develop and consolidate their rhetoric skills. They learn to realise persuasive speeches and presentations in terms of composition, body language, vocabulary and self-assessment as well as to give and take feedback in a group.  <b>Principles of Scientific Writing</b> Students learn to quickly and comprehensively familiarise with the state of debate of a scientific field. They are able to responsibly deal with the scientific views of others and to conduct focused research on a topic in consideration of various sources as well as to scientifically prepare these information in written compositions (e. g. term papers, practice project reports, Final Thesis).					
<b>Topics</b>  <b>Rhetoric and Presentation Skills</b> <ul style="list-style-type: none"><li>• Structure and composition of persuasive speeches and presentations</li><li>• Basic concepts and influencing factors</li><li>• Visualisation and use of media</li><li>• Memory techniques</li><li>• (Body) language and voice</li><li>• Exercises on short, free speeches</li></ul> <b>Principles of Scientific Writing</b> <ul style="list-style-type: none"><li>• Introduction to the scientific work and thinking</li><li>• Topic selection and reflection</li><li>• Literature research</li><li>• Line of arguments/ thematic structure</li><li>• Citation rules</li><li>• Writing style and language</li></ul>					
<b>Forms of Teaching</b> Instruction by the lecturers, group work, presentations					



<b>Prerequisites for Participation</b>
None
<b>Types of Examination</b>
"Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b>
Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes)
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<b>Weighted Factor for the Final Grade</b>
N/A
<b>Module Representative (underlined) and Full-time Lecturers</b>
<u>Frank Maikranz</u>
<b>Other Information</b>
Literature:
<b>Rhetoric and Presentation Skills</b>
Allhoff, D. & Allhoff, W. (2010). Rhetorik und Kommunikation (15. Aufl.). München: Reinhardt Verlag.
Bartsch, T., Hoppmann, M., Rex, B. F. & Vergeest, M. (2013). Trainingshandbuch Rhetorik (3. Aufl.). Paderborn: Schöningh.
Graebig, M., Jennerich-Wünsche, A. & Engel, E. (2011). Wie aus Ideen Präsentationen werden (1. Aufl.). Wiesbaden: Gabler.
Thiele, A. (2013). Argumentieren unter Stress (8. Aufl.) Frankfurt: Frankfurter Allgemeine Buch.
<b>Principles of Scientific Writing</b>
Beinke, C., Brinkschulte, M., Bunn, L. & Thürmer, S. (2008). Die Seminararbeit. Schreiben für den Leser. Konstanz: UVK Verlagsgesellschaft.
Bünting, K.-D., Bitterlich, A. & Pospiech, U. (2007). Schreiben im Studium: mit Erfolg. Ein Leitfaden (7. Aufl.). Berlin: Cornelsen.
Esselborn-Krumbiegel, H. (2002). Von der Idee zum Text. Eine Anleitung zum wissenschaftlichen Schreiben (2. Aufl.). Paderborn: Verlag Ferdinand Schöningh.
Kruse, O. (1995). Keine Angst vor dem leeren Blatt. Ohne Schreibblockaden durchs Studium (4., erweiterte Aufl.). Frankfurt/Main: Campus Verlag.
Wolfsberger, J. (2010). Frei geschrieben. Mut, Freiheit und Strategie für wissenschaftliche Arbeiten (3. Aufl.). Wien: Böhlau Verlag.
<b>References on specific literature will be announced at the start of lectures.</b>

## 2.4 Principles of Psychology 2: General Psychology 2, Social Psychology 2, Differential Psychology

<b>Module Title</b> Principles of Psychology 2					
<b>ID Number</b> 2.4	<b>Workload</b> 270 h	<b>Credits</b> 9	<b>Study Semester</b> 2ndSemester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
General Psychology 2			3SWS / 45 h	75 h	70 Students
Social Psychology 2			2 SWS / 30 h	30 h	70 Students
Differential Psychology			3 SWS / 45 h	45 h	70 Students
<b>Learning Outcomes</b>					
<b>General Psychology 2</b>					
<p>Students are able to describe fundamental forms of learning such as classical and operant conditioning, implicit learning and observational learning as well as to reproduce the corresponding theories, findings and areas of application. Furthermore, they are acquainted with the classification of human memory, which they are able to explain with the help of empirical findings. They are able to name crucial influence factors on memory and to apply them to their own life situation. In dealing with typical memory errors they learn to relativise their own information processing.</p> <p>Furthermore, they are able to describe the constituent parts of human emotions and how these can be measured. They are enabled to explain different explanatory models of emotion development and to discuss them on the basis of scientific findings. Moreover, they are able to describe functions and effects of human emotions and to name emotion regulation strategies. They are capable of explaining basic situational and personal factors and constructs of human motivation and volition (e. g. implicit vs. explicit motivation) and of reflecting the relevant findings. In the discussion of application-oriented research articles students learn to put theories of general psychology into practice. In doing so, they also acquire the competence to critically evaluate the opportunities and the limits of empirical findings.</p>					
<b>Social Psychology 2</b>					
<p>Students are able to describe and analyse in practice influence factors on prosocial as well as on aggressive behaviour. They are thus enabled to explain methods usable for the increase of prosocial behaviour and for violence prevention. They are able to analyse processes of group formation and of aggression and discrimination between groups as well as to describe methods for the improvement of intergroup relations. Students know positive and negative characteristics of groups and they are able to analyse social influence-mechanisms. They are able to identify communication patterns and to apply communication-improving methods.</p>					
<b>Differential Psychology</b>					
<p>Students are able to explain the development of differential psychology. They are enabled to describe fundamental problems (e. g. trans-situational inconsistency) as well as to explain the methods for the identification of personality, which they are able to conduct in partial steps (e. g. interpret the results of</p>					

a factor analysis). They are able to name and explain personality-based constructs as well as to describe the connection to practice-oriented questions as for example professional success. Students are enabled to apply methods of personality measurement and to interpret the results. Furthermore, they are able to assess the quality of measuring instruments by means of quality criteria as well as to design surveys on the quality of measuring instruments. They are able to critically evaluate an application area of personality psychology (personality test in personnel selection).

Students improve their knowledge of personality dimensions which enables them to explain constructs of personality psychology in a differentiated manner. Students are able to name influence factors on personality development and to explain the interaction between genes and environmental factors. They learn how to measure and describe environmental influences. They are able to describe sex differences and to evaluate their practical relevance. Furthermore, students acquire the competence to comprehend articles in journals of personality psychology and to apply the findings to different questions.

Students acquire the competence to transfer knowledge of personality traits to professional challenges. They are able to describe and juxtapose various common personality tests.

## **Topics**

### **General Psychology 2**

- Learning and behaviour
- Memory
- Emotion
- Motivation

### **Social Psychology 2**

- Prosocial behaviour
- Aggression
- Group processes
- Social influence
- Communication

### **Differential Psychology**

- History of differential psychology
- Methods for the identification of personality traits (e. g. lexical approach)
- Models for the description of personality traits
- Intelligence: definition of the construct and measurement
- Self-centred cognition
- Methods for personality measurement (tests, questionnaires, behavioural observation, interview) and quality criteria
- Insights into personality development
- Application areas of differential psychology
- Journals (reading of an article)
- Application areas (requirements analysis, competence models, trainings)
- Particular personality traits: anxiety, sensation seeking, creativity, stress disposition, motivation

## **Forms of Teaching**

Seminar lessons, demonstration experiments, lecture, group discussion, group work, presentations, question time, role playing, case studies, self-study.

## **Prerequisites for Participation**



None
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> 5 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Cristina Massen</u>
<b>Other Information</b> Literature: <b>General Psychology 2</b> Baddeley, A., Eysenck, M. W. & Anderson, M. C. (2014). Memory (2. ed.). Hove: Psychology Press. Brandstätter-Morawietz, V., Schüler, J., Puca, R. M. & Lozo, L. (2013). Allgemeine Psychologie für Bachelor. Motivation und Emotion. Berlin: Springer. Heckhausen, J. & Heckhausen, H. (2010). Motivation und Handeln (4. Aufl.). Berlin: Springer-Verlag. Mazur, J. E. (2006). Lernen und Verhalten (6. aktualisierte Aufl.). München: Pearson-Studium. Müsseler, J. & Rieger, M. (2016). Allgemeine Psychologie (3. Aufl.). Heidelberg: Spektrum Akademischer Verlag. <b>Social Psychology 2</b> Aronson, E., Wilson, T. D. & Akert, R. M. (2008). Sozialpsychologie (6. Aufl.). München: Pearson Studium. Fischer, P., Saal, K. & Krueger, J. I. (2013). Sozialpsychologie für Bachelor. Berlin/Heidelberg: Springer. <b>Differentielle Psychologie</b> Neyer, F.J. & Asendorpf, J.B. (2018). Psychologie der Persönlichkeit. Berlin: Springer. Asendorpf, J. B. (2019). Persönlichkeitspsychologie für Bachelor (4. Aufl.). Berlin: Springer. Amelang, M., Bartussek, D., Stemmler, G. & Hageman, D. (2010). Differentielle Psychologie und Persönlichkeitsforschung (7. Aufl.). Stuttgart: Kohlhammer. At least one journal article Reviews of personality tests, different test manuals (BIP, LMI, IBES, NEO-FFI i.e.) and material on personality tests published by commercial test providers (ITB, SHL, cut-e, Hogan i.e.) <b>References on specific literature will be announced at the start of lectures.</b>





### **3 3rd Semester Modules**

- Business & Economic Sciences 3
- Business Psychology 1
- Business Psychology 2
- Methodology 3 (cf. Chapter 8: Cross-semester Modules)

### 3.1 Business & Economic Sciences 3: Accounting 1, Accounting 2, Financial Management

<b>Module Title</b> Business & Economic Sciences 3					
<b>ID Number</b> 3.1	<b>Workload</b> 180 h	<b>Credits</b> 6	<b>Study Semester</b> 3rdSemester	<b>Frequency</b> Summer and Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Accounting 1			2 SWS / 30 h	30 h	70 Students
Accounting 2			2 SWS / 30 h	30 h	70 Students
Financial Management			2 SWS / 30 h	30 h	70 Students
<b>Learning Outcomes</b> <b>Accounting 1</b> <p>Students are able to differentiate between the economic level, the fiscal level and the performance level of a company. They know the structures of the individual instruments of accounting. They are able to explain the basic principles of accounting. They are proficient in the structural and contentual aspects of cost accounting and they know about its importance for management decision making in terms of an effective cost management.</p> <b>Accounting 2</b> <p>Students gain knowledge in accounting (approach, assessment, statement) according to the HGB regulations. They are thus enabled to identify financial questions and creative possibilities of accounting policies. Furthermore, they are able to solve these technical questions and to present their solution approaches in written an oral form.</p> <b>Financial Management</b> <p>Participants become acquainted with fundamental financial topics and apply them to practical questions. The main focus lies with the different forms of financing. Students are able to evaluate the advantageousness of individual forms of financing with the help of financial criteria.</p>					
<b>Topics</b> <b>Accounting 1</b> <ul style="list-style-type: none"> <li>• Flows of goods and money in a company</li> <li>• Basic concepts and instruments of accounting</li> <li>• Introduction to accounting and closing techniques</li> <li>• Cost accounting: cost categories, cost centres and cost unit accounting</li> <li>• Income statement: job costing and accrual accounting</li> </ul> <b>Accounting 2</b> <ul style="list-style-type: none"> <li>• Principles of orderly accounting</li> <li>• Components of annual accounts</li> <li>• Approach, statement and evaluation of selected assets</li> </ul>					



- Approach, statement and evaluation of selected liabilities
- Profit and loss account

### **Financial Management**

- Fundamental issues of financial management
- Financial objectives and decision criteria
- Systematisation approaches of different forms of financing
- Deposits equity financing
- Credit financing
- Special instruments of financing
- Financial analysis

### **Forms of Teaching**

#### **Accounting1 and 2**

Seminar lessons, exercises

#### **Financial Management**

Seminar lessons, group work

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** knowledge of the topics of the courses "Principles of Business Administration" and "Business Mathematics"

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

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### **Weighted Factor for the Final Grade**

4 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Dr. Kerstin Meinhardt, Prof. Dr. Christine Immenkötter, Prof. Dr. Wilhelm Schneider, Prof. Dr. Tobias Amely

### **Other Information**

Literature:

#### **Accounting 1 and 2**

Baetge, J., Kirsch, H.-J., Thiele, S. (2021). Bilanzen (16. Aufl.). Düsseldorf: idw-Verlag.  
Coenenberg, A. G., Haller, A., Mattner, G., Schultze, W. (2021). Einführung in das Rechnungswesen (8. Aufl.). Stuttgart: Schäfer-Poeschel.



- Coenenberg, A. G., Haller, A., Schultze, W. (2021). Jahresabschluss und Jahresabschlussanalyse (26. Auflage). Stuttgart: Schäfer-Poeschel.
- Coenenberg, A. G., Fischer, T., Günther, T. (2016). Kostenrechnung und Kostenanalyse (9. Aufl.). Stuttgart: Schäfer-Poeschel.
- Däumler, K., Grabe, J. (2014). Kostenrechnung 1 (11. Aufl.). Herne: nwb Verlag.
- Deimel, K., Erdmann, D., Isemann, R., Müller, S. (2017). Kostenrechnung: Das Lehrbuch für Bachelor, Master und Praktiker. München: Pearson Studium.
- Schneider, B., Schneider, W. (2017). Abschluss und Abschlussanalyse (6. Aufl.). Göttingen: Cuvillier Verlag.

### **Financial Management**

- Amely, T. & Immenkötter, C. (2017). Investition und Finanzierung für Dummies. Weinheim: Wiley VCH.
- Brealey, R., Meyers, S. & Marcus, A. (2015). Fundamentals of Corporate Finance (8. Aufl.). New York: McGraw-Hill.
- Perridon, L., Steiner, M & Rathgeber, A. (2016). Finanzwirtschaft der Unternehmung (17. Aufl.). München: Vahlen.

**References on specific literature will be announced at the start of lectures.**



## 3.2 Business Psychology 1: Market, Advertising & Consumer Psychology, Financial Psychology

<b>Module Title</b> Business Psychology 1					
<b>ID Number</b> 3.2	<b>Workload</b> 300 h	<b>Credits</b> 10	<b>Study Semester</b> 3rdSemester	<b>Frequency</b> Summer and Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Market, Advertising & Consumer Psychology			3 SWS / 45 h	105 h	70 Students
Financial Psychology			3 SWS / 45 h	105 h	70 Students
<b>Learning Outcomes</b> <b>Market, Advertising &amp; Consumer Psychology</b> <p>Students are able to describe and explain customers' purchase decision behaviour and to distinguish between different psychological explanations (activating and cognitive processes). Furthermore, students are able to classify purchase decisions according to different types and phases of purchase decisions. A main focus lies with the categorisation according to the phases of pre-purchase, purchase and post-purchase. Students are enabled to classify area of business psychology within the framework of a company's communication policy as well as to analyse relevant aspects of brand identity and brand positioning.</p> <b>Financial Psychology</b> <p>Students are able to integrate heuristics, decision anomalies and behavioural theories into financial situations such as savings or investment behaviour and with regard to finance decisions in consulting and financial-psychological surveys. They are also able to analyse, evaluate and apply measures of financial marketing with the help of psychological criteria and of knowledge of behavioural finance.</p>					
<b>Topics</b> <b>Market, Advertising &amp; Consumer Psychology</b> <ul style="list-style-type: none"> <li>• Purchase decision behaviour</li> <li>• Conception and measurement of psychological explanation constructs: activating and cognitive constructs</li> <li>• Personal, social and cultural determinants</li> <li>• Types of purchase decision</li> <li>• Phases of purchase decision</li> <li>• Advertising Psychology</li> </ul> <b>Finance Psychology</b> <ul style="list-style-type: none"> <li>• Decision theories</li> <li>• Judgement heuristics and decision making anomalies in financial decisions</li> <li>• Security, risk and ambiguity</li> <li>• Money perception</li> <li>• Tax behaviour</li> </ul>					



<ul style="list-style-type: none"><li>• Savings, dept, provision</li><li>• Investor behaviour</li></ul>
<b>Forms of Teaching</b> Seminar lessons, lecture, group discussion, presentations, group work, question time, role playing, case studies, self-study.
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Contentual:</b> knowledge of the topics of the modules "Principles of Psychology 1 and 2"
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> 6 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Britta Krahn</u> , Prof. Dr. Alexander Pohl
<b>Other Information</b> Literature: <b>Market, Advertising &amp; Consumer Psychology</b> Felser, G. (2015). Werbe- und Konsumentenpsychologie (4. Aufl.). Berlin/ Heidelberg: Springer. Kroeber-Riel, W. & Gröppel-Klein, A. (2013). Konsumentenverhalten (10. Aufl.). München: Vahlen. Weiber, R. & Pohl, A. (2015). Grundlagen des Marketings, in: Schweitzer, M. & Baumeister, A. [Hrsg.] Allgemeine Betriebswirtschaftslehre (11. Aufl.). Berlin: Erich Schmidt. <b>Finance Psychology</b> Daxhammer, R. J. & Facsar, M. (2012). Behavioral Finance. Konstanz, München: UVK. Felser, G. (2011). Werbe- und Konsumentenpsychologie. Heidelberg: Springer. Kahneman, D. (2014). Schnelles Denken, langsames Denken. München: Siedler. Kirchler, E. (2011). Wirtschaftspsychologie (4. Aufl.). Göttingen: Hogrefe. Moser, K. (2007). Wirtschaftspsychologie. Heidelberg: Springer. Wiswede, G. (2011). Einführung in die Wirtschaftspsychologie. München: Ernst Reinhardt. <b>References on specific literature will be announced at the start of lectures.</b>



### 3.3 Business Psychology 2: Work & Organisational Psychology, Personnel Psychology

<b>Module Title</b> Business Psychology 2					
<b>ID Number</b> 3.3	<b>Workload</b> 300 h	<b>Credits</b> 10	<b>Study Semester</b> 3rd Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Work & Organisational Psychology			4 SWS / 60 h	90 h	70 Students
Personnel Psychology			3 SWS / 45 h	105 h	70 Students
<b>Learning Outcomes</b>					
<b>Work &amp; Organisational Psychology</b> <p>Students are able to explain and evaluate measures of work structure. They are able to apply procedures of work analysis as well as to interpret and evaluate the results in a professional manner. Students are able to apply the findings of the action regulation theory, the stress research, the research on emotional labour, on the forms of group work and of the theories of work motivation and work satisfaction with regard to interventions in the framework of work and organisation.</p> <p>Furthermore, students gain knowledge of the historic development of modern organisational designs of which they are able to derive advantages and undesirable developments. They are able to describe, which factors may have an influence on the individual and institutional choice of organisational structures. They are able to systematically observe, analyse and optimise communication structures and group processes. Moreover, they are enabled to describe pivotal theories and methods of organisation development and intercultural management which they are able to critically evaluate and to put into practice.</p>					
<b>Personnel Psychology</b> <p>Students are able to explain the fundamental theories of personnel psychology and they understand personnel as an entrepreneurial value. They are able to reflect the application and use of personnel marketing measures. They gain knowledge in the conduct of sound job analyses and apply the different personnel selection methods. Furthermore, they are able to evaluate the advantages and disadvantages of these procedures. Students also deal with findings of the areas of vocational choice, career development and personnel development. In doing so, they are enabled to explain selected methods which they are able to evaluate and to put into practice.</p>					
<b>Topics</b>					
<b>Work &amp; Organisational Psychology</b> <ul style="list-style-type: none"><li>• History of work and organisational psychology</li><li>• Digitalisation of the world of work</li><li>• Action regulation</li><li>• Work analysis</li><li>• Design of working activities</li><li>• Stress and health</li></ul>					



- Organisational gravitation and socialisation
- Group and team processes in organisations
- Motivation and satisfaction of the members of organisations
- Organisational development
- Organisational climate and culture
- New Work
- Agile management

### **Personnel Psychology**

- Subject of personnel psychology
- Job analysis
- Personnel marketing
- Occupational aptitude diagnostics, personnel selection
- Trait-oriented methods
- Simulation-oriented methods
- Biography-oriented methods
- Vocational choice
- Personnel development

### **Forms of Teaching**

Seminar lessons, lecture, group discussion, group work, presentations, question time, role playing, case studies, self-study.

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** knowledge of the topics of the modules "Principles of Psychology 1 and 2"

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

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### **Weighted Factor for the Final Grade**

6 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Peter Muck, Prof. Dr. Patrizia Ianiro-Dahm

### **Other Information**

Literature:

### **Work Psychology**

Bamberg, E., Mohr, G. & Busch, C. G. (2012). Arbeitspsychologie. Göttingen: Hogrefe.





Ulich, E. (2011). Arbeitspsychologie (7. Aufl.). Zürich: vdf.

**Organisational Psychology**

Anderson, N., Ones, D. S., Sinangil, H. K. & Viswesvaran, C. (Eds.). (2001). Handbook of industrial, work and organizational psychology (Vol. 1 + 2). London: Sage.

Kanning, U. P. & Staufenbiel, T. (2011.). Organisationspsychologie. Göttingen: Hogrefe.

**Personnel Psychology**

Nerdinger, F. W., Blickle, G & Schaper, N. (2014). Arbeits- und Organisationspsychologie (3. Aufl.). Berlin: Springer.

Schuler, H. & Kanning, U. P. (2014). Lehrbuch der Personalpsychologie (3. Aufl.). Göttingen: Hogrefe.

**References on specific literature will be announced at the start of lectures.**



### **3.4 Methodology 3 (Part 1)**

This is a course on research methods. Please refer to chapter 8 on the cross-semester module description.



## **4 4th Semester Modules**

- Business & Economic Sciences 4
- Business Psychology 3: Specialisation
- Methodology 3 (please refer to chapter 8: Cross-semester Modules)



## **4.1 Business & Economic Sciences 4: Macroeconomics, Labour Law, Commercial, Company & Marketing Law**

<b>Module Title</b> Business & Economic Sciences 4					
<b>ID Number</b> 4.1	<b>Workload</b> 300 h	<b>Credits</b> 10	<b>Study Semester</b> 4thSemester	<b>Frequency</b> Summer and Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Macroeconomics			4 SWS / 60 h	60 h	70 Students
Labour Law			2 SWS / 30 h	60 h	70 Students
Commercial, Company & Marketing Law			2 SWS / 30 h	60 h	70 Students
<b>Learning Outcomes</b>					
<b>Macroeconomics</b> <p>Students gain fundamental knowledge of macroeconomic factors and their effects on the national economy. This means that, besides the mutual dependencies (e. g. by chains of cause and effect), students are able to describe also the influence of these factors on the industrial and service sector and/or individual companies. They are enabled to systematically describe and explain macroeconomic problems as well as to develop solution proposals in form of economic lines of argument. Furthermore, participants are encouraged to deal with fundamental economic and political concepts and topics.</p>					
<b>Labour Law</b> <p>In the first place, participants become acquainted with the norms that rule the relations between the employer and the individual members of his/her staff. They are able to identify the essential features of the different interests that lie behind. Furthermore, in conflict situations they are capable of taking up a clear stance in terms of labour law. They are able to give reasons for their position and to act goal-oriented</p>					
<b>Commercial, Company &amp; Marketing Law</b> <p>Students learn which particular legal rules apply to merchants and their agents. With regard to business start-ups, they become acquainted with the different legal corporate forms with their respective advantages and disadvantages. Students are thus enabled to identify legal issues in this matter, to solve these problems in a legally impeccable way and to give reasons for their solutions in their own words. In regards to Marketing Law, students are enabled to adapt entrepreneurial behaviour to the regulations and guidelines concerning trademarks and advertising.</p>					
<b>Topics</b>					
<b>Macroeconomics</b> <ul style="list-style-type: none"><li>• Basic principles</li></ul>					



- Economic cycle and goods market, supply and demand model in consideration of regulated markets
- Economic growth and prosperity
- Fiscal policy and monetary policy
- Inflation, monetary stability
- Labour market and employment
- Social security systems: pension insurance, health insurance, nursing care insurance, unemployment insurance
- Foreign trade balance
- European Union

#### **Labour Law**

- Basic principles, sources of law in labour law
- Initiation, entering into an employment
- Rights and obligations of the contracting parties
- Consequences in case of violation of duty
- Termination of employment, especially dismissal
- The employees right of co-determination

#### **Commercial, Company & Marketing Law**

- Concept of merchant, Merchant's agent
- Commercial register
- Partnerships and corporations: foundation and structuring
- Introduction to advertising law
- Consequences in case of violation of competition law
- Introduction to industrial property rights
- Trademark law and consequences in case of violation of trademark law

#### **Forms of Teaching**

##### **Macroeconomics**

Seminar lessons, case studies, group work.

##### **Work, Commercial, Company & Marketing Law**

Seminar lessons, case studies (partly group work)

#### **Prerequisites for Participation**

##### **Macroeconomics**

**Formal:** none

**Contentual:** knowledge of the topics of the module "Business Mathematics"

##### **Work, Commercial, Company & Marketing Law**

None

#### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

#### **Prerequisites for the Award of Credit Points**



Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) The courses "Macroeconomics" and "Labour Law" are also part of the degree programme "Business Management".
<b>Weighted Factor for the Final Grade</b> 6 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Maike Rieve-Nagel</u> , Prof. Dr. Stefan Tank
<b>Other Information</b> Literature: <b>Macroeconomics</b> Clement, R., Terlau, W. & Kiy, M. (2013). Angewandte Makroökonomie (5. Aufl.). München: Vahlen. Taylor, J. B. & Weerapana, A. (2012). Economics (7. international ed.). Mason: South-Western Cengage Learning. <b>Commercial, Company &amp; Marketing Law</b> Legal texts on the respective topics, case collection of the practical cases to be processed <b>References on specific literature will be announced at the start of lectures.</b>



## **4.2 Business Psychology 3: Specialisation**

### **Elective subject**

**Generally (\*), you may choose from the following specialisations:**

- Financial and Market Psychology
- Personnel and Organisation Psychology

**(\*) The department reserves the right to make alterations –particulars set out in the Wipsy Examination Regulations**

**Note: Each of the specialisations is presented in a separate table.**



Module Title					
Business Psychology 3: Specialisation – Financial and Market Psychology					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
4.2	540 h	18	4thSemester	Summer and Winter Seme-ster	1 Semester
Courses			Contact Time	Self-Study	Planned Group Size
Consumer Behaviour			4 SWS / 60 h	Total:	max. 40 Stu- dents
Current Topics of Market Research			2 SWS / 30 h	360 h	
Games and Decisions			2 SWS / 30 h		
Financial Decisions and Financial Literacy			2 SWS / 30 h		
Innovation Management			2 SWS / 30 h		
Learning Outcomes					
<p>Students are able to acquire knowledge of theories and concepts of market, advertising and financial psychology which they learn to evaluate in terms of their use for business practice. They are able to correctly apply qualitative and quantitative methods of market and consumer research. Furthermore, students are enabled to take into account theories of perception, decision-making and personal ex-periences with regard to analyses of purchase decisions which they are able to evaluate on the basis of the underlying methods and studies.</p> <p>Students are able to apply scientific findings from psychological research to the design of advertising campaigns, of communication strategies and the point of sale and to give reasons for their interven-tions. They have acquired methodological knowledge in order to objectively evaluate these measures. Furthermore, they are able to take into consideration ethical aspects of customer manipulation and to ensure compliance with ethical standards.</p>					
Topics					
Consumer Behaviour					
<ul style="list-style-type: none"><li>• Questions and methods of customer-oriented product and service development and management</li><li>• Conception of empirical survey design by mans of different qualitative and quantitative methods</li><li>• Implementation of empirical projects with target group/user surveys, (field) observations as well as result evaluation and processing</li></ul>					
Current Topics of Market Research					
<ul style="list-style-type: none"><li>• Psychological processes of information processing</li><li>• Awareness and advertising</li><li>• Product perception and evaluation</li><li>• Communication and conviction</li><li>• Design of advertising material</li><li>• Advertising effect</li><li>• Point of sale information and Interaction</li></ul>					





### **Games and Decisions**

- Concepts and implications of game theory
- Practical cases and experiments

### **Financial Decisions and Financial Literacy**

- Risk perception
- Influence factors on risk behaviour
- Numeracy, financial literacy
- Psychological implications on investor behaviour and development of financial services

### **Innovation Management**

- Phases of the innovation process
- Innovation, imitation, invention
- Dimensions of innovation
- Customer integration
- Risks and resistances

### **Forms of Teaching**

Lecture and discussion, seminar lessons, practical group work, question time, self-study

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** Knowledge of the topics of the modules "Principles of Psychology 1 and 2" and "Business Psychology 1"

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

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### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Britta Krahn, Prof. Dr. Alexander Pohl, Maria-Christina Nimmerfroh

### **Other Information**

Literature:

Böhler, H., Germelmann, C. C., Baier, D. & Woratschek, H. (2019). Marktforschung. Stuttgart: Kohlhammer.

Felser, G. (2007). Werbe- und Konsumentenpsychologie (3. Aufl.). Heidelberg: Spektrum.

Kuß, A., Wildner, R. & Kreis, H. (2018). Marktforschung: Datenerhebung und Datenanalyse. Wiesbaden: Springer Gabler.

Moser, K. (2002). Markt- und Werbepsychologie. Ein Lehrbuch. Göttingen: Hogrefe.



Pepels, W. (2014). Moderne Marktforschung.: Systematische Einführung mit zahlreichen Beispielen und Praxisanwendungen. Auswahlverfahren, Erhebungsmethoden, Datenauswertung, Absatzprognose. Berlin: Duncker & Humblot.

Sarodnic, F. & Brau, H. (2011). Methoden der Usability Evaluation. Wissenschaftliche Grundlagen und praktische Anwendung. Bern: Huber.

Weiber, R. & Pohl, A. (2017). Innovation und Marketing. Stuttgart: Kohlhammer.

Wiswede, G. (2011). Einführung in die Wirtschaftspsychologie. München: Ernst Reinhardt. (Kap. B 2.2 in Auszügen).

**References on specific literature will be announced at the start of lectures.**



Module Title					
Business Psychology 3: Specialisation – Personnel and Organisation Psychology					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
4.2	540 h	18	4th Semester	Summer and Winter Semester	1 Semester
Courses			Contact Time	Self-Study	Planned Group Size
Job Exploration			2 SWS / 30 h	Total: 360 h	max. 40 Students
Work and Health			2 SWS / 30 h		
Personnel Development and Coaching			3 SWS / 45 h		
Personnel Consultation in Practice			1 SWS / 15 h		
Leadership and Communication			2 SWS / 30 h		
Current Topics of Personnel and Organisational Psychology			2 SWS / 30 h		
Learning Outcomes					
<p>Students are enabled to adjust their own professional inclinations to the opportunities of the professional environment and to develop an idea of possible professional perspectives.</p> <p>They are able to name and identify typical organisational, social and task-based stressors in work contexts and to improve and develop the resources and coping capabilities of employees by targeted interventions. Dealing with target group-specific and industry-specific particularities enables them to draw conclusions with regard to possible improvements and individual methods of promotion.</p> <p>Furthermore, students are able to apply specific methods of personnel development and to comprehend and apply procedures to guarantee the transfer of learning. They are able to independently analyse typical problems (and their causes) in the coaching process. They are able to describe and apply different coaching tools and to identify typical problem-situations in practice.</p> <p>Students become acquainted with the process of personnel selection from the perspective of consulting companies. They know the customer needs and are able to comprehend a job profile. They are able to evaluate application documents by means of specified criteria and to decide whether a candidate fits to the advertised position. They are able to conduct job interviews for a particular target position and to recommend to the customer further proceedings until the position is filled.</p> <p>Furthermore, students acquire the competence to analyse communicative situations in organisations. They are able to conduct appraisal interviews, negotiations and profound conflict management by applying the appropriate techniques. Students are able to explain and critically evaluate different empirically based management theories and to apply these theories as well as methods for leadership training in practice.</p> <p>Eventually, students are familiar with current topics from personnel and organisational psychology in research and practice. They are able to set these topics out independently and to elucidate contexts of justification.</p>					
Topics					
Job Exploration					



- Classic professional fields of work, personnel and organisational psychology
- Comprehensive work, personnel and organisational psychology projects in practice
- Industry-specific and organisation-specific work content
- Typical career paths with a working focus in work, personnel and organisational psychology

### **Work and Health**

- Work and health – effects of work
- Stress and stressors in labour contexts
- Stressmanagement
- Resources and interventions with regard to mastery of work standards
- Proactive work structure
- Work and emotion

### **Personnel Development and Coaching**

- Introduction to personnel development
- Process of personnel development
- Methods of personnel development
- Introduction to coaching
- Structure of the coaching process
- Differentiation from psychotherapy
- Coaching goals and methods

### **Personnel Consultation in Practice**

- Analysis of the customer and customer requirements
- Preparation of a job profile and a catalogue of criteria
- Analysis of possible search strategies
- Analysis and evaluation of application documents
- Preparation and conduct of job interviews
- Reflection of interview processes

### **Leadership and Communication**

- Classical leadership theories
- New leadership theories and approaches
- Current topics in leadership research (e.g. gender or automation)
- Leadership development
- Communicative situations in organizations (e.g. employee interviews, negotiation skills)

### **Current Topics of Personnel and Organisational Psychology**

- Changing topics depending on topicality and relevance

### **Forms of Teaching**

Lecture and discussion, seminar lessons, home study, oral presentations, poster preparation and presentations, exercises, role playing, group work, demonstration experiments, testings, development of interview guidelines, science journalism, use of new forms of teaching and learning, i. e. goal and activity-oriented, (inter)active, situative and independent learning

### **Prerequisites for Participation**

**Formal:** None



<b>Contentual:</b> Knowledge of the content of the modules Principles of Psychology 1 and 2 and Business Psychology 2 as well as the modules Methodology 1, 2 and 3 Part 1.
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> 12 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> Prof. Dr. Peter Muck, Prof. Dr. Patrizia Ianiro-Dahm, <u>Prof. Dr. Christine Syrek</u> , Andreas Ley, Alina Gerke, Maxi Dietzsch
<b>Other Information</b> Literature: Bamberg, E., Ducki, A. & Metz, A.-M. (2011). Gesundheitsförderung und Gesundheitsmanagement in der Arbeitswelt. Göttingen: Hogrefe. Felfe, J. (Hrsg.). (2015). Trends der psychologischen Führungsforschung. Göttingen: Hogrefe. Gasteiger, R. (2014). Laufbahnentwicklung und -beratung. Göttingen: Hogrefe. Rauen, C. (Hrsg.). (2013). Coaching-Tools (8. Aufl.). Bonn: Manager Seminare Verlags GmbH. Rauen, C. (Hrsg.). (2013). Coaching-Tools II (3. Aufl.). Bonn: Manager Seminare Verlags GmbH. Schuler, H. & Moser, K. (2014). Lehrbuch Organisationspsychologie (5. Aufl.) Bern: Huber. Schuler, H. & Kanning, U.P. (Hrsg.). (2014). Lehrbuch der Personalpsychologie (3., überarbeitete und erweiterte Aufl.). Göttingen: Hogrefe. Schuster, N., Haun, S. & Hiller, W. (2011). Psychische Belastungen im Arbeitsalltag. Weinheim: Beltz. Yukl, G. (2012). Leadership in organizations (8. Aufl.). Upper Saddle River: Pearson. <b>References on specific literature will be announced at the start of lectures.</b>



### **4.3 Methodology 3 (Part 2)**

This is a course on SPSS. Please refer to chapter 8 on the cross-semester module description.



## **5 5th Semester Modules**

- Business & Economic Sciences 5: Specialisation
- Advanced Studies in Psychology
- Methodology 4



## **5.1 Business & Economic Sciences 5: Specialisation**

### **Elective subject**

**Generally (\*), you may choose from the following specialisations:**

Rheinbach Campus:

- Accounting and Controlling
- Bank and Finance Management
- Business Administration for Trading Companies
- International Management
- Marketing
- Sales Management
- Business Consulting and Development

Sankt Augustin Campus:

- Controlling
- Economics
- Finance/Financial Services
- Health Management
- International Financial Management
- Logistics and Supply Chain Management
- Marketing, especially Business to Business
- Sustainable Management
- Human Resource Management
- Financial Statement / Taxes / Auditing
- Business Informatics

**(\*) The department reserves the right to make alterations –particulars set out in the Wipsy Examination Regulations**

**Note: Each of the specialisations is presented in a separate table.**





<b>Module Title</b>					
Business & Economic Sciences 5: Specialisation- Accounting and Controlling (Rheinbach Campus)					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
5.1	540 h	18	5thSemester	Summer and Winter Seme- ter	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
International Corporate Accounting / Analysis of International Financial Statements			4 SWS / 60 h	Total: 345 h	max. 40 Stu- dents
Controlling			4 SWS / 60 h		
Deployment and Management of External Ac- counting and Controlling Service Providers			3 SWS / 45 h		
Advanced Seminar: Current Developments in External Accounting / Controlling			2 SWS / 30 h		
<b>Learning Outcomes</b>					
<b>International Corporate Accounting / Analysis of International Financial Statements</b>					
Students are proficient in the standards of corporate accounting according to IAS/IFRS and they know the differences to the regulations according to HGB. They are able to independently prepare a HBII and to perform the necessary consolidation steps of full consolidation and equity valuation. Further- more, they know the relevant electoral rights and margins of discretion which they are able to evalu- ate according to their effects on the analysis of international financial statements according to IAS/IFRS.					
<b>Controlling</b>					
Students are able to explain the principles and the different controlling conceptions as well as to independently apply and critically evaluate the key instruments of operational controlling.					
<b>Deployment and Management of External Accounting and Controlling Service Providers</b>					
Students are able to explain the procedures and the management of external accounting and con- trolling service providers. They are enabled to identify and define the operating as well as the com- petitive principles and current challenges of the respective markets. They are able to develop scenarios for different segments of the accounting and controlling service provider market.					
<b>Advanced Seminar: Current Developments in External Accounting / Controlling</b>					
Students learn to independently identify current developments in management accounting and to relate these developments to the current state of research as well as to the literature in order to formulate a relevant question which is to be analysed in written form. They are enabled to scientifically prepare research findings, to draw conclusions and to present and scientifically discuss their results.					
<b>Topics</b>					
<b>International Corporate Accounting / Analysis of International Financial Statements</b>					
<ul style="list-style-type: none"><li>• Principles of international financial statement</li><li>• Financial reporting according to IFRS</li><li>• Analysis of international financial statement</li></ul>					



### **Controlling**

- Conceptual foundations of controlling
- Controlling as management philosophy, classification of controlling, sub-areas of controlling
- Principles of operational controlling
- Operational planning and control processes, budgeting
- Principles of variance analysis
- Controlling of corporate key figures
- Foundations and selected instruments of cost management
- Business evaluation
- Value-based controlling
- Performance controlling, especially balanced scorecard
- Risk controlling and corporate governance

### **Deployment and Management of External Accounting and Controlling Service Providers**

- Introduction to the market / concept of analysis and methodology
- Macro analysis
- Microanalysis
- Nightmare competitor

### **Advanced Seminar: Current Developments in External Accounting / Controlling**

- Fundamentals of scientific work
- Identification of current developments in external accounting in consideration of the current state of research
- Presentation of an exposé and discussion of the research findings

### **Forms of Teaching**

Seminar lessons, case processing, individual and group work, workshop / teaching and supervision, analysis of financial statements / prospectuses and self-study

### **Prerequisites for Participation**

None

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Wilhelm Schneider, Prof. Dr. Klaus Deimel

### **Other Information**



Literature:

- Baetge, J., Kirsch, H.-J. & Thiele, S. (2016). Bilanzen (14. Aufl.). Düsseldorf: idw-Verlag.  
Baetge, J., Kirsch, H.-J. & Thiele, S. (2015). Bilanzen (11. Aufl.). Düsseldorf: idw-Verlag.  
Baum, H. G., Coenenberg, A. G. & Günther, T. (2013). Strategisches Controlling (5. Aufl.). Stuttgart: Schäffer-Poeschel.  
Coenenberg, A. G. (2016). Jahresabschluss und Jahresabschlussanalyse (24. Aufl.). Stuttgart: Schäffer-Poeschel.  
Coenenberg, A. G., Fischer, T. M. & Günther, T. (2016). Kostenrechnung und Kostenanalyse (9. Aufl.). Stuttgart: Schäffer-Poeschel.  
Deimel, K., Heupel, T. & Wiltinger, K. (2012). Controlling. München: Vahlen.  
Schneider, B. & Schneider, W. (2017). Jahresabschluss und Jahresabschlussanalyse (6. Aufl.). Göttingen: Cuvillier.  
Deimel, K., Isemann, R. & Müller, S. (2006). Kosten- und Erlösrechnung. München: Vahlen.  
Weber, J. & Schäffer, U. (2011). Einführung in das Controlling (13. Aufl.). Stuttgart: Schäffer-Poeschel.  
Günter, T. (1997). Unternehmenswertorientiertes Controlling. München: Vahlen.  
Peemöller, V. (Hrsg.) (2015). Praxishandbuch Unternehmensbewertung (5. Aufl.). Herne: nwb Verlag.  
Schneider, B. & Schneider, W. (2006). Abschlussarbeiten FAQ / FGA. In: WiSt Wirtschaftswissenschaftliches Studium, 35 (9), (S. 537 – 539).  
Theisen, M.R. (2013). Wissenschaftliches Arbeiten (16. Aufl.). München: Vahlen.

**References on specific literature will be announced at the start of lectures.**



<b>Module Title</b> Business & Economic Sciences 5: Specialisation– Bank and Finance Management (Rheinbach Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 5thSemester	<b>Frequency</b> Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>  Bank Management Management of Financial Risks Analysis of Corporate Clients Business Policy of Banks Special Topics of Bank and Finance Manage- ment			<b>Contact Time</b>  4 SWS / 60 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h	<b>Self-Study</b>  Total: 360 h	<b>Planned Group Size</b>  max. 40 Stu- dents
<b>Learning Outcomes</b>  Students are familiar with the fundamentals and the central mechanisms of bank and finance management. Main topics are the area of bank management (Banking Supervisory Law, bank control), the business policy of banks and the areas of due diligence and management of financial risks. Students are acquainted with the perspective of the banks as well as with the view of the banks' corporate customers. Thus they are prepared for specialist careers in financial institutions and the finance departments of industry and trade companies.					
<b>Topics</b>  <b>Bank Management</b> <ul style="list-style-type: none"><li>• Legal framework</li><li>• Banking calculation</li><li>• Target system of the banking business with regard to the fundamental conflict area of rentability, liquidity, security and growth</li><li>• Connection between the target system and the business areas of a bank</li><li>• Active and passive business in consideration of solvency requirements</li><li>• Commission-based and issuing business</li><li>• Depot A business (own investments) with hedging by put options</li><li>• Foreign currency investments and management of currency risks</li><li>• Bank controlling</li><li>• Target group and competitor analysis</li><li>• Development of marketing measures</li></ul> <b>Management of Financial Risks</b> <ul style="list-style-type: none"><li>• Concept and legal bases of risk management</li><li>• Risk strategies and operational organisation of risk management</li><li>• Financial risks: types and management</li><li>• Overview of the „classic“ hedging possibilities</li><li>• Risk management with derivatives</li><li>• Financial swaps</li><li>• Unconditional forward transactions</li></ul>					



- Conditional forward transactions
- Credit derivatives

### **Analysis of Corporate Customers**

- Occasions for analysis
  - Credit assessment
  - Negotiability assessment
- Methods of analysis
  - Quantitative analysis
  - Qualitative analysis
- Practical analysis
- Current issues of corporate customer analysis

### **Special Topics of Bank and Finance Management**

- Preparation of supervised term papers on current topics of bank and finance management
- Presentation and discussions on special topics
- Guest lectures
- Excursions

### **Forms of Teaching**

Seminar lessons, individual and group work, business simulation, case processing, Analysis of financial statements / prospectuses, self-study

### **Prerequisites for Participation**

None

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Tobias Amely, Prof. Dr. Wilhelm Schneider, Prof. Dr. Christine Immenkötter

### **Other Information**

Literature:

Becker, H. P., Peppmeier, A. (2016). Bankbetriebslehre (11., aktualisierte Aufl.). Herne: nwb Verlag.  
Bösch, M. (2014). Derivate (3., vollständig überarbeitete Aufl.). München: Vahlen.  
Coenenberg, A. G. (2016). Jahresabschluss und Jahresabschlussanalyse (24. Aufl.). Stuttgart: Schäffer-Poeschel.  
Hull, John (2012). Optionen, Futures und andere Derivate (8., aktualisierte Aufl.). München: Pearson.  
Küting, K. & Weber, C.-P. (2015). Die Bilanzanalyse (11. Aufl.). Stuttgart: Schäffer-Poeschel.



Schneider, B. & Schneider, W. (2017). Jahresabschluss und Jahresabschlussanalyse (6.Aufl.). Göttingen: Cuvillier.

Handbooks on banking simulation games

**References on specific literature will be announced at the start of lectures.**



<b>Module Title</b>					
Business & Economic Sciences 5: Specialisation- Business Administration for Trading Companies (Rheinbach Campus)					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
5.1	540 h	18	5thSemester	Summer and Winter Semes-ter	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Strategy			3 SWS / 45 h	Total:	max. 40 Stu- dents
Procurement			3 SWS / 45 h	345 h	
Supply Chain Management / Logistics			3 SWS / 45 h		
Sales			3 SWS / 45 h		
Special Topics			1 SWS / 15 h		
<b>Learning Outcomes</b>					
Students gain knowledge of the central strategic decision frameworks and key problems of logistics, sales, procurement and less central fields of activities which they are able to identify and analyse with regard to their practical implications.					
<b>Topics</b>					
<b>Strategy</b>					
<ul style="list-style-type: none"><li>• Strategy approaches and the relevance of strategic issues for a company</li><li>• Types of operation: concepts for development, key issues and decision-making processes</li><li>• Organisation: fundamentals, specific basic forms in the trade sector decentralisation / centralisation, merchandising, category management, examples</li><li>• Location: core problems and decision-making processes</li></ul>					
<b>Procurement</b>					
<ul style="list-style-type: none"><li>• Introduction</li><li>• Scope and structure of product range (concept, courses of action)</li><li>• Brand policy</li><li>• Retail branding</li><li>• Price policy (fundamental principles), price optics, price level, price determination</li><li>• Category management (basic concept), best practice model, secondary components, strategy as a main component</li><li>• Main component eight-phase model</li><li>• Nine-phase model</li></ul>					
<b>Supply Chain Management / Logistics</b>					
<ul style="list-style-type: none"><li>• Conceptual fundamentals, concepts of dropshipping and central delivery</li><li>• Infrastructure: distribution centre, transport, pallet</li><li>• RFID (Radio Frequency Identification)</li><li>• Process organisation</li><li>• Modern concepts</li></ul>					



<b>Sales</b> <ul style="list-style-type: none"><li>• Role of the sales division; sales promotion: framework for action</li><li>• Sales promotion: goals, budgeting, message, management</li><li>• Sales department: concept, framework for action, contact initiation, point of sale design, personal selling</li><li>• Customer service: concept, meaning, medium</li></ul>
<b>Special Topics</b> <ul style="list-style-type: none"><li>• Case example from the specialised press (e. g. "Lebensmittelzeitung")</li></ul>
<b>Forms of Teaching</b> <p>Seminar lessons, individual and group work, visiting of companies, quick visits of points of sale of interesting trade companies, case studies, self-study</p>
<b>Prerequisites for Participation</b> <p>None</p>
<b>Types of Examination</b> <p>As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations</p>
<b>Prerequisites for the Award of Credit Points</b> <p>Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations</p>
<b>Classification of the Module</b> (part of other degree programmes) <p>This specialisation is also part of the degree programme "Business Management"</p>
<b>Weighted Factor for the Final Grade</b> <p>12 per cent</p>
<b>Module Representative (underlined) and Full-time Lecturers</b> <p><u>Prof. Dr. Dr. Thomas Roeb</u></p>
<b>Other Information</b> <p>Literature: Müller-Hagedorn, L., Toporowski, W. &amp; Zielke, S. (2012). Der Handel. Grundlagen, Management, Strategien (2., vollständig überarbeitete Aufl.). Göttingen: Kohlhammer. Rudolph, T. (2013). Modernes Handelsmanagement. Eine Einführung in die Handelslehre (2. Aufl.). Stuttgart: Schäffer-Poeschel. Barth, K., Hartmann, M. &amp; Schröder, H. (2015). Betriebswirtschaftslehre des Handels (7. Aufl.). Wiesbaden: Springer.</p> <p><b>References on specific literature will be announced at the start of lectures.</b></p>





<b>Module Title</b> Business & Economic Sciences 5: Specialisation- International Management (Rheinbach Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 5thSemester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  International Strategy, Organisation & Leadership International Marketing International Trade, Finance & Investment Project & Cases in International Management Current Issues in International Management			<b>Contact Time</b>  3 SWS / 45 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h 3 SWS / 45 h	<b>Self-Study</b>  Total: 360 h	<b>Planned Group Size</b>  max. 40 Students
<b>Learning Outcomes</b>  <b>International Strategy, Organisation &amp; Leadership</b> <p>Students develop an understanding for strategic issues and methods in connection with the operational intentions of the "going international" and of the "being international". As a part of this, issues of international organisation ("International Corporate Organisation"), of the international human resource management and of international management will be dealt with as well.</p> <b>International Marketing</b> <p>Students learn to understand the challenges of international marketing. Above all, case examples (real decisions of executives, marketing mixes of existing international companies) will be analysed and discussed. Students are thus enabled to compare and evaluate different approaches of international marketing as well as the influence of the different cultures.</p> <b>International Trade, Finance &amp; Investment</b> <p>Students acquire knowledge in the historical development of international trade. They deal with the political and the economic framework as well as with the theories which are of importance for the current national and international trade and investment measures. Furthermore, they analyse the influence of global financing systems and the role of international organisations. They are thus enabled to discuss the current and the future status of the major trade zones in the world.</p> <b>Project &amp; Cases in International Management</b> <p>Students prepare a real-world management case independently and in intercultural group work. In doing so, they learn concepts of case processing and of the methods of intercultural communication/communication of contents. That way they practically learn solution-oriented and critical thinking. Furthermore, students improve their presentation skills by presenting the results in front of an audience of managers.</p> <b>Current Issues in International Management</b> <p>Students improve their skills in literature research. They are enabled to decide which information or data is problem-oriented and useful, how to deal with time management and which planning steps</p>					

are necessary. They learn to prepare academic papers (written composition, presentations) in a foreign language and in a meaningful and conclusive design.

## **Topics**

### **International Strategy, Organization & Leadership**

- Current international corporate strategies
- Country analysis, market entry strategies and entry modes, timing strategies, market entry barriers
- Corporate strategy systems
- International corporate organization models
- Influence of cultures and intercultural communication in international organizations
- Corporate international HR organization and HR strategies
- International recruitment, training and assignment
- Intercultural Leadership & Management Development
- International Unions & Works Council Policy

### **International Marketing**

- The scope and challenge of international marketing
- International marketing research, planning process and strategies
- Products and services for international consumer / business markets
- International marketing channels
- Exporting and logistics
- Case study "Export", workshop with an international marketing manager
- International marketing communication
- Excursion "International marketing in 3 countries"
- Personal selling and sales management
- Pricing for international markets

### **International Trade, Finance & Investment**

- History and current trends in international trade
- Theories in International Trade & Investment
- Areas & results for economic integration
- The International Finance System
- The role of international organizations and of NGO's

### **Project & Cases in International Management**

- Introduction to the seminar and presentation of topics
- Lecture: "Corporate communication"
- Lecture: "Presentation of cases and projects"
- Independent communication, preparation and consultation in groups
- Presentation of reports

### **Current Issues in International Management**

- Introduction to topics
- Lectures: "Research methods"
- Submission of final project outline and draft report structure
- Team consultation session with instructor
- Presentations: intermediate presentation, final results

## **Forms of Teaching**



Seminar lessons, group and individual work, case studies, presentations, self-study
<b>Prerequisites for Participation</b> None
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) This specialisation is also part of the degree programme “Business Management”
<b>Weighted Factor for the Final Grade</b> 12 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Jürgen Bode</u> , Prof. Dr. Harald Meier, Dr. Luc Da Gbadji
<b>Other Information</b> Literature: Blom, H. & Meier, H. (2016). Interkulturelles Management (3. Aufl.). Berlin: nwb Verlag. Deresky, H. (2016). International Management. Managing Across Borders and Cultures (9. ed.). London: Pearson. Krugman, P. R. & Obstfeld, M. (2014). International Economics (10. rev. Global ed.). Boston: Prentice Hall. Kutschker, M. & Schmid, S. (2011). Internationales Management (7. Aufl.). München: Oldenbourg Wissenschaftsverlag. Le Monde diplomatique (from 2015 on): Atlas der Globalisierung (yearly Edition). Paris: Le Monde diplomatique. Wild, J. & Wild, L. (2017). International Business. The Challenges of Globalization (9. Aufl.). Essex: Pearson. <b>References on specific literature will be announced at the start of lectures.</b>



<b>Module Title</b> Business & Economic Sciences 5: Specialisation- Marketing (Rheinbach Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 5 <sup>th</sup> Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  Marketing / Brand Management Current Topics in Marketing Market Research Marketing-Mix 1: Product (Innovation Management) Marketing-Mix 2: Communication (e.g., Advertisement, Social Media Marketing ....)			<b>Contact Time</b>  5 SWS / 75 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h	<b>Self-Study</b>  Total: 345 h	<b>Planned Group Size</b>  max. 30 Students
<b>Learning Outcomes</b> Students ... <ul style="list-style-type: none"><li>• understand the idea of marketing and the role of marketing and can communicate and argue in a professional manner,</li><li>• have dealt with various marketing terms and theories as well as their relevance for practice and have critically reflected upon them,</li><li>• know the market research methods and study designs used in the consumer goods industry and can evaluate their significance and usefulness,</li><li>• are able to develop a marketing concept - including the relevant strategic planning instruments and the possibilities of designing a marketing mix</li><li>• are familiar with the basics of brand management, the management of brand portfolios, the design of brand architectures and know how brand management is changing in the digital age,</li><li>• are aware of the challenges facing brand managers today (e.g. internationalization, digitalization and the sustainability debate),</li><li>• and are well prepared for entry-level positions in the consumer goods industry, e.g. in brand management.</li></ul>					
<b>Topics</b> <b>Marketing / Brand Management</b> <ul style="list-style-type: none"><li>• Concept, development and framework of marketing</li><li>• Theoretical approaches / "schools of thought" in marketing</li><li>• Planning instruments and decision-making in strategic marketing</li><li>• Composition of the marketing instruments / marketing mix (product and programme policy, price policy, communication policy, distribution policy)</li><li>• Brand management and brand strategies</li><li>• Digital brand management</li><li>• Management of brand portfolios</li><li>• Brand architectures</li></ul>					

- Practice of brand management - insight into a consumer goods company (different thematic focuses (e.g. strategy, communication, social media marketing, new product development))

### **Current Topics in Marketing**

- Presentations and papers on current marketing topics
- Presentations and discussion of current marketing topics from journals and periodicals
- Guest lecturers of practitioners on current issues from the marketing practice

### **Market Research**

- Introduction to market research
- Fundamentals of theory of science and measurement theory
- Selection of the survey units / sampling
- Methods of data collection (interview, observation, experiments, panels)
- Selected methods of data analysis

### **Marketing-Mix 1: Product (Innovation Management)**

- Innovation management as part of product policy
- Definition and importance of product innovation (especially for FMCG)
- Success rate of product innovation
- Product Life Cycle
- Importance of market research
- Project management/project team
- Innovation Process
- Performance Review

### **Marketing-Mix 2: Communication (e.g., Advertising, Social Media Marketing ....)**

#### **Social Media Marketing:**

- Definition and development of social media marketing
- Concepts of social media marketing (consumer goods industry)
- Situation analysis
- Analysis of the market environment
- Development of a social media strategy
- Evaluation and monitoring

#### **Advertising:**

- Basic concepts, framework conditions and current developments
- Strategic advertising planning
- Psychology of the advertising effect
- Design of advertising messages
- Selection and layout of the advertising media
- Advertising control



<b>Forms of Teaching</b>
Seminars, lectures with discussions, group and individual work, case studies, project work, self-study, blended learning.
<b>Requirements for Participation</b>
<b>Formal:</b> None
<b>Content:</b> Knowledge of the content of the courses Principles of Marketing
<b>Form(s) of Examination</b>
Generally a written or oral examination. More details in section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
<b>Requirements for Awarding Credit Points</b>
Passing the examination in accordance with section 15 paragraph 3 in conjunction with section 17 of the examination regulations.
<b>Use of the Module</b> (in other degree programmes)
The specialisation is also offered as part of the Business Management degree programme.
<b>Weighted Factor for the Final Grade</b>
12%
<b>Module Coordinator (underlined) and Full-Time Lecturers</b>
<u>Prof. Dr. E. Leischner</u> , J. Sani
<b>Other Information</b>
Literature: Esch, F.-R., Esch, D. (2024): Strategie und Technik der Markenführung, 10. Auflage, München: Vahlen Homburg, C. (2020): Marketingmanagement, Strategie, Instrumente, Umsetzung, Unternehmensführung, 7. Auflage, Wiesbaden: Springer Gabler Kilian, K., Kreutzer, R.T. (2022): Digitale Markenführung, Wiesbaden: Springer Gabler Koch, J., Riedmüller, F. (2021): Marktforschung. Grundlagen und praktische Anwendungen, 8. Auflage, Berlin: De Gruyter Meffert, H. et al. (2024): Marketing. Grundlagen marktorientierter Unternehmensführung, 14. Auflage, Wiesbaden: Springer Gabler Further Information about literature will be provided at the start of the semester.



<b>Module Title</b> Business & Economic Sciences 5: Specialisation–Management Consulting and Development (Rheinbach Campus)					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
5.1	540 h	18	5thSemester	Summer and Winter Semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Business Strategy			4 SWS / 60 h	Total:	max. 40 Students
Consulting Process			4 SWS / 60 h	360 h	
Management Trends			4 SWS / 60 h		
<b>Learning Outcomes</b>					
<b>Business Strategy</b> Students gain fundamental knowledge of development strategies for businesses and groups. They are able to recognise the differences between these strategies and to identify specific problems. They are enabled to apply the portfolio management as an instrument for the corporate development. Furthermore, they are proficient in the fundamental concepts of the merger and acquisition process and they are capable of preparing business evaluations. They are familiar with the shareholder value concept as a key objective of listed companies and they are able to critically examine and apply this concept in the framework of a value-based management.					
<b>Consulting Process</b> Students are enabled to explain the procedures and the management of external consultants by means of an ideal-typical consulting process (from both the client’s and the consultancy’s perspective). From the consultancy’s perspective, they are able to explain, assess and apply the necessary instruments.					
<b>Management Trends</b> Students learn to name and explain different management trends. They are able to juxtapose these trends and to explain why and how management trends emerge, who contributes to the relevant decisions, who benefits from it and why these trends disappear after some time.					
<b>Topics</b>					
<b>Business Strategy</b> <ul style="list-style-type: none"><li>• Introduction to the field of corporate development</li><li>• Classification of corporate and business strategies into the framework of strategic management</li><li>• Basic principles and case study on portfolio management</li><li>• Mergers and acquisitions: basic principles and process development</li><li>• Methods of business evaluation</li><li>• Fundamentals and measurement instruments of the shareholder value concept</li><li>• Value-based management</li></ul>					
<b>Consulting Process</b> <ul style="list-style-type: none"><li>• Principles of management consulting</li></ul>					



- The phases of the consulting process
- Basic conversation techniques
- Pyramid principle and SCQA
- Business game

### **Management Trends**

- Management trends and protagonists
- Management fashion setting
- Rational model of the value chain for management knowledge
- Classic and extended life cycle models as for the explanation of management trends
- Concept and essence of constructivism
- Management trends from a constructivistic perspective
- Implications of management trends for the strategic consulting
- Selected management trends

### **Forms of Teaching**

Seminar lessons, case studies, self-study, group work, business game, presentations

### **Prerequisites for Participation**

None

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Dietmar Fink, Bianka Knoblach

### **Other Information**

Literature:

- Arnold, G. (2002). Corporate Financial Management (2. Aufl.). Harlow: Prentice Hall.
- Brealey, R. A., Myers, S. C. & Marcus, A. J. (2011). Fundamentals of Corporate Finance (7. Aufl.). Boston: McGraw Hill.
- Copeland, T. E., Koller, T & Murrin, J. (2002). Unternehmenswert. Methoden und Strategien für eine wertorientierte Unternehmensführung (3. Aufl.). Frankfurt: Campus Verlag.
- Deimel, K. (2002). Investitionstheoretische Fundierung des Shareholder Value Konzepts, in: WISU - das Wirtschaftsstudium, 31 (1), S. 77 – 82.
- Deimel, K., Heupel, T. & Wiltinger, K. (2012). Controlling. München: Vahlen.
- Günter, T. (1997). Unternehmenswertorientiertes Controlling. München: Vahlen.
- Grant, R. M. (2015). Contemporary Strategy Analysis (9. Aufl.). Chichester, UK: John Wiley and Sons.





Peemöller, V. (Hrsg.). (2015). Praxishandbuch Unternehmensbewertung (5. Aufl.). Herne: nwb Verlag.  
Rappaport, A. (1986). Creating Shareholder Value. New York: The free press.  
Welge, M., Al-Laham, A. & Eulerich, M. (2017). Strategisches Management (7. Aufl.). Wiesbaden: Springer.  
Wirtz, B. (2003). Mergers & Acquisitions Management. Wiesbaden: Springer.

**References on specific literature will be announced at the start of lectures.**



<b>Module Title</b> Business & Economic Sciences 5: Specialisation – Sales Management (Rheinbach Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 4th/5th Semester	<b>Frequency</b> Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  Sales Projects Sales Strategy Sales Operational Aspects Sales Performance Management			<b>Contact Time</b>  4 SWS / 60 h 2 SWS / 30 h 4 SWS / 60 h 2 SWS / 30 h	<b>Self-Study</b>  Total: 360 h	<b>Planned Group Size</b>  max. 30 Students
<b>Learning Outcomes</b> <p>The students learn the classification and differentiation of the operational function "sales" in an international context. They will be able to present strategic aspects, analyse them and implement them in various industries.</p> <p>Furthermore, the students get to know methods as a prerequisite for operative management in the area of "sales and marketing", in particular with regard to the manifold aspects of communication and their importance for a successful performance. In addition, insights into the management of "sales and marketing", e.g. via controlling, should be imparted.</p> <p>Within the framework of a practical project in collaboration with a company, students are encouraged to implement the knowledge they have learnt.</p>					
<b>Topics</b> <b>Strategic distribution/sales</b> <ul style="list-style-type: none"><li>• Basics of strategic sales management / international sales management</li><li>• Distribution channels/multichannel strategies</li><li>• Customer prioritization</li><li>• Aspects of price management</li></ul> <b>Operational aspects of distribution/sales</b> <ul style="list-style-type: none"><li>• Sales organisation</li><li>• Personnel management, competencies and the "sales personality" in the sales department</li><li>• Incentive and compensation systems</li><li>• Customer orientation/customer loyalty</li></ul> <b>Sales and distribution controlling</b> <ul style="list-style-type: none"><li>• - Basics and goals</li><li>• - Strategic and operative controlling approaches</li></ul> <b>Practical sales project</b> <ul style="list-style-type: none"><li>• Aspects of project management</li><li>• Independent processing and documentation of the project, e.g:<ul style="list-style-type: none"><li>◦ Organization of sales and distribution units</li></ul></li></ul>					



<ul style="list-style-type: none"><li>○ Procedural topics (process descriptions, reorganisations)</li><li>○ Market research of selected countries/regions for defined products</li><li>○ Development of competence patterns for the training and further education of sales and distribution personnel</li></ul> <ul style="list-style-type: none"><li>● Presentation and discussion of results with the management of the cooperating companies</li></ul>
<b>Forms of Teaching</b> Seminar, project work and group projects
<b>Prerequisites for Participation</b> Related knowledge from the introductory courses
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) This specialisation is also part of the degree programmes “International Business” and “Business Management”
<b>Weighted Factor for the Final Grade</b> 12 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Stephan Tank</u> , Prof. Dr. Daniel Assmus
<b>Other Information</b> Literature recommendations will be announced when the lecture period begins.



<b>Module Title</b>					
Business & Economic Sciences 5: Specialisation- Controlling (Sankt Augustin Campus)					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
5.1	540 h	18	5thSemester	Summer and Winter Semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
System of Controlling			1 SWS / 15 h	Total: 345 h	max. 40 Students
Management Accounting as Controlling Information System			2 SWS / 30 h		
Strategic and Operational Cost Management			3 SWS / 45 h		
Financial Controlling			2 SWS / 30 h		
Sustainability Controlling			2 SWS / 30 h		
Case Studies in Controlling			3 SWS / 45 h		
<b>Learning Outcomes</b>					
Students gain knowledge of the theoretical principles and the practical realisation of operational and strategic controlling. Building on the key conceptual approaches of controlling, the students study the aims of controlling and the controlling system. Focus areas are the development and the implementation of processes that are suitable for a target-oriented control of all business areas as well as the optimisation of cost and process structures by appropriate methods and instruments and the deduction of strategic and operational information for decision making by means of appropriate procedures and instruments. The students are thus enabled to explain the controlling methods and instruments and to apply them to business problems in professional practice.					
<b>Topics</b>					
<b>System of Controlling</b>					
<ul style="list-style-type: none"><li>• Aims of controlling</li><li>• Conception of controlling</li><li>• System of controlling</li></ul>					
<b>Management Accounting as Controlling Information System</b>					
<ul style="list-style-type: none"><li>• Management accounting as a service function of controlling</li><li>• Systems of standard costing</li><li>• Management accounting as a comprehensive instrument of cost management resp. controlling</li></ul>					
<b>Strategic and Operational Cost Management</b>					
<ul style="list-style-type: none"><li>• Differentiation and functions of an effective cost management</li><li>• Methods and instruments of cost management</li></ul>					
<b>Financial Controlling</b>					
<ul style="list-style-type: none"><li>• Connections between balance sheet, income statement and financial statement</li><li>• Negative equity, illiquidity and dept overload</li></ul>					



- Basic principles of finance planning
- Cash management
- Capital commitment controlling with regard to working capital
- Long-term capital requirements planning and capital structure planning
- Aspects of internal and external financing with regard to the structural financial equilibrium
- Finance controlling as risk controlling in the financial sector

### **Sustainability Controlling**

- Differentiation and goals of sustainability controlling
- Methods and instruments of sustainability controlling

### **Case Studies in Controlling**

(optionally in German or English)

- Introduction to topics
- Strategic decisions in controlling
- Operational level control
- Decision-making tools

### **Forms of Teaching**

Seminar lessons, case studies, group work, self-study

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** knowledge of the topics of the courses "Accounting 1 and 2" and "Financial Management"

### **Types of Examination**

Written or oral exam (75%) and partial exam accompanying the lecture as a written paper (25%).

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Andreas Wieseahn, Prof. Dr. Margit Ernenputsch, Prof. Dr. Harald Lutz, Prof. Dr. Rosemarie Stibbe

### **Other Information**

Literature:

Horváth, P. (2015). Controlling (13., überarbeitete Aufl.). München: Vahlen.

Küpper, H.-U. (2013). Controlling: Konzeption, Aufgaben, Instrumente (6., überarbeitete Aufl.). Stuttgart: Schäffer-Poeschel.

Reichmann, T. (2011). Controlling mit Kennzahlen. Die systemgestützte Controlling-Konzeption (8., überarbeitete und erweiterte Aufl.). München: Vahlen.



Weber, J. & Schäffer, U. (2016). Einführung in das Controlling (15., überarbeitete und aktualisierte Aufl.). Stuttgart: Schäffer-Poeschel.

**References on specific literature will be announced at the start of lectures.**



<b>Module Title</b> Business & Economic Sciences 5: Specialisation – Economics (Sankt Augustin Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 5th Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b> Empirical Economic Research Green Economy and Sustainable Development International Economic Relations I International Economic Relations II Macroeconomics II Microeconomics II			<b>Contact Time</b> 3 SWS / 45 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h	<b>Self-Study</b> Total: 345 h	<b>Planned Group Size</b> max. 40 Students
<b>Learning Outcomes</b> <p>As part of the course "Empirical Economic Research", students gain an understanding of linear regression techniques with one or more regressors. They can also apply inference methods to test scientific hypotheses in the context of regression models.</p> <p>In the course "Green Economy and Sustainable Development", students expand their knowledge of economic principles in the context of sustainable development. They deal with global social challenges and understand the political design process.</p> <p>The course "International Economic Relations I" provides students with a deep understanding of concepts and empirical measurements of international development. They understand the role of imperfect markets and institutions, international trade and development co-operation.</p> <p>In "International Economic Relations II", students acquire the ability to analyse the interaction between financial markets and real estate markets. They understand crises, regulation and speculative bubbles as well as the investment decisions of investors.</p> <p>In "Macroeconomics II", students deepen their analytical skills by analysing foreign trade, direct investment, globalisation, protectionism, balances of payments, Target2 balances, foreign exchange markets and currency regimes.</p> <p>In "Microeconomics II", students apply economic concepts to understand incentives for innovation, digital goods and services, pricing strategies, platforms and multi-sided markets and apply them to practice.</p>					
<b>Topics</b> <b>Empirical economic research</b> <ul style="list-style-type: none"><li>• Linear regression with one and more regressors</li><li>• Inference, i.e. the testing of scientific hypotheses in the regression model</li><li>• Simple non-linear models</li><li>• Model validation</li></ul> <b>Green economy and sustainable development</b>					

- Economy and sustainable development
- Global societal challenges
- The political design process
- Natural resources
- Responsible economic activity

#### **International Economic Relations I**

- International development: concepts and empirical measurement
- Income growth
- Imperfect Markets & Institutions
- International Trade
- Development Co-operation

#### **International Economic Relations II**

- Financial markets, property markets and their interaction
- Crises and regulation
- Speculative bubbles
- Investment decisions of investors

#### **Macroeconomics II**

- Foreign trade vs. direct investment
- Globalisation vs. protectionism
- Balance of payments and Target2 balances
- Foreign exchange market and currency regime
- Transmission channels in open economies
- Monetary and fiscal policy with fixed and flexible exchange rates

#### **Microeconomics II**

- Incentives for innovation (patents, property rights...)
- Digital goods and services
- Pricing strategies for digital goods
- Platforms and multi-sided markets
- Explanation of business models of tech companies

#### **Forms of Teaching**

Seminar lessons, group work, project work, presentations, self-study

#### **Prerequisites for Participation**

**Formal:** none

**Contentual:** Students must have passed the examinations in "Statistics 1" and "Macroeconomics". Interest in economic questions and issues of empirical economic research. Active participation.

#### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

#### **Prerequisites for the Award of Credit Points**

Passing the written or oral examination and successful completion of a term paper or presentation (incl. preparation of a set of slides, a handout and presentation)





<b>Classification of the Module</b> (part of other degree programmes) This specialisation is also part of the degree programme "Business Management"
<b>Weighted Factor for the Final Grade</b> 12 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Christian Tode</u> , Prof. Dr. Katja Bender, Prof. Dr. Thomas Deckers, Dr. E.-Peter Kausemann, Prof. Dr. Wiltrud Terlau, Prof. Dr. Michael Voigtländer
<b>Other Information</b> This module benefits from a close cooperation with the Cologne Institute for Economic Research ("Institut der deutschen Wirtschaft") and a close connection with the International Centre for Sustainable Development (IZNE) of the Bonn-Rhein-Sieg University. <b>References on specific literature will be announced at the start of lectures.</b>



Module Title					
Business & Economic Sciences 5: Specialisation–Finance / Financial Services (Sankt Augustin Campus)					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
5.1	540 h	18	5thSemester	Summer and Winter Semester	1 Semester
Courses			Contact Time	Self-Study	Planned Group Size
Finance Management			2 SWS / 30 h	Total: 345 h	max. 40 Students
Financial Analysis			2 SWS / 30 h		
Selected Financial Services			4 SWS / 60 h		
Stock Exchange and Financial Investment Decisions			3 SWS / 45 h		
Financial Planning and Controlling			2 SWS / 30 h		
Learning Outcomes					
Finance Management					
Students learn to independently comprehend, solve and present practice-oriented questions of finance management of both small and mid-sized companies and listed companies. A main focus lies with particular aspects of external and internal financing as well as on controlling issues of financial services from an internal company perspective.					
Financial Analysis					
Students are enabled to evaluate annual accounts from the perspective of an external investor. They are also able to critically reflect on the applicability and the selection of alternative instruments to annual accounts with regard to target setting and practicability. A main focus lies with the financial fundamentals – in particular in consideration of possible electoral rights and their effect on the external analysis – as well as on innovative international developments.					
Selected Financial Services					
This course aims at the transfer of market know how in the area of financial services. Participants are enabled to characterise selected financial services with regard to product, provider, demander, pricing, sales and current national and international trends as well as to evaluate their applicability in practice. A main focus lies with the acquisition of knowledge and skills of particular importance for the professional practice in the sales sector of a financial services company.					
Stock Exchange and Financial Investment Decisions					
Students gain institutional knowledge of stock exchange and they are enabled to conduct market transactions and to comprehend their institutional requirements. They are capable of independent decision-making on the selection of suitable investments or depot structures and to critically reflect on the applied assessment criteria. The focus of the course lies with the perspective of an external investor who is planning to buy and sell financial securities via the secondary market.					
Financial Planning and Controlling					
Considering the requirements of the capital market to financial business management, students learn how the cash flows and holdings of a company are planned, managed and controlled in order to					

achieve and ensure a financial equilibrium in the company. They are able to classify the objectives and tasks of financial planning and financial controlling as well as to technically analyse, select and apply the instruments necessary for problem solving.

### **Topics**

#### **Financial Management**

- Particular aspects of external and internal financing
- Tax effects of financing
- Aspects of debt policy
- Shareholder value as a strategic approach of capital-oriented and value-based corporate management
- Interest rate management
- Controlling of financial service providers by the example of investment portfolio controlling

#### **Financial Analysis**

- Backgrounds of annual financial statements analysis and credit assessment
- Analysis of asset structure and capital structure
- Static and dynamic liquidity analysis
- Performance analysis
- Analysis via indicator system
- Cash flow statement and capital finance account
- Shareholder value approach as a link between financial analysis and investment calculation

#### **Selected Financial Services**

- Asset Management
- Brokerage
- Research
- Domestic and global custody
- Insurances and financing
- Leasing
- Factoring und forfeiting
- Asset-backed financing

#### **Stock Exchange and Financial Investment Decisions**

- Stock exchange
- Price setting on financial markets
- Theoretical and practical aspects of asset allocation
- Professional asset management
- Investment styles

#### **Financial Planning and Controlling**

- Cash flow calculations
- Objectives and tasks of financial management and controlling
- Avoiding insolvency and debt overload as steering target
- Long-term capital requirements planning and capital structure planning
- Medium- and short-term financial planning and controlling
- Cash management / liquidity controlling
- Financial controlling of the working capital
- Aspects of internal and external financing with regard to the structural financial equilibrium



<ul style="list-style-type: none"><li>• Financial controlling as risk controlling in the financial sector</li></ul>
<b>Forms of Teaching</b> Seminar lessons, self-study, group work, internet case study
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Contentual:</b> extended mathematical understanding, interest in capital investments, extended fundamental knowledge finance and accounting
<b>Types of Examination</b> As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) This specialisation is also part of the degree programme “Business Management”
<b>Weighted Factor for the Final Grade</b> 12 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Wolfgang Doerks</u> , Prof. Dr. Harald Lutz, Dr. Andreas Grünewald
<b>Other Information</b> Literature: Perridon, L., Steiner, M. & Rathgeber, W. (2016). Finanzwirtschaft der Unternehmung (17., überarbeitete und erweiterte Aufl.). München: Vahlen. <b>References on specific literature will be announced at the start of lectures.</b>



<b>Module Title</b> Business & Economic Sciences 5: Specialisation – Health Management (Sankt Augustin Campus)					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
5.1	540 h	18	5. Semester	Summer and Winter semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Basics of Occupational Health Management			3 SWS / 45 h	Total: 345 h	max. 40 Students
Mental Health Risk Assessment			1 SWS / 15 h		
Basics of Healthy Leadership			1 SWS / 15 h		
SCOAP-Needs incl. Workshops			3 SWS / 45 h		
General Health Knowledge			3 SWS / 45 h		
Practice/Research Project			2 SWS / 30 h		
<b>Learning Outcomes</b> <p>The students have in-depth knowledge in the field of occupational health management. They understand its structures, organisation and can implement and establish it in the company context. The students are also able to lead and support employees based on the SCOAP model. They have knowledge about their needs and know the necessary tools and techniques to use them in the company. The students have a health awareness and practice sustainable self-management in order to strengthen their own health resources on the one hand and to promote the health of the employees on the other. The common coaching methods learned in the work context also serve this purpose. Furthermore, the students have general health competences and can act as health multipliers in the company.</p>					
<b>Topics</b> <b>Basics of Occupational Health Management</b> <ul style="list-style-type: none"><li>• Vision and strategy of an occupational health management system</li><li>• Practical implementation of occupational health management in the company</li><li>• Primary, secondary and tertiary prevention</li></ul> <b>Mental Health Risk Assessment</b> <b>Basics of Healthy Leadership</b> <ul style="list-style-type: none"><li>• Basics of employee management</li><li>• Different models of "healthy leadership"</li><li>• Process models for implementing healthy leadership</li><li>• SCOAP for employee management</li></ul> <b>SCOAP-Needs incl. Workshops</b> <ul style="list-style-type: none"><li>• Self-management</li><li>• Working Environment 4.0 and New Work</li><li>• Communication</li><li>• Conflict management</li></ul>					



<ul style="list-style-type: none"><li>• Subjective well-being</li></ul> <b>General Health Knowledge</b> <ul style="list-style-type: none"><li>• Basics of anatomy and physiology</li><li>• Knowledge of central diagnostic therapeutic measures</li><li>• Coaching methods</li><li>• Health multipliers in the company</li></ul> <b>Practice/Research Project</b> <ul style="list-style-type: none"><li>• Analysis of a specific issue from companies with reference to the topic of health</li></ul>
<b>Forms of Teaching</b> Seminar lessons, self-study, group work, project work
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Contentual:</b> interest in questions of public health.
<b>Types of Examination</b> As a rule, written test and/or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) This specialisation is also part of the degree programme "Business Management"
<b>Weighted Factor for the Final Grade</b> 12 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Theo Peters</u>
<b>Other Information</b> Literature: Ghadiri, A., Ternès, A. & Peters, T. (Hrsg.) (2016). Trends im Betrieblichen Gesundheitsmanagement. Wiesbaden: Springer. Peters, T. & Ghadiri, A. (2013). Neuroleadership – Grundlagen, Konzepte, Beispiele (2. Aufl.). Wiesbaden: Springer. Ulich, E. & Wülser, M. (2015). Gesundheitsmanagement in Unternehmen (6. Aufl.). Wiesbaden: Springer. Badura, B., Greiner, W., Rixgens, P., Ueberle, M. & Behr, M. (2013). Sozialkapital (2. Aufl.). Berlin, Heidelberg: Springer. Debatin, J. F., Ekkernkamp, A. & Schulte, B. (Hrsg.). (2013). Krankenhausmanagement (2. Aufl.). Berlin: Medizinisch Wiss. Verl.-Ges. Ghadiri, A., Peters, T. (2020). Betriebliches Gesundheitsmanagement in digitalen Zeiten. Wiesbaden: Springer.



Fleßa, S. & Greiner, W. (2013). Grundlagen der Gesundheitsökonomie (3. Aufl.). Berlin et al.: Springer Gabler.

**References on specific literature will be announced at the start of lectures.**



<b>Module Title</b> Business & Economic Sciences 5: Specialisation–International Financial Management (Sankt Augustin Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 5thSemester	<b>Frequency</b> Summer Se- mester	<b>Duration</b> 1 Semester
<b>Courses</b>  International Financial Reporting Stand- ards/Analysis of International Financial Statements  Management Accounting and Management Control  International Finance  Case Studies in Management Accounting and Management Control			<b>Contact Time</b>  4 SWS / 60 h  3 SWS / 45 h  3 SWS / 45 h  3 SWS / 45 h	<b>Self-Study</b>  Total: 345 h	<b>Planned Group Size</b>  max. 30 Stu- dents
<b>Learning Outcomes</b>  <b>International Financial Reporting Standards/Analysis of International Financial Statements</b>  Students understand consolidated accounting under IFRS and know the differences between HGB and U.S. GAAP accounting. They also know the relevant voting rights and discretionary powers and can assess their effect on the analysis of international consolidated statements. Students also learn to independently identify current developments in financial accounting and their relationship to the current state of research and literature. They learn to present research findings in an academic format and draw conclusions.  <b>Management Accounting and Management Control</b>  Students can explain the basics and different concepts of management control and can independently apply the central instruments of operative controlling to international situations after critical assessment. They know the difference between controlling and managerial accounting. They can name and assess current developments in international business accounting.  <b>International Finance</b>  Students learn about the international financial system and financing of international companies. They learn to identify and analyse the particularities of global financial markets from the perspective of international companies. Students also learn about the workings of foreign exchange markets and the relevant instruments for financing foreign trade.  <b>Case Studies in Management Accounting and Management control</b>  Students can independently apply managerial accounting tools to real-life situations, interpret the results, derive recommended actions and defend their results in group sessions.					
<b>Topics</b>  <b>International Financial Reporting Standards/Analysis of International Financial Statements</b> <ul style="list-style-type: none"><li>• Fundamentals of consolidated financial statements and corporate law</li><li>• Consolidated financial statements: reporting duty and consolidation group</li></ul>					





- Consolidations (e.g. capital consolidation and debt consolidation, at-equity accounting, purchase price allocation, goodwill impairment test)
- IFRS accounting: principles, approach, presentation, valuation
- Analysing annual financial statements and key figure
- Impact analysis of new accounting standards (e.g. IFRS 15 and IFRS 16)
- Identification of current developments in external accounting and the current state of research

### **Management Accounting and Management Control**

- Basic concepts of controlling
- Differences and similarities of managerial accounting and controlling in an international context
- Basics of operative and strategic controlling
- Operative planning and controlling processes
- Basics of variance analysis
- Controlling key figures in global corporations
- Activity-based costing
- Basics and selected instruments of cost management, including regional characteristics
- The balanced scorecard
- Risk controlling and corporate governance
- Identification of current developments in external accounting and the current state of research

### **International Finance**

- The international financial system
- Currency theory and markets
- Financing of international companies
- International investment

### **Case Studies in Management Accounting and Management Control**

- The controlling process
- Organizational structure of controlling
- Variance analysis
- Forecasting
- Key figure analysis
- Activity-based costing
- Target costing
- Investment controlling

### **Forms of Teaching**

Lectures, seminars, individual and group projects

### **Prerequisites for Participation**

Solid basic knowledge of accounting, investment calculation and corporate financing as well as international accounting

### **Types of Examination**

Written or oral exam

### **Prerequisites for the Award of Credit Points**

Passing a term paper or project to be admitted for the oral/written exam and passing the oral/written exam.

### **Classification of the Module** (part of other degree programmes)



This specialisation is also offered for the programmes in International Business (BSc.) and Business Administration (BSc.).

**Weighted Factor for the Final Grade**

12 per cent

**Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Ralf Meyer, Prof. Dr. Andreas Wieseahn as well as internal/external lecturers

**Other Information**

Literature recommendations will be announced at the start of the lectures.



<b>Module Title</b>					
Business & Economic Sciences 5: Specialisation–Logistics and Supply Chain Management (Sankt Augustin Campus)					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
5.1	540 h	18	5thSemester	Summer and Winter Semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Logistics Management			2 SWS / 30 h	Total: 345 h	max. 40 Students
Supply Chain Management			2 SWS / 30 h		
Procurement and Production Management			2 SWS / 30 h		
Distribution and Disposal Logistics			2 SWS / 30 h		
IT Support for Logistics and Supply Chain Management			2 SWS / 30 h		
Logistics and Supply Chain Controlling			3 SWS / 45 h		
<b>Learning Outcomes</b>					
<b>Logistics Management</b>					
Taking into consideration that products become more and more homogeneous due to innovation, students learn how to achieve competitive advantages in logistics that are difficult to imitate by competitors. They become acquainted with the fundamental cross-sector and cross functional problems of logistics as well as with the appropriate instruments and solution approaches. By focusing on international relations in logistics management, students acquire intercultural competences and sensitivity for transnational communication and business processing.					
<b>Supply Chain Management</b>					
Participants learn to understand international value-added chains as a key factor of competitiveness. They comprehend that long-term cooperation with suppliers and clients as well as with their managements is a leverage point for optimisation. They have knowledge of the appropriate concepts, strategies and instruments in order to use the resulting potential.					
<b>Procurement and Production Management</b>					
Students acquire competences with regard to the selection, loyalty and also communication with high-performance suppliers. They are able to explain modern optimisation methods on the basis of lean production and best practices, to analyse relations of production and to generate improvement approaches.					
<b>Distribution and Disposal Logistic</b>					
Students learn new ways of the global distribution of goods and the maintenance of customer relationships based on partnership. Especially with regard to the protection of natural resources and of					

the environment they understand the importance of disposal logistics and are able to juxtapose and select appropriate procedures.

### **IT Support for Logistics and Supply Chain Management**

Students learn the use of information systems as key elements for the realisation of supply chain management approaches. They deal with technical foundations of the design and the optimisation of logistics processes and of cross-company supply chains.

### **Logistics and Supply Chain Controlling**

Students are enabled to explain the foundations and requirements for planning, management and controlling of value-added chains in and between companies. They are able to analyse and evaluate classic decision-making situations.

## **Topics**

### **Logistics Management**

- Principles of logistics management
- Solution approaches in logistics management
- Intercultural competence in logistics management

### **Supply Chain Management**

- Philosophy of supply chain management
- The SCOR model
- Sustainable supply chain management
- SMC concepts, strategies and instruments
- Advanced planning and scheduling systems

### **Procurement and Production Management**

- Philosophy of procurement and production management
- Suppliers development programmes
- Sourcing strategies
- Lean production
- KAIZEN
- Team management
- The visual factory
- Employee qualification
- Asset management
- Process management
- Quality management

### **Distribution and Disposal Logistics**

- Philosophy of distribution and disposal logistics
- Strategies and instruments of distribution and disposal logistics
- Recycling strategies
- Efficient consumer response in SCM
- Customer relationship management in SCM

### **IT Support for Logistics and Supply Chain Management**

- Introduction to the architecture and the application of logistics and SCM systems
- IT supported case studies in logistics



- IT supported modelling, analysis and simulation of supply chains

### **Logistics and Supply Chain Controlling**

- Introduction and conceptual fundamentals
- Recognition and statement of logistics cost, services and revenues
- Selected instruments of strategic and operational logistics controlling
- Design of the supply chain controlling

### **Forms of Teaching**

Seminar lessons, self-study, group work, project work

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** good knowledge in accounting, investment calculation and corporate planning/ organisation

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Alfred Krupp, Martin Christian Kemnitz, Prof. Dr. Andreas Wieseahn

### **Other Information**

Literature:

- Arndt, H. (2013). Supply Chain Management. Optimierung logistischer Prozesse (6. Aufl.). Wiesbaden: Springer Gabler Verlag.
- Betge, D. (2006). Koordination in Advanced Planning and Scheduling-Systemen. Wiesbaden: Gabler Edition Wissenschaft.
- Busch, A. & Dangelmaier, W. (2013). Integriertes Supply Chain Management (2. Aufl.). Wiesbaden: Gabler Verlag.
- Werner, H. (2013). Supply Chain Management. Grundlagen, Strategien, Instrumente und Controlling (5. Aufl.). Wiesbaden: Springer Gabler Verlag.

**References on specific literature will be announced at the start of lectures.**



<b>Module Title</b> Business & Economic Sciences 5: Specialisation- Marketing, especially Business to Business (Sankt Augustin Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 5thSemester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  Strategic Marketing Marketing Conception Marketing Management Control Innovation Management B2B Practice Project Project Management			<b>Contact Time</b>  4 SWS / 60 h 1 SWS / 15 h 2 SWS / 30 h 1 SWS / 15 h 4 SWS / 60 h 1 SWS / 15 h	<b>Self-Study</b>  Total: 345 h	<b>Planned Group Size</b>  max. 40 Students
<b>Learning Outcomes</b>  Students learn the classification and differentiation of the marketing approach. They are enabled to describe different marketing strategies and research approaches (esp. in B2B marketing) and to configure the elements of the marketing mix in various ways. They are able to meet customer needs, to adequately satisfy market requirements and to apply instruments of customer loyalty. Furthermore, students get acquainted with the methods of market analysis as a prerequisite for strategic and operational marketing decisions, with the system of marketing management control as well as with innovation management in regard to marketing. In the course of a practice project in cooperation with a company they are encouraged to apply the acquired knowledge in practice.					
<b>Topics</b>  <b>Strategic Marketing</b> <ul style="list-style-type: none"><li>• Principles of marketing and marketing conception</li><li>• Particularities of B2B marketing compared to consumer goods marketing</li><li>• Strategic marketing, esp. B2B</li><li>• Discussion of selected operational aspects of marketing</li></ul> <b>Marketing Conception</b> <ul style="list-style-type: none"><li>• Principles of the conceptualisation process</li><li>• Research of consumer behaviour</li><li>• Types of purchase</li><li>• Market research</li><li>• Marketing programmes</li></ul> <b>Marketing Controlling</b> <ul style="list-style-type: none"><li>• Fundamentals and objectives</li><li>• Methodological approaches</li><li>• Strategic approaches</li><li>• Task-oriented approaches</li></ul>					



- Marketing mix-oriented approaches

#### **Innovation Management**

- Framework & Basics
- Drivers & Stakeholders
- Structures & Methods
- Creativity Excurses

#### **B2B Practice Project**

- Project management
- Methods of market research (SPSS)
- Independent processing and documentation of the project on topics as for example:
  - Development of market entry strategies
  - Customer satisfaction measurement
  - Positioning of innovative products on the market
  - Repositioning of already introduced products
- Presentation of results and discussion with the management of the cooperating company

#### **Project Management**

- Organisation and processes of projects
- Methods of project management

#### **Forms of Teaching**

Seminar lessons, self-study, group work, project work

#### **Prerequisites for Participation**

None

#### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

#### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

#### **Classification of the Module**(part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

#### **Weighted Factor for the Final Grade**

12 per cent

#### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Jens Böcker

#### **Other Information**

Literature:

Backhaus, K. (2014). Industriegütermarketing (10. Aufl.). München: Vahlen.  
Becker, J. (2013). Marketing-Konzeption (10. Aufl.). München: Vahlen.  
Kotler, P. (2016). Marketing Management (15. ed.). Boston: Pearson.



Meffert, H., Burmann, C., & Kirchgeorg, M. (2012). Marketing (11. Aufl.). Wiesbaden: Gabler.

**References on specific literature will be announced at the start of lectures.**





<b>Module Title</b>					
Business & Economic Sciences 5: Specialisation- Sustainable Management (Sankt Augustin Campus)					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
5.1	540 h	18	5thSemester	Summer and Winter Semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Principles of Sustainable Management			2 SWS / 30 h	Total: 345 h	max. 40 Students
Strategic Concepts and Instruments of Sustainable Management			3 SWS / 45 h		
Operational Concepts and Instruments of Sustainable Management			2 SWS / 30 h		
Procurement, Production and Supplier Management			3 SWS / 45 h		
Practice Project			3 SWS / 45 h		
<b>Learning Outcomes</b>					
<p>Students are able to apply methods and instruments of sustainable management in problem-related business practice (professional competence). Using practical examples, the lessons deal with systematic and analytical working as well as with problem solving competences (methods expertise).</p> <p>By taking into account different views and opinions and developing collective solution approaches and strategies in discussions and group work, students improve their team, communication and tolerance competences, negotiating skills and spirit of compromise (social competence).</p> <p>The teaching and learning methods shall encourage the students to develop their motivation and willingness to learn (self-competence).</p>					
<b>Topics</b>					
<b>Principles of Sustainable Management</b>					
<ul style="list-style-type: none"><li>• Sustainability: history and political framework</li><li>• International guidelines and directives</li><li>• International, European and national sustainability/ CSR strategies</li></ul>					
<b>Strategic Concepts and Instruments of Sustainable Management</b>					
<ul style="list-style-type: none"><li>• Adaption of traditional concepts and instruments to the aspects of sustainable management</li><li>• Traditional concepts of Ecological Footprint</li><li>• Standardised international and European concepts of Ecological Footprint</li><li>• Environmental management systems / certifications</li></ul>					
<b>Operational Concepts and Instruments of Sustainable Management</b>					
<ul style="list-style-type: none"><li>• Adaption of traditional management accounting to the aspects of sustainable management</li><li>• ‘Green’ methods and instruments of operational sustainable management</li></ul>					
<b>Procurement, Production and Supplier Management</b>					
<ul style="list-style-type: none"><li>• Sustainability-oriented procurement management</li></ul>					



- Sustainability-oriented production management
- Sustainable supplier management
- Cross-company, value chain-oriented communication/ evaluation instruments

### **Practice Project**

The topics orient towards current issues/ problems related to practice, e. g.

- Life cycle assessment (environmental accounting)
- Sustainability report (especially GRI4)
- Transfer projects (e. g. psychology, human resources, logistics) with a focus on sustainability

### **Forms of Teaching**

Seminar lessons, case studies in group work, practice project

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** Students are expected to have knowledge in the topics of the course "Principles of Scientific Writing" and interest in the topics of this module.

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Rosemarie Stibbe

### **Other Information**

Literature:

Stibbe, R. (2009). Kostenmanagement. München: Oldenbourg Verlag.

Stibbe, R. (2017). Globales Life-Cycle-Controlling. Foot printing in der Praxis. Berlin: Springer.

Current report on the national sustainability strategy (2016).

Current EU CSR strategy 2016.

Current national CSR strategy 2016.

Current GRI reporting requirements.

Current German Sustainability Code.

**References on specific literature will be announced at the start of lectures.**



<b>Module Title</b> Business & Economic Sciences 5: Specialisation–Human Resource Management (Sankt Augustin Campus)					
<b>ID Number</b> 5.1	<b>Workload</b> 540 h	<b>Credits</b> 18	<b>Study Semester</b> 5thSemester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  Human Resource Development Personnel Systems Communication and Leadership Human Resource Controlling Labour Law and Social Law			<b>Contact Time</b>  3 SWS / 45 h 2 SWS / 30 h 2 SWS / 30 h 2 SWS / 30 h 4 SWS / 60 h	<b>Self-Study</b>  Total: 345 h	<b>Planned Group Size</b>  max. 40 Students
<b>Learning Outcomes</b>  Students gain knowledge of the models, theories and systems necessary for strategic human resource development. As potential personnel manager they do not see themselves as administrators of human resources but as developers and consultants. They are able to judge the employees’ potentials as the most important capital of a company and to further develop the personnel by means of qualification measures that orient towards the corporate strategy. Regarding human resource controlling, students are able to analyse the cost effect as well as the quality of the employees and by this to substantially participate in the corporate planning, management and coordination. With regard to corporate management, students are familiar with the guidelines for good manners and a transparent communication with the employees. They have improved their reflection capability and their knowledge in the matter of labour law and social law.					
<b>Topics</b>  <b>Human Resource Development</b> <ul style="list-style-type: none"><li>• Scientific bases of human resource development</li><li>• Organisation of human resource development</li><li>• Methods and instruments</li><li>• Potential analysis</li><li>• Project work on a current topic of human resource management</li></ul> <b>Personnel Systems</b> <ul style="list-style-type: none"><li>• Labour organisation / semi-autonomous group work</li><li>• Optimisation systems for employee participation</li><li>• Visualisation</li><li>• Balance score card in human resources</li><li>• Evaluation systems</li><li>• Incentive systems and bonus systems</li></ul> <b>Communication and Leadership</b> <ul style="list-style-type: none"><li>• Theoretical bases of communication</li></ul>					



- Leadership styles and role conflicts
- Social competence as precondition for leadership

### **Human Resource Controlling**

- Definitions of human resource management and controlling
- 8-M 4-D model (definition of human resource controlling)
- Four dimensions / space and time
- Integration of the individual elements of the model towards human

### **Labour Law and Social Law**

- Sustentative right of termination, protection against dismissal
- Employer references
- Temporary and part-time employment relationship, minor employment
- Operational co-determination
- Deployment of personnel abroad
- The German social system
- Main features of social security
- Employment promotion
- Fundamentals of administrative procedures and legal proceedings

### **Forms of Teaching**

Seminar lessons, self-study, group work, project work

### **Prerequisites for Participation**

None

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

This specialisation is also part of the degree programme "Business Management"

### **Weighted Factor for the Final Grade**

12 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Stefan Lemke

### **Other Information**

Literature:

Bartscher, T., Stöckl, J. & Träger, T. (2012). Personalmanagement. Grundlagen, Handlungsfelder, Praxis. München: Pearson.

Lemke, S. G. (1995). Transfermanagement. Göttingen: Verlag für Angewandte Psychologie.



Gay, F. (2004). Das persolog Persönlichkeitsprofil. Persönliche Stärke ist kein Zufall (31., vollständig überarbeitete und erweiterte Aufl.). Remchigen: persolog GmbH Verlag für Managementsysteme.

Böhmer, N., Schinnenburg, H. & Steinert, C. (2012). Fallstudien im Personalmanagement. München: Pearson.

**References on specific literature will be announced at the start of lectures.**



Module Title					
Business & Economic Sciences 5: Specialisation–Financial Statement / Taxes / Auditing (Sankt Augustin Campus)					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
5.1	540 h	18	5th Semester	Summer and Winter Semester	1 Semester
Courses			Contact Time	Self-Study	Planned Group Size
Corporate Accounting			2 SWS / 30 h	Total: 345 h	max. 40 Students
Financial Statement			2 SWS / 30 h		
International Accounting			3 SWS / 45 h		
Company Taxation			4 SWS / 60 h		
Taxation Procedure			1 SWS / 15 h		
Tax Balance			1 SWS / 15 h		
Learning Outcomes					
Corporate Accounting					
Students learn the set-up of a corporate financial statement according to HGB in consideration of the AktG, the PubLG and international accounting principles. They are able to explain and analyse the requirements for the duty of consolidated financial reporting, the differentiation of the consolidated companies as well as the individual steps of consolidation.					
Financial Statement					
Students are able to discuss the theoretical and practical foundations of financial statements and properly audit statements of annual accounts under particular consideration of the accounting provisions and on the basis of the so-called risk, process and system-oriented audit approach. Furthermore,					

students are informed about the profession of the auditor and are able to explain relevant professional problems.

### **International Accounting**

Students are enabled to prepare financial statements according to the International Financial Reporting Standards (IFRS). The main focus lies on the connection between decisions of the person who prepares the balance and the processing of the information stated in the IFRS annual accounts.

### **Company Taxation**

Participants learn the principles of the German corporate tax law with regard to individual companies, private companies and incorporated companies. They know the encumbrance and exoneration facts and are able to orient their business activities towards them.

### **Taxation Procedure**

Students become acquainted with the tax responsibilities of the taxation procedure. They are able to explain the procedural obligations, to avoid risks that result from the procedural law as well as to seize an opportunity if it comes up.

### **Tax Balance**

Students are able to describe the application of the accounting law. They improve their knowledge from the courses "External Accounting" and "Taxes" by processing various case studies. Due to the decisiveness of the commercial balance for the tax balance, they delve into questions of accounting and commercial law.

## **Topics**

### **Corporate Accounting**

- Duty of consolidated financial reporting and differentiation of the consolidated companies
- Principles of consolidation
- Full consolidation of affiliated companies
- Consolidation of other, not fully consolidated companies
- Deferred tax and currency conversion in the consolidated financial statement
- Particular components of financial statements
- Group annex and management report
- Fundamentals of IFRS and US-GAAP and their relevance for German financial statements
- Comparison of HGB, IFRS and US-GAAP with regard to selected topics

### **Financial Statement**

- Fundamentals: functions, stages, legal backgrounds
- Auditing of financial statements
- The profession of the auditor

### **International Accounting**

- Purposes of international accounting according IFRS
- Business evaluation and financial statement
- Cash flow statement
- The IFRS framework
- Intangible assets / company value
- Financial instruments
- Fixed assets and leasing
- Stockpiles and long-term contract manufacturing

- Pension liabilities
- Deferred taxes

### **Business Taxation**

- Individual Companies
  - Revenue facts and revenue calculation
  - Loss compensation and loss deduction
  - Disposition and remit
  - Transnational activities
  - Income tax law
- Private Companies
  - Taxation of co-entrepreneurs
  - Facts / prerequisites according to Article 15 paragraph 1 No. 2 of the Income Tax Act
  - Transmission of goods with co-entrepreneurs
  - Beginning and end of a private company
  - Losses with limited liability
  - Special corporate forms
- Incorporated companies
  - Partial-income method
  - Taxation of the shareholder according to the Income Tax Act
  - Private and material liability for corporate taxation
  - Tax group
  - Reorganisation tax law

### **Taxation Procedure**

- Tax liability law
- Procedural law
- Legal protection in tax matters and tax procedures

### **Tax Balance**

- Principles of calculating a tax balance sheet by operating assets comparison
- Principles of documentation and accounting principles
- Accounting on the merits (balance sheet approach)
- Heightwise balancing (assessment)
- Consideration of drafts and deposits
- Deferral of taxation due to transmission of hidden reserves and the creation of tax-free reserves

### **Forms of Teaching**

Seminar lessons, self-study, group work, project work, presentations

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** fundamental knowledge in the areas of internal accounting, external accounting and taxes

### **Types of Examination**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**





Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) This specialisation is also part of the degree programme "Business Management"
<b>Weighted Factor for the Final Grade</b> 12 per cent
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Margit Ernenputsch</u> , Prof. Dr. Norbert Seeger, Prof. Dr. Hans-Jochem von Beckerath, Prof. Dr. Harald Lutz
<b>Other Information</b> Literature: <b>References on specific literature will be announced at the start of lectures.</b>



Module Title					
Business & Economic Sciences 5: Specialisation–Business Informatics (Sankt Augustin Campus)					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
5.1	540 h	18	5thSemester	Summer and Winter Semester	1 Semester
Courses			Contact Time	Self-Study	Planned Group Size
Operational Data Management			2 SWS / 30 h	Total: 345 h	max. 40 Students
Object-oriented Development of Business Applications			2 SWS / 30 h		
Use of Business Application Systems			2 SWS / 30 h		
Internet Economics			2 SWS / 30 h		
Content, Web and Knowledge Management			2 SWS / 30 h		
Information and Business Process Management			3 SWS / 45 h		
Learning Outcomes					
Operational Data Management					
Participants become acquainted with the operational data management as a key objective of business informatics. On the one hand they deal with the design of database systems as a basis for operational applications, on the other hand with the development of data warehouse systems as a basis for the decision-supporting systems as well as with the appropriate IT tools and methods.					
Object-oriented Development of Business Applications					
Students deal with the fundamental principles of software development. The focus is on the profession-orientated stages, first of all the analysis phase in which the requirements of the future application system are determined.					
Use of Business Application Systems					
Students acquire advanced knowledge in the methodology and application of an Enterprise Resource-Systems (ERP system). Here the focus is on value-adding primary processes. The students are enabled to explain in what way operational application systems fulfil a cross-cutting function in business informatics and they are able to explain the corresponding interface knowledge to different branches of business.					
Internet Economics					
Participants deal with the changes in the professional practice that lie behind the keywords “e-business” or “e-commerce” and which they are able to explain within the framework of the traditional, primarily microeconomic approaches. They are also able to describe innovative approaches of the					

electronic markets that are available in the context of internet economics as well as to explain success factors in regard of information and communication technologies.

### **Content, Web and Knowledge Management**

Participants deal with the rules and structures of web publishing that are required for a rational use of the intranet as a common overlap of the three topic areas stated in the title of this course. They are able to use content management systems (CMS) as a means for handling unstructured information and to recognise new opportunities for a company's knowledge management that are provided by this tool. Most of all, they deal with the question to what extent the new technologies are able to give new impetus for knowledge management.

### **Information and Business Process Management**

Students become acquainted with the information and business process management as a management and controlling tool. They are able to explain, how anticipatory, systematic and prompt action contributes to the implementation and operation of IT systems in consideration of the dynamics and innovative leaps of modern information and communication technologies.

### **Topics**

#### **Operational Data Management**

- Overview of the operational data management
- Database administration
- Data modelling
- Data warehousing
- Data management organisation

#### **Object-oriented Development of Business Applications**

- Basic idea of software engineering
- Object-oriented analysis
- Object-oriented design - architectures
- Object-oriented programming – web applications
- Object-oriented development with RUP (Rational Unified Process)

#### **Use of Business Application Systems**

- Fundamentals of the use of operational application systems
- Architecture of an ERP systems
- Use of an ERP system to support operational business processes
- Case studies: "Sales processes", "Procurement processes", "Disposition processes"
- Customising of an ERP system

#### **Internet Economics**

- Electronic platforms of internet economics
- Principles of internet economics
- Value creation in internet economics

#### **Content, Web and Knowledge Management**

- Basic situation and concept formation
- Web publishing
- Content management and content management systems (CMS)
- Intranet-based knowledge management



<b>Information and Business Process Management</b> <ul style="list-style-type: none"><li>• Organisation of information management</li><li>• Introduction to process management</li><li>• Conception of process management</li><li>• Roles and participants in process management</li><li>• Methods of process modelling</li><li>• Process modelling and process simulation (ARIS Business Architect)</li><li>• Workflow management systems</li><li>• Case studies</li></ul>
<b>Forms of Teaching</b> <p>Seminar lessons, self-study, group work, project work, exercises in the IT lab</p>
<b>Prerequisites for Participation</b> <p><b>Formal:</b> none</p> <p><b>Contentual:</b> basic knowledge in business informatics</p>
<b>Types of Examination</b> <p>As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations</p>
<b>Prerequisites for the Award of Credit Points</b> <p>Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations</p>
<b>Classification of the Module</b> (part of other degree programmes) <p>This specialisation is also part of the degree programme "Business Management"</p>
<b>Weighted Factor for the Final Grade</b> <p>12 per cent</p>
<b>Module Representative (underlined) and Full-time Lecturers</b> <p><u>Prof. Dr. Andreas Gadatsch</u>, Prof. Dr. Dirk Schreiber, Prof. Dr. Thorsten Stein, Prof. Dr. G. Stevens</p>
<b>Other Information</b> <p>Literature:</p> <p>Bächle, M. A. (2016). Wissensmanagement mit Social Media. Grundlagen und Anwendungen. Berlin: De Gruyter.</p> <p>Clement, R., Schreiber, D. (2016). Internet-Ökonomie. Grundlagen und Fallbeispiele der vernetzten Wirtschaft (3. Aufl.). Berlin/Heidelberg: Springer Gabler.</p> <p>Frey-Luxemburger, M. (Hrsg.). (2014). Wissensmanagement. Grundlagen und praktische Anwendungen (2. Aufl.). Wiesbaden: Springer Vieweg.</p> <p>Gadatsch, A. (2017). Grundkurs Geschäftsprozess-Management (8. Aufl.). Wiesbaden: Springer.</p> <p>Schmelzer, H. J. &amp; Sesselmann, W. (2013). Geschäftsprozessmanagement in der Praxis (8. Aufl.). München: Hanser.</p> <p>Simon, P. (2013). The Age of The Platform. How Amazon, Apple, Facebook, and Google Have Redefined Business. Henderson, NV: Motion Publishing.</p> <p>Winand, U., Frankfurth, A. &amp; Schellhase, J. (2007). Content Management. In: wisu - Das Wirtschaftsstudium, 10, (S.1304-1314).</p>



**References on specific literature will be announced at the start of lectures.**

## 5.2 Advanced Studies:

### Advanced Studies in Business & Economic Sciences, Advanced Studies in Business & Economic Sciences

<b>Module Title</b> Advanced Studies					
<b>ID Number</b> 5.2	<b>Workload</b> 180 h	<b>Credits</b> 6	<b>Study Semester</b> 5thSemester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Advanced Studies in Business & Economic Sciences (Corporate Strategy Simulation)			4 SWS / 60 h	30 h	35 Students
Advanced Studies in Psychology			2 SWS / 30 h	60 h	70 Students
<b>Learning Outcomes</b> <b>Advanced Studies in Business &amp; Economic Sciences (Corporate Strategy Simulation)</b> <p>The corporate strategy simulation is a highly complex, computer-based industry-simulation game that emulates the market-based reality. Several companies produce and sell products according to a self-determined strategy in national and international virtual markets. Students experience the effects of their decisions on the business sectors of sales, production, procurement, human resources, investment and finance. They learn to analyse business contexts and interrelations and, by joined-up thinking and the application of business knowledge, to optimise their decisions in changing environments.</p> <b>Advanced Studies in Psychology</b> <p>Students deepen their knowledge in selected basic subjects of Psychology. The topic selection orients toward the current research situation and significance.</p> <p>Current selection: psychology of decision making</p> <p>Students are able to describe the principles and methods of psychological research on decision making as well as to apply them in business practice.</p>					
<b>Topics</b> <b>Advanced Studies in Business &amp; Economic Sciences (Corporate Strategy Simulation)</b> <ul style="list-style-type: none"> <li>• Introduction to the game</li> <li>• Game phases (teams)</li> <li>• Group discussion</li> <li>• Minute preparation</li> </ul> <b>Advanced Studies in Psychology</b> <p>Current selection: psychology of decision making</p> <ul style="list-style-type: none"> <li>• Models of judgement, decision making and problem solving</li> <li>• Processes and theories of decision making</li> <li>• Influence factors in decision-making situations</li> </ul>					



<ul style="list-style-type: none"><li>• Application areas of decision research</li></ul>
<b>Forms of Teaching</b> <b>Advanced Studies in Business &amp; Economic Sciences (Corporate Strategy Simulation)</b> Simulation game, group work, plenum discussions <b>Advanced Studies in Psychology</b> Seminar lessons, lecture, group discussion, group work, presentations, question time, case studies, self-study.
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Advanced Studies in Business &amp; Economic Sciences (Corporate Strategy Simulation)</b> <b>Contentual:</b> knowledge of the topics of the course "Principles of Business Administration" <b>Advanced Studies in Psychology</b> <b>Contentual:</b> knowledge of the topics of the modules "Principles of Psychology 1 and 2"
<b>Types of Examination</b> "Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) The simulation game is also part of the degree programme "Business Management".
<b>Weighted Factor for the Final Grade</b> N/A
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Alexander Pohl</u>
<b>Other Information</b> Literature: <b>Advanced Studies in Business &amp; Economic Sciences (Corporate Strategy Simulation)</b> Schweitzer, M. & Baumeister, A. (Hrsg.). (2015). Allgemeine Betriebswirtschaftslehre. Berlin: Erich Schmidt Verlag. TOPSIM – General Management Teilnehmerhandbuch – Teil I Einführung, Version 13.1, Standard-Szenario. TOPSIM – General Management Teilnehmerhandbuch – Teil II Ausgangssituation, Version 13.1, Standard-Szenario. TOPSIM – General Management Teilnehmerhandbuch – Teil III Kurzübersicht Einführung, Version 13.1, Standard-Szenario. <b>Advanced Studies in Psychology</b>



Betsch, T., Funke, J. & Plessner, H. (2011). Denken. Urteilen, Entscheiden, Problemlösen. Heidelberg: Springer Verlag.

Tversky, A. & Kahneman, D. (1974). Judgment under Uncertainty. Heuristics and Biases. Science, 185(4157), 1124-1131.

**References on specific literature will be announced at the start of lectures.**



### 5.3 Methodology 4: Experimental Training Course

<b>Module Title</b> Methodology 4					
<b>ID Number</b> 5.3	<b>Workload</b> 180 h	<b>Credits</b> 6	<b>Study Semester</b> 5thSemester	<b>Frequency</b> Summer and Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>  Experimental Training Course			<b>Contact Time</b>  4 SWS / 60 h	<b>Self-Study</b>  120 h	<b>Planned Group Size</b>  70 Students
<b>Learning Outcomes</b> <p>Students are able to search for literature and summarise the state of research of a particular economic or psychological question. On this basis, they are able to formulate their own research question and to design and perform an appropriate small group experiment in order to answer the research question. They are enabled to analyse the results of the experiment by means of appropriate statistical procedures and to interpret the findings. Furthermore, they acquire the competence to adequately summarise their analysis in form of a research report, to critically reflect on their analysis and to formulate open questions for further research.</p>					
<b>Topics</b> <ul style="list-style-type: none"> <li>• Specification of the initial question</li> <li>• Search for literature in psychological databases</li> <li>• Description of the state of research with regard to the given topic</li> <li>• Formulation of hypotheses</li> <li>• Preparation and planning of the experimental setup</li> <li>• Conduct of the experiment</li> <li>• Evaluation and preparation of the obtained data</li> <li>• Presentation and discussion of the results with regard to the hypotheses and the initial question</li> <li>• Preparation of a research report according to the guidelines for manuscript design of the German Association for Psychology (DGP)</li> </ul>					
<b>Forms of Teaching</b> Experimental training/internship					
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Contentual:</b> knowledge of the topics of the modules "Methodology 1, 2 and 3"					
<b>Types of Examination</b> "Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations					
<b>Prerequisites for the Award of Credit Points</b>					



Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> N/A
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Cristina Massen</u>
<b>Other Information</b> Literature: Bortz, J. & Döring, N. (2006). Forschungsmethoden und Evaluation (4. Aufl.), Kapitel 2, S. 35-95. Heidelberg: Springer-Verlag. Deutsche Gesellschaft für Psychology (2007). Richtlinien zur Manuskriptgestaltung. Göttingen: Hogrefe. Huber, O. (2013). Das psychologische Experiment (6. Aufl.). Bern: Huber. Leonhart, R. (2010). Datenanalyse mit SPSS. Göttingen: Hogrefe. Reiß, S. & Sarris, V. (2012). Experimentelle Psychologie. Von der Theorie zur Praxis. München: Pearson-Studium. <b>References on specific literature will be announced at the start of lectures.</b>



## **6 6th Semester Modules**

- Internship

## 6.1 Internship

<b>Module Title</b> Internship					
<b>ID Number</b> 6.1	<b>Workload</b> 900 h	<b>Credits</b> 30	<b>Study Semester</b> 6thSemester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  No courses			<b>Contact Time</b>  N/A	<b>Self-Study</b>  900 h	<b>Planned Group Size</b>  N/A
<b>Learning Outcomes</b> <p>Working in a real-life company and participating in the daily organisational routines, students become aware not only of business-related questions but also of the challenges of the professional work with the corresponding social and ecological issues. They learn to identify themselves with these factors and are thus enabled to adjust more flexible to the requirements or incurring problems in professional life.</p> <p>They become familiar with the professional reality, they apply the knowledge and skills acquired in the course of their study to concrete tasks and they participate in the solution of business problems. Thus the connection between study and professional practice is strengthened.</p>					
<b>Topics</b> <p>The topics and the field of work depend on the employer; students have to come to an agreement with the employer in this matter in advance.</p>					
<b>Forms of Teaching</b> <p>Practical activities under supervision</p>					
<b>Prerequisites for Participation</b> <p><b>Formal:</b> The internship shall be approved to students who have completed at least four semesters and who have achieved at least 70 ECTS in examinations which are subject to the grading regulations laid down in Article 15 paragraph 3 of the Examination Regulations.</p> <p><b>Contentual:</b> contents of the so far completed modules</p>					
<b>Types of Examination</b> <p>"Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 12 of the Examination Regulations</p>					
<b>Prerequisites for the Award of Credit Points</b> <p>Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 12 of the Examination Regulations</p>					
<b>Classification of the Module</b> (part of other degree programmes) <p>The internship is also part of the degree programme "Business Management".</p>					
<b>Weighted Factor for the Final Grade</b> <p>N/A</p>					



<b>Module Representative and Full-time Lecturers</b>
<b>Organisational:</b> Antje Röbbert (Coordinator for internships, Rheinbach)
<b>Technical:</b> The person in charge of supervision (authorised examiner from the teaching staff)
<b>Other Information</b> As an alternative to the internship, students may complete a study semester abroad.



## **7 7th Semester Modules**

- Electives
- Methodology 5
- Business Psychology 4
- Final Thesis



## 7.1 Electives

### Elective subjects

<b>Module Title</b>					
Electives					
<b>ID Number</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency</b>	<b>Duration</b>
7.1	180 h	6	7thSemester	Summer and Winter Semester	1 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Elective Business & Economic Sciences			2 SWS / 30 h	60 h	35 Students
Elective Psychology			2 SWS / 30 h	60 h	35 Students
<b>Learning Outcomes</b>					
In the course of the Electives students gain knowledge of complex issues from the periphery of the core study areas. Apart from training their social and ecological skills, students also learn methods for using their own creativity, for team competence and for cross-sectoral work. The group work with students who have different specialisations and focus areas promotes the development of interdisciplinarity and cooperation as soft skills for a future entry into professional life.					
<b>Topics</b>					
Challenging economic issues of Business & Economic Sciences or Psychology as well as complementary and interdisciplinary topics					
<b>Forms of Teaching</b>					
Seminar with group work and presentations.					
<b>Prerequisites for Participation</b>					
<b>Formal:</b> none					
<b>Contentual:</b> knowledge in all modules from the first four semesters					
<b>Types of Examination</b>					
"Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations					
<b>Prerequisites for the Award of Credit Points</b>					
Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations					
<b>Classification of the Module</b> (part of other degree programmes)					
The electives Business& Economic Sciences are also part of the degree programme "Business Management".					
<b>Weighted Factor for the Final Grade</b>					



N/A

**Module Representatives**

**Elective Business & Economic Sciences**

Prof. Dr. Alexander Pohl

**Elective Psychology**

Andreas Ley

**Other Information**

Literature:

**References on specific literature will be announced at the start of lectures.**

In general, each elective of the study programme Management Sciences can be chosen as elective Business & Economic Sciences. Alternatively, a practical project of the study programme Management Sciences can also be accepted as the elective Business & Economic Sciences. Please note: The amount of SWS and ECTS of the practical project (4 SWS and 6 ECTS) is not decisive, only the 2 SWS and 3 ECTS of the elective in Business & Economic Sciences can be acknowledged.



## 7.2 Methodology 5: Diagnostics & Evaluation

<b>Module Title</b> Methodology 5					
<b>ID Number</b> 7.2	<b>Workload</b> 150 h	<b>Credits</b> 5	<b>Study Semester</b> 7thSemester	<b>Frequency</b> Summer and Winter Semes- ter	<b>Duration</b> 1 Semester
<b>Courses</b>  Diagnostics & Evaluation			<b>Contact Time</b>  3 SWS / 45 h	<b>Self-Study</b>  105 h	<b>Planned Group Size</b>  70 Students
<b>Learning Outcomes</b> <p>Within the scope of a psychological-diagnostic question, students are able to select an appropriate procedure as well as to conduct and evaluate it by means of conventional criteria.</p> <p>They are generally able to evaluate psychological methods and trainings, to plan a survey within the scope of an evaluation and to assess the quality of such a survey. Furthermore, students are able to outline the usage and utilisation contexts of psychological evaluation research and to determine political implications. They know about the importance of ecologically valid evaluation and quality management in application contexts.</p>					
<b>Topics</b> <b>Diagnostics</b> <ul style="list-style-type: none"> <li>• Selected procedures of psychological performance and personality diagnostics</li> <li>• Scientific, application-oriented criteria for the evaluation, selection and application of the procedures</li> <li>• Application scenarios and case examples</li> </ul> <b>Evaluation</b> <ul style="list-style-type: none"> <li>• Scope of the concept of evaluation</li> <li>• Differentiation from related procedures, e. g. quality control</li> <li>• Evaluation models</li> <li>• Systematisation of evaluations according to time, goals etc.</li> <li>• Framework conditions and practical implications of planning and implementation of evaluation projects</li> <li>• Case examples</li> </ul>					
<b>Forms of Teaching</b> Seminar lessons, group discussion, presentations, question time					
<b>Prerequisites for Participation</b> <b>Formal:</b> none <b>Contentual:</b> knowledge of the topics of the modules "Methodology 1, 2 and 3"					
<b>Types of Examination</b>					



"Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> N/A
<b>Module Representative (underlined) and Full-time Lecturers</b> <u>Prof. Dr. Britta Krahn</u>
<b>Other Information</b> Literature: Bortz, J. & Döring, N. (2006). Forschungsmethoden und Evaluation (4. Aufl.). Berlin: Springer. Gollwitzer, M. & Jäger, R. S. (2014). Evaluation kompakt (2. Aufl.). Weinheim: Beltz-Verlag. Kanning, U. P. & Holling, H. (2002). Handbuch personaldiagnostischer Instrumente. Göttingen: Hogrefe. Spiel, C., Grading, P. & Lüftenegger, M. (2010). Grundlagen der Evaluationsforschung. In H. Holling & B. Schmitz (Hrsg.), Handbuch Statistik, Methoden und Evaluation (S. 223-232). Göttingen: Hogrefe. Holling, H. (2009). Grundlagen der Evaluationsforschung. In H. Holling (Hrsg.), Enzyklopädie der Psychologie. Grundlagen und statistische Methoden der Evaluationsforschung (S. 1-34). Göttingen: Hogrefe. Amelang, M. & Schmidt-Atzert, L. (2009). Psychologische Diagnostik und Intervention. Heidelberg: Springer. Petermann, F. & Daseking, M. (2015). Diagnostische Erhebungsmethoden. Göttingen: Hogrefe. Deutsche Gesellschaft für Evaluation e.V. (Hrsg.). (2008). Standards für Evaluation. Mainz: DeGEval. <b>References on specific literature will be announced at the start of lectures.</b>

### 7.3 Business Psychology 4: Participation in Experimental Studies, Participation in Experimental Studies

Module Title					
Business Psychology 4					
ID Number	Workload	Credits	Study Semester	Frequency	Duration
7.3	210 h	7	Participation in Experimental Studies: located in 7th semester  Research & Practice Colloquium: 7th Semester	Summer and Winter Semester	Hours of Participation in Experimental Studies may be fulfilled as from the 1st semester  Research & Practice Colloquium: 1 Semester
Courses			Contact Time	Self-Study	Planned Group Size
Participation in Experimental Studies (no course)			N/A	60 h	N/A
Research & Practice Colloquium			3 SWS / 45 h	105h	70 Students
Learning Outcomes					
Participation in Experimental Studies					
Students may become acquainted with empirical research by actively participating as test persons as well as by describing, differentiating and analysing the experiments. They are expected to participate in the research activities of university members (professors, lecturers, students in the course of their Final Thesis or their Experimental Training Course) totalling at least 30 hours. In doing so, they gather experience from the perspective of the test person and are able to describe, how tests are carried out, what needs to be taken into account and how the test is experienced by the test person. Students are thus enabled to critically survey the tests. They are obliged to give the test coordinator a feedback on completion of the test and to enquire about the goal and the path of the test. By this the test persons contribute to characterise the university's research activities and to critically reflect on the procedures.					
Research & Practice Colloquium					
Students are able to take part in scientific discourses on psychological research problems and practical issues. They deepen their knowledge of methodical thinking and are able to make competent judgments about the procedures of business psychology as well as to apply research methods to concrete questions. They are capable of scientific argumentation and critical evaluation of solution approaches regarding issues of business psychology. They acquire practical knowledge in communication and presentation of psychological tests and test results and they are able to integrate research-related and applied topics.					



<b>Topics</b> <b>Participation in Experimental Studies</b> Participation in Experimental Studies <b>Research &amp; Practice Colloquium</b> Presentation and discussion of current research activities (esp. Final Thesis). Students working on their Final Thesis have the opportunity to discuss their theoretical approach, the research question, the envisaged method and the evaluation of their Final Thesis. Students also receive suggestions for the practical implementation of their study.
<b>Forms of Teaching</b> <b>Participation in Experimental Studies</b> N/A <b>Research &amp; Practice Colloquium</b> Seminar with group discussion and presentations, question time
<b>Prerequisites for Participation</b> <b>Participation in Experimental Studies</b> None <b>Research &amp; Practice Colloquium</b> <b>Formal:</b> none <b>Contentual:</b> knowledge of the topics of the modules "Methodology 1-4" and "Principles of Scientific Writing & Presenting"
<b>Types of Examination</b> "Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Prerequisites for the Award of Credit Points</b> Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations
<b>Classification of the Module</b> (part of other degree programmes) --
<b>Weighted Factor for the Final Grade</b> N/A
<b>Module Representative (underlined) and Full-time Lecturers</b> <b>Participation in Experimental Studies</b> <u>Prof. Dr. Cristina Massen</u> <b>Research &amp; Practice Colloquium</b> <u>Prof. Dr. Partrizia Ianiro-Dahm</u> , Prof. Dr. B. Krahn, Prof. Dr. Christine Syrek
<b>Other Information</b> Literature:



**Research & Practice Colloquium**

Mendius, M. & Werther, S. (2013). Faszination Psychologie. Berufsfelder und Karrierewege. Berlin: Springer.

Peters, J. H. & Dörfler, T. (2015). Abschlussarbeiten in der Psychologie und den Sozialwissenschaften. Planen, Durchführen und Auswerten. München: Pearson.

Sonnentag, S. (2006). Abschlussarbeiten und Dissertationen in der angewandten psychologischen Forschung. Göttingen: Hogrefe.

Sternberg, K. & Amelang, M. (Hrsg.). (2008). Psychologen im Beruf. Stuttgart: Kohlhammer.

**References on specific literature will be announced at the start of lectures.**

## 7.4 Final Thesis

<b>Module Title</b> Final Thesis					
<b>ID Number</b> 7.4	<b>Workload</b> 360 h	<b>Credits</b> 12	<b>Study Semester</b> 7th Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 1 Semester
<b>Courses</b>  No courses			<b>Contact Time</b>  N/A	<b>Self-Study</b>  360 h	<b>Planned Group Size</b>  N/A
<b>Learning Outcomes</b> <p>On completion of the Final Thesis the student is enabled to independently develop and write down a practice-oriented assignment from his/her own subject in consideration of its technical details as well as of its interdisciplinary contexts, according to scientific and subject-related methods, in a clear and professional way and within a given time limit.</p>					
<b>Topics</b> <p>Challenging issues of business psychology as well as complementary and interdisciplinary topics</p>					
<b>Forms of Teaching</b> <p>N/A</p>					
<b>Prerequisites for Participation</b> <p><b>Formal:</b> evidence of 140 ECTS from the 1st to the 5th semester (including the fifth semester)  <b>Contentual:</b> contents of the so far completed modules</p>					
<b>Types of Examination</b> <p>Examination according to Article 15 paragraph 3 in conjunction with Articles 19-22 of the Examination Regulations</p>					
<b>Prerequisites for the Award of Credit Points</b> <p>Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 19-22 of the Examination Regulations</p>					
<b>Classification of the Module</b> (part of other degree programmes) <p>The Final Thesis is also part of the degree programme "Business Management"</p>					
<b>Weighted Factor for the Final Grade</b> <p>20 per cent</p>					
<b>Module Representative and Full-time Lecturers</b> <p>First examiner of the Final Thesis; cf. Article 19 paragraphs 2 and 3 in conjunction with Article 7 of the Examination Regulations</p>					



**Other Information**

It is possible to write the Final Thesis in cooperation with a company.



## **8 Cross-semester Modules**

- Methodology 3



## 8.1 Methodology 3: Research Methods, SPSS

<b>Module Title</b> Methodology 3					
<b>ID Number</b> 8.1	<b>Workload</b> 180 h	<b>Credits</b> 6	<b>Study Semester</b> 3rd and 4th Semester	<b>Frequency</b> Summer and Winter Semester	<b>Duration</b> 2 Semester
<b>Courses</b>			<b>Contact Time</b>	<b>Self-Study</b>	<b>Planned Group Size</b>
Research Methods – in 3rd Semester			3 SWS / 45 h	75 h	70 Students
SPSS – in 4th Semester			2 SWS / 30 h	30 h	70 Students
<b>Learning Outcomes</b> <b>Research Methods</b> <p>Students are able to name the goals and the fundamental procedures of empirical psychology and to explain the basic difference between qualitative and quantitative research approaches. They are able to describe typical methods of data collection and data analysis and to analyse the respective advantages and disadvantages. They are capable of finding a qualitative or quantitative research approach and of selecting appropriate methods of data collection and data analysis which they are able to substantiate by the use of appropriate criteria. Furthermore, they are able to evaluate different research approaches with regard to their appropriateness (e. g. concerning validity, reliability and objectivity) and to apply this knowledge in order to evaluate scientific literature on business psychology.</p> <b>SPSS</b> <p>Students are able to conduct statistical analysis by using the statistics software SPSS. This includes the capability to describe and handle the structure and the user interface of the program. They are able to compile and handle different file types (e. g. data files, syntax files) in SPSS. They are also able to perform the most relevant quantitative and qualitative procedures for the purpose of descriptive and inferential data analysis and to adequately interpret the output of the program. Furthermore, they are able to visualise and document the results of their analyses in an appropriate manner.</p>					
<b>Topics</b> <b>Research Methods</b> <ul style="list-style-type: none"> <li>• Epistemological fundamentals of psychology</li> <li>• Quantitative research approaches</li> <li>• Quantitative data collection methods</li> <li>• Methods for quantitative data analysis</li> <li>• Qualitative research approaches</li> <li>• Qualitative data collection methods</li> <li>• Methods for qualitative data analysis</li> </ul> <b>SPSS</b> <ul style="list-style-type: none"> <li>• User interface and handling</li> </ul>					



- Logic and structure of the program
- Import and export of data
- Defining and structuring variables
- Descriptive and inference-statistical analysis
- Data output and visualisation

### **Forms of Teaching**

#### **Research Methods**

Seminar lessons, exercises, lecture, group discussion, group work, presentations, question time, self-study

#### **SPSS**

IT-supported tuition in the department's computer lab. The lessons are supported by exercises and examples on a didactical level.

### **Prerequisites for Participation**

**Formal:** none

**Contentual:** Knowledge of the topics of the modules "Methodology 1 and 2"

### **Types of Examination**

#### **Research Methods**

As a rule, written test or oral examination – Particulars set out in Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

#### **SPSS**

"Passed" or "Failed" examinations – Particulars set out in Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations

### **Prerequisites for the Award of Credit Points**

#### **Research Methods**

Passing of the examination according to Article 15 paragraph 3 in conjunction with Article 17 of the Examination Regulations

#### **SPSS**

Passing of the examination according to Article 15 paragraph 4 in conjunction with Article 18 of the Examination Regulations

### **Classification of the Module** (part of other degree programmes)

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### **Weighted Factor for the Final Grade**

4 per cent

### **Module Representative (underlined) and Full-time Lecturers**

Prof. Dr. Christine Syrek

### **Other Information**

Literature:

#### **Research Methods**



Bortz, J. & Döring, N. (2006). Forschungsmethoden und Evaluation (4. Aufl.). Heidelberg: Springer-Verlag.

Hussy, W., Schreier, M. & Echterhoff, G. (2013). Forschungsmethoden. Heidelberg: Springer-Verlag.

Huber, O. (2013). Das psychologische Experiment (6. Aufl.). Bern: Huber.

**SPSS**

Bühl, A. (2016). SPSS 23. Einführung in die moderne Datenanalyse (15., aktualisierte Aufl.). München: Pearson-Studium.

Leonhart, R. (2010). Datenanalyse mit SPSS. Göttingen: Hogrefe.

**References on specific literature will be announced at the start of lectures.**