



**Hochschule
Bonn-Rhein-Sieg**

Department of Management
Sciences

Module catalogue

for the examination regulations BPO 2025
(BPO International Business B.Sc.)

International Business Bachelor of Science (B.Sc.)

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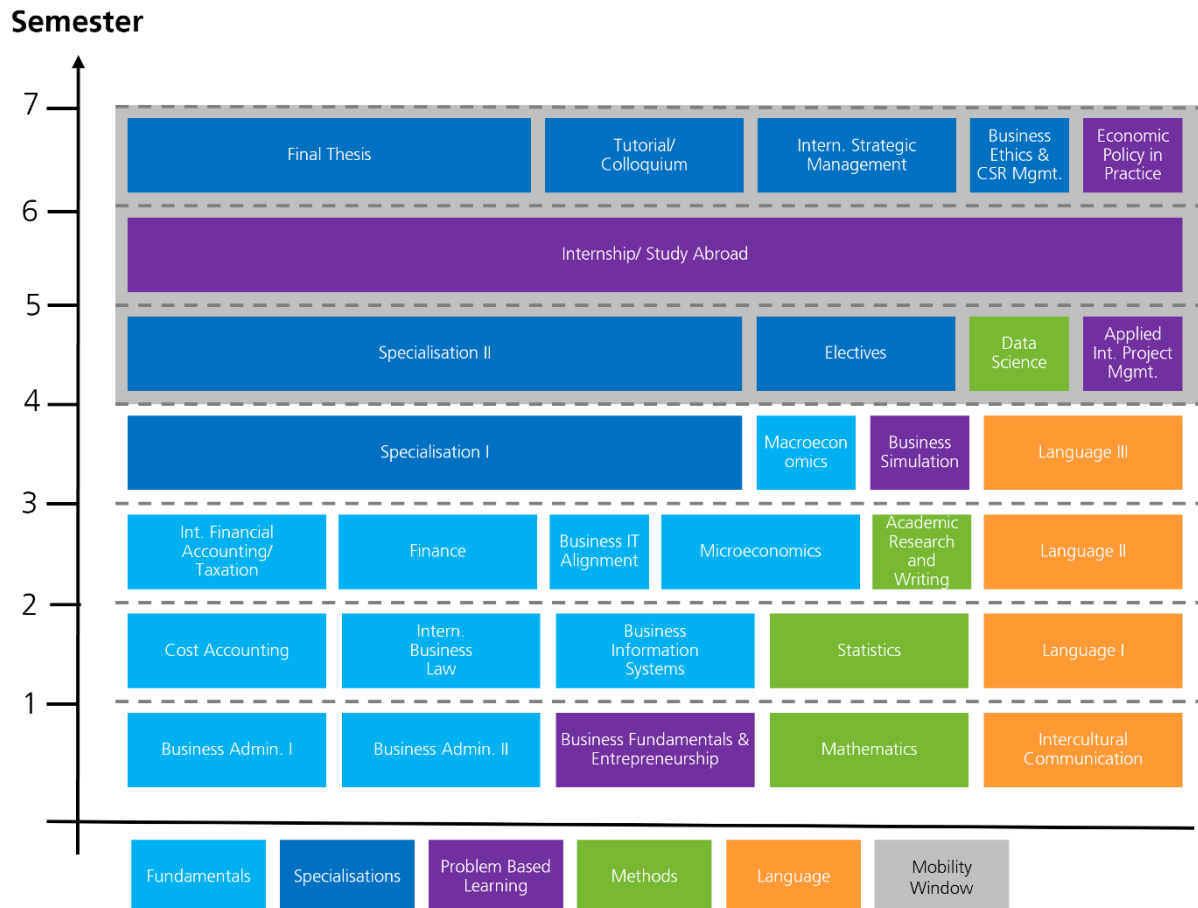
Contents

1. Curriculum	4
1.1 Study plan	4
1.2 Overview of modules and specialisations	5
2. Modules of 1st semester	7
2.1 Business Administration 1	8
2.2 Business Administration 2	10
2.3 Business Fundamentals & Entrepreneurship	12
2.4 Intercultural Communication	14
2.5 Mathematics	16
3. Modules of 2nd Semester	18
3.1 Cost Accounting	19
3.2 International Business Law	20
3.3 Business Information Systems	21
3.4 Statistics	22
3.5 Language I	23
4. Modules of 3rd semester	25
4.1 International Financial Accounting / Taxation	26
4.2 Business IT Alignment	27
4.3 Finance	29
4.4 Microeconomics	30
4.5 Academic Research and Writing	32
4.6 Language II	33
5. Modules of 4th semester	35
5.1 Macroeconomics	36
5.2 Business Simulation	38
5.3 Language III	39
6. Modules of the 5th semester:	41
6.1 Elective	42
6.2 Data Science	43
6.3 Applied International Project Management	44
7. Modules in 4th/5th semester: Specialisations	45
7.1 Specialisation: Business-to-Business Marketing	46
7.2 Specialisation: International Financial Management	48
7.3 Specialisation: International Management	51

7.4 Specialisation: Sales Management	54
8. Internship and Study Abroad Semester.....	56
9.1 Internship (6th semester).....	57
9.2 Study Abroad Semester (6th semester)	58
9.3 Study Abroad Semester (5th/7th semester)	60
9. Modules of 7th semester	62
10.1 International Strategic Management	63
10.2 Business Ethics & CSR Management	64
10.2 Economic Policy in Practice	66
10.2 Final Thesis	67
10.3 Colloquium/Tutorial	68

1. Curriculum

1.1 Study plan



1.2 Overview of modules and specialisations

Modules	Exam	SCH	CP	Teaching units	Total SCH	Semester							
						1	2	3	4	5	6	7	
Business Administration 1	E1	5	6	Principles of Human Resource Management	3	3							
				Principles of Marketing	2	2							
Business Administration 2	E1	5	6	Principles of Production and Logistics	3	3							
				Principles of Accounting	2	2							
Business Fundamentals & Entrepreneurship	E1	5	6	Business Fundamentals & Entrepreneurship	5	5							
Intercultural Communication	E2	4	6	Intercultural Communication	4	4							
Mathematics	E1	5	6	Mathematics	5	5							
Cost Accounting	E1	4	6	Cost Accounting	4		4						
Business Information Systems	E1	4	6	Business Information Systems	4		4						
International Business Law	E1	4	6	International Business Law	4		4						
Statistics	E1	4	6	Statistics	4		4						
Language I	E1	4	6	Language I	4		4						
Language II	E1	4	6	Language II	4			4					
Finance	E1	5	6	Finance	3			5					
				Investments	2								
International Financial Accounting/Taxation	E1	4	6	International Financial Accounting/Taxation	4			4					
Microeconomics	E1	4	6	Microeconomics	4			4					
Academic Research & Writing	E2	2	3	Academic Research & Writing	2			2					
Business IT Alignment	E2	4	3	Development of Business Application Systems Alignment	2			2					
				Usage of Business Application Systems	2			2					
Specialisation 1	E1	13	18	Specialisation 1	13				13				
Macroeconomics	E1	4	4	Macroeconomics	4				4				
Business Simulation	E2	4	2	Business Simulation	4				4				
Language III	E1	4	6	Language III	4				4				
Data Science	E1	3	3	Business Application Programming	2					2			
				Data Literacy	1					1			
Applied International Project Management	E2	3	3	Applied International Project Management	3					3			
Specialisation 2	E1	13	18	Specialisation 2	13					13			
Elective	E2	4	6	Elective	4					4			
Internship or Study Abroad	E2		30	Internship									
International Strategic Management	E2	4	6	International Strategic Management	4								4
Business Ethics & CSR Management	E2	2	3	Business Ethics & CSR Management	2								2
Economic Policy in Practice	E1	2	3	Economic Policy in Practice	2								2
Final Thesis	E1		12	Final Thesis									
Colloquium/Tutorial	E1	1	6	Colloquium									
	E2			Tutorial	1								1
		124	210	Total hours	124	24	20	23	25	23			9

E1: Examination according to §15 para. 3 in conjunction with §17 of the Examination Regulations

E2: Examination according to §15 para. 4 in conjunction with §18 of the Examination Regulations

SCH: semester credit hours

Specialisations (4th or 5th semester)	SCH	Credits
International Financial Management	13	18
International Financial Reporting Standards/Analysis of International Financial Statements	4	
Management Accounting and Management Control	3	
International Finance	3	
Case studies in management accounting and management control	3	
International Management	13	18
International Strategy, Organisation & Leadership	3	
International Marketing	2	
International Trade, Finance & Investment	2	
Project & Cases in International Management	3	
Current Issues in International Management	3	
Business-to-Business Marketing	13	18
Strategic Marketing	4	
Market Research	1	
Marketing Management Control	2	
Innovation Management	1	
Practical Project	4	
Project Management	1	
Sales Management	12	18
Sales Project	4	
Sales Strategy	2	
Sales Operational Aspects	4	
Sales Performance Management	2	

2. Modules of 1st semester

- Business Administration 1
- Business Administration 2
- Business Fundamentals & Entrepreneurship
- Intercultural Communication
- Mathematics

2.1 Business Administration 1					
ID no.	Workload 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 2 SCH: Principles of Marketing 3 SCH: Principles of Human Resource Management		Contact hours 5 SCH/ 75 h	Self-learning 90 h	Planned group size 70 students
2	<p>Learning outcomes/skills</p> <p>Principles of Marketing</p> <p>Competitive markets require companies to make special efforts to position products, especially internationally. Product design based on customer requirements and expectations is the crucial success factor. This learning unit focuses primarily on operational decisions in marketing to address customer requirements and adequately satisfy identified market needs. Students learn how to identify marketing problems and draw the right conclusions to develop an international marketing mix. Since digitisation has a significant effect on marketing tools, the focus of the course will be on the transformation of the four classic instruments (price, place, promotion & product). Many international case studies will underline the theory and allow us to analyse it in class.</p> <p>Principles of Human Resource Management</p> <p>Students learn the principles of international human resource (HR) management and the ability to succeed in intercultural and international teams. This enables them to recognise basic HR functions in global companies as a crucial management task and get involved. They will learn how to assess the status quo, opportunities and limitations of these acquired HR skills in international organisations.</p>				
3	<p>Contents</p> <p>Principles of Marketing</p> <ul style="list-style-type: none"> • Fundamentals of marketing • Marketing concept • Basics of the marketing mix: <ul style="list-style-type: none"> ○ Product policy ○ Pricing policy ○ Distribution policy ○ Communication policy • Current developments in marketing • International case studies from the marketing environment <p>Principles of Human Resource Management</p> <ul style="list-style-type: none"> • Organization of international human resource management • Headcount planning and scheduling • Recruitment, selection and dismissal of staff • HR development • International staff deployment and reintegration 				

	<ul style="list-style-type: none"> • Introduction to international teamwork and conflict management
4	Teaching methods Seminar, individual and group projects
5	Admission requirements None
6	Examination types Final written exam
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting 3 %
10	Module leader and full-time lecturers Prof. Dr. Jens Böcker and internal/external lecturers
11	Additional information Literature recommendations will be announced when the lecture period begins.

2.2 Business Administration 2					
ID no.	Workload 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 3 SCH: Principles of Production and Logistics 2 SCH: Principles of Accounting		Contact hours 5 SCH/ 75 h	Self-learning 105 h	Planned group size 70 students
2	<p>Learning outcomes/skills</p> <p>Principles of Production and Logistics</p> <p>Students learn to describe and explain business functions (purchasing/production/logistics) and their significance in different national economies (secondary and tertiary sector). They learn the basic activities and processes of purchasing, production and logistics and how to analyse these operative processes in a particular industry or company in an international context. Students should be able to assess and reflect on these basic processes and their integration into the wider organization. They will also study industry- or company-specific scenarios to find ways to optimise these business functions.</p> <p>Principles of Accounting</p> <p>Students learn the basic theory and requirements for managerial and financial accounting in an international context. Students will look especially at the IFRS and at how they differ from the U.S. GAAP. The course will focus on identifying target groups for accounting, their questions and information needs concerning the methods and principles of the accounting standards and the structure of data used. In preparation for financial accounting and external reporting, the students learn the principles of the balance sheet, the thought processes and procedures for double-entry accounting and the main differences compared to internal/managerial accounting. Students will apply course contents to international case studies and discuss current developments in international accounting.</p>				
3	<p>Contents</p> <p>Principles of Production and Logistics</p> <ul style="list-style-type: none"> • Basic elements and functions in the production of goods and services in an international context • Sourcing • Production and manufacturing • Logistics and supply chain management as a key enabler for international companies <p>Principles of Accounting</p> <ul style="list-style-type: none"> • Concept and function of accounting • Fundamentals of international accounting, in particular IFRS • Fundamental differences between IFRS and U.S. GAAP • Target groups for accounting reports and their information needs • Accounting instruments • Key figures in accounting • International case studies • Bookkeeping and accounting techniques 				

	<ul style="list-style-type: none"> Selected features of international accounting and financial reporting techniques
4	Teaching methods Seminar, individual and group projects
5	Admission requirements None
6	Examination types Final written module exam.
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting 3 %
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer, Prof. Dr. Stephan Tank as well as internal and external lecturers
11	Additional information Literature recommendations will be announced when the lecture period begins.

2.3 Business Fundamentals & Entrepreneurship					
ID no.	Workload 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 5 SCH Business Fundamentals & Entrepreneurship		Contact hours 5 SCH/ 75 h	Self-learning 105 h	Planned group size 70 students
2	<p>Learning outcomes/skills</p> <p>Business Fundamentals</p> <p>The objectives of this course are an understanding the foundation of business theory and acquisition of professional business terminology from the areas of entrepreneurship, organization, products, innovation, marketing, sales, finance, and start-up funding.</p> <p>This blended learning course introduces the topic of Corporate Social Responsibility (CSR), the UN Sustainable Development Goals (SDGs) as well as sustainable business practices. Students participate in an online international project with students from the USA, Canada, and Portugal to promote the global exchange of ideas on sustainable goals, practices, and cultural diversity (ProGlobe). There is in-depth study of Ice Cream Social: The Struggle for the Soul of Ben & Jerry's by Brad Edmonson. The course combines weekly topics with group simulation in developing skills for an entrepreneurial mindset. It also prepares students for academic writing and professional business presentations.</p> <p>Entrepreneurship and Social Innovation</p> <p>A main component of the course is an active learning simulation (Ambrose et al, 2010, Tanner 2013, McGuire 2015) in which the students build a start-up company from the idea to setting-up a business plan. This includes writing a company history, creating a company organigram, planning a marketing campaign, selling their products and services at a simulated CSR trade fair, and reflecting on their sales performance. This simulation serves for active learning and applies the knowledge of the business fundamentals and business terminology acquired through the theoretical component of the course.</p>				
3	<p>Contents</p> <p>Fundamentals of Business</p> <ul style="list-style-type: none"> • Entrepreneurship • Corporate Social Responsibility, SDGs, and sustainable business practices • Company Structure: How to organize and lead an entrepreneurial venture • Products and Innovation: Case Study Walmart • Marketing on a global scale • Accounting: Why is an accounting system important • Start-up Funding and Ethical Investments 				

	<p>Entrepreneurship</p> <ul style="list-style-type: none"> • Can explain the main concept of entrepreneurship and needed skills • Found a start-up (simulation), create a logo, mission statement, and plan an organigram • Design a CSR and SDG strategy • Plan and attend a simulated CSR Trade Fair • Discuss P2P and socially responsible investments • Participate in an international project with students online • Attend or present in an online international student conference
4	<p>Teaching methods</p> <p>Seminar, individual and group projects</p>
5	<p>Admission requirements</p> <p>None</p>
6	<p>Examination types</p> <p>Oral and Written examination</p>
7	<p>Course credit requirements</p> <p>As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)</p>
8	<p>Use of the module</p> <p>Study Programme International Business B.Sc.</p>
9	<p>Final grade weighting</p> <p>3 %</p>
10	<p>Module leader and full-time lecturers</p> <p>Regina Brautlacht, Presidential Commissioner for Global Digital Learning, Senior Lecturer in Business Communication and Entrepreneurship and internal/external lecturers</p>
11	<p>Additional information</p> <p>Business Fundamentals Literature: Edmondson, Brad (2014), Ice Cream Social: The Struggle for the Soul of Ben & Jerry's, Berrett-Koehler Publishers, San Francisco</p> <p>Literature recommendations will be announced when the lecture period begins.</p>

2.4 Intercultural Communication					
ID no.	Workload 180 h	Credits 6	Study semester 1st sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Intercultural Communication		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 students
2	<p>Learning outcomes/skills</p> <p>Students will be able to identify problem areas of a cultural nature in cross-border business activities, especially in transglobal situations. They will develop behavioural and communication strategies for "intercultural critical incidents" in international settings. Students will be able to develop their global intercultural competence which includes recognition and appreciation of one's own and others' multiplicities and how they come into play in different situations. Not prescriptive solutions for 'specific cultures' but a focus on preparing for the unexpected, careful perception and dealing with uncertainty. In particular, they will be able to train their empathy skills, their perception skills, their culturally sensitive communication, conflict resolution skills, tolerance of ambiguity, flexibility and the sharpening of their transnational cultural awareness. Students deepen their knowledge of partly well-known international communication models (Iceberg Model; cultural dimensions of Hofstede, Hall, Trompenaars, Kluckhohn etc.) and learn their practical application in global business situations. The content of the seminar is the challenges of intercultural communication and its application in international work contexts. The theoretical content of the seminar will be deepened by using case studies from international business practice and business games to raise cultural awareness. The learning comes from the experience triggered by the activity and the conscious reflection that happens afterwards. In this way students develop the skills to identify causes of intercultural misunderstandings and to develop a better overview of possible strategies for action, especially in the international work environment. These skills are further enhanced through a semester long intercultural project with an international student.</p>				
3	<p>Contents</p> <ul style="list-style-type: none"> • Different concepts and approaches to the phenomenon of culture • Intercultural awareness and international cultural norms • We will use two ethnographic approaches (Kluckhohn and Hall) and two studies based on business scenarios (Hofstede and Trompenaars) to develop coordinates for international comparisons of culture. • Methods and problems in perceiving ourselves and others • Specific characteristics of global cultures and value systems in business enterprises or other institutions (organisational cultures) • Awareness of foreign cultures and international connections • Intercultural project with an international student "learning by doing" • International guest lectures 				
4	<p>Teaching methods</p> <p>Seminar, group projects, tandem projects with an international partner, presentation and public speaking exercises</p>				
5	<p>Admission requirements</p> <p>None</p>				

6	Examination types Participation. Oral/written proof of performance depending on the course commentary.
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting Study Programme International Business B.Sc.
10	Module leader and full-time lecturers Eileen Küpper, M.Sc. and internal/external lecturers
11	Additional information Literature recommendations will be announced when the lecture period begins.

2.5 Mathematics					
ID no.	Workload	Credits	Study - semester	Course Offering Frequency	Duration
	180 h	6 CP	1st sem.	Winter semester	1 semester
1	Lectures/seminars 5 SCH: Mathematics		Contact hours 5 SCH/ 75 h	Self-learning 105 h	Planned group size 70 students
2	<p>Learning outcomes/skills</p> <p>Students learn how to describe and analyse economic problems of planning, monitoring and controlling in mathematic terms and maybe optimise them. They also learn which mathematic tool to use for which business circumstances. Correct collection, evaluation, problem-focused analysis and logic linking of data prepares them for making business decisions.</p>				
3	<p>Contents</p> <ol style="list-style-type: none"> 1. Introduction to the basics and structures of business mathematics <ol style="list-style-type: none"> 1.1 Basic mathematical functions and their main features 1.2 Exponential and logarithmic functions and their main features 1.3 Special properties of functions <ol style="list-style-type: none"> 1.3.1 Bounded sets 1.3.2 Monotonic behaviour/extremes 1.3.3 Curvature behaviour/inflection points 1.3.4 Symmetry 1.3.5 Zero points 1.4 Polynomials of simple and higher degrees <ol style="list-style-type: none"> 1.4.1 3rd degree polynomials 1.4.2 Biquadratic equations 1.4.3 Functions without absolute term 1.5 Broken rational functions and their particularities <ol style="list-style-type: none"> 1.5.1 Determining the domain 1.5.2 Non-isolated singularities 1.5.3 Zero points 2. Basics and properties of economic functions and equation systems <ol style="list-style-type: none"> 2.1 Demand function 2.2 Supply function 2.3 Cost functions 2.4 Revenue functions 2.5 Profit functions 3. Equations/inequations <ol style="list-style-type: none"> 3.1 Linear equations/inequations <ol style="list-style-type: none"> 3.1.1 Linear equations/inequations with one variable 3.1.2 Equations/inequations with multiple variables 3.2 Non-linear equations 4. Basics of combinatorics <ol style="list-style-type: none"> 4.1 Permutations 4.2 Variations 4.3 Combinations 5. Differential calculus 				

	<p>5.1 Differentiation of functions with an independent variable</p> <p>5.1.1 Identification of extremes and inflection points of functions with an independent variable</p> <p>5.1.2 Curve sketching</p> <p>5.2 Differentiation of functions with multiple independent variables</p> <p>5.2.1 First-order partial derivatives</p> <p>5.2.2 Higher-order partial derivatives</p> <p>6. Linear optimisation methods</p> <p>6.1 Relative extremes of functions with multiple independent variables without constraints</p> <p>6.2 Relative extremes of functions with multiple independent variables under constraints</p> <p>7. Introduction to financial mathematics</p> <p>7.1 Mathematical principles of interest calculation</p> <p>7.2 Mathematical principles of annuities</p> <p>7.3 Mathematical principles of repayment calculation</p>
4	<p>Teaching methods</p> <p>Seminar, individual and group projects</p>
5	<p>Admission requirements</p> <p>None</p>
6	<p>Examination types</p> <p>Winter term: 25% oral exam in form of an individual presentation and 75% final written exam</p> <p>Summer term: 100% final written exam</p>
7	<p>Course credit requirements</p> <p>As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)</p>
8	<p>Use of the module</p> <p>Study Programme International Business B.Sc.</p>
9	<p>Final grade weighting</p> <p>3 %</p>
10	<p>Module leader and full-time lecturers</p> <p>Prof. Dr. Ralf Meyer and internal/external lecturers</p>
11	<p>Additional information</p> <p>Literature recommendations will be announced when the lecture period begins.</p>

3. Modules of 2nd Semester

- Cost Accounting
- International Business Law
- Business Information Systems
- Statistics
- Language I

3.1 Cost Accounting					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Cost Accounting		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 students
2	Learning outcomes/skills <p>Students can distinguish between financial and managerial accounting and know the basic tools of managerial (internal) accounting. Understand the structure, content and application of internal accounting and its significance for business decision processes and cost efficiency management. Students can name and assess the challenges of global enterprises in this context. They know the principles, terminology and methods of cost accounting, especially on the international level. They can name and assess current developments in business accounting in an international context.</p>				
3	Contents <ul style="list-style-type: none"> • Cost and revenue accounting as part of managerial accounting • Basic concepts • Cost accounting: cost types, cost centres and cost unit accounting • Cost accounting instruments (job order costing, process costing, activity-based costing), including varieties in different countries • Revenue accounting: revenue types, revenue centres and revenue unit accounting • Profit and loss accounting: profit per unit and per period • Controlling instruments in the management of multinational companies (cost-volume-profit analysis, pricing, budgeting, balanced scorecard) • International varieties • Current developments in corporate accounting in an international context 				
4	Teaching methods Seminar, individual and group projects				
5	Admission requirements None				
6	Examination types Usually written and/or oral exam. For details, see §17 of the 2022 Bachelors' Examination Regulations for International Business (BPO-IB 2022).				
7	Course credit requirements As per §15 of the 2022 Bachelors' Examination Regulations for International Business (BPO-IB 2022)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

3.2 International Business Law					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: International Business Law	Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 students	
2	Learning outcomes/skills This course deals with areas of private law of particular importance for economic activity, such as the conclusion or rescission of contracts. Students learn how to find legally compliant solutions and solve problems frequently occurring in practice.				
3	Contents This course intends to give students an overview of the principles of contract law, such as: <ul style="list-style-type: none"> • The formation of a contract (offer and acceptance, interpretation) • Defences to formation (incapacity, illegality of the contract, lack of written form or other legal requirements, errors, fraud, misrepresentation or undue influence) • Breach of contract and existing legal remedies • Statutory limitation The principles of contract law will not only be explained with reference to the German Civil Code, but also to the United Nations Convention on Contracts for the International Sale of Goods (CISG). This course will also deal with the law of torts (intentional or negligent wrongs, vicarious liability), looking both at national and cross-border violations.				
4	Teaching methods Seminar; group projects with case studies				
5	Admission requirements None				
6	Examination types Final written exam				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

3.3 Business Information Systems					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Management Information Systems		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 students
2	Learning outcomes/skills <p>Students can communicate about information systems in practice and describe the use of IT in different internal and external information systems. They can extract information from local and intercultural IT case studies and compare the abilities of IT to concrete business needs. Students can discuss and assess ideas, solutions and arguments for IT development. Students learn the skills to make decisions on selected IT management issues.</p>				
3	Contents <ul style="list-style-type: none"> 1. Fundamentals <ul style="list-style-type: none"> 1.1 Computer and operating systems 1.2 Networks 1.3 Application software 1.4 Database 1.5 Artificial Intelligence 1.6 Case studies 2. Evaluation of economic efficiency 3. Standard business software – selection and implementation 4. IT security management 5. IT outsourcing 6. Macroeconomic, intercultural and social Impacts 				
4	Teaching methods Lectures with discussions, case studies, presentation and use of tools, exercises, team work and instructed self-learning				
5	Admission requirements Basic knowledge of computers, including office software and Internet browsers.				
6	Examination types Final written exam.				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Torsten Stein and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

3.4 Statistics					
ID no.	Workload 180 h	Credits 6	Study semester 2nd sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Statistics		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 70 students
2	Learning outcomes/skills <p>Students learn to record, analyse and develop solutions to statistical problems found in international business using suitable procedures. The course focuses on proper collection, processing and problem-focused analysis of data for descriptive statistics. Students also learn about probability analysis and inference statistics.</p>				
3	Contents <ul style="list-style-type: none"> • Descriptive statistics <ul style="list-style-type: none"> ○ Basic principles and terms ○ Overview of official and non-official statistics ○ Frequency distributions ○ Mean values, measures of dispersion and concentration ○ Correlation measures ○ Regression analysis • Probability theory • Inference statistics (calculation of confidence intervals, testing hypotheses) 				
4	Teaching methods Seminar, individual and group projects				
5	Admission requirements Knowledge of mathematics at secondary school level and willingness to study and apply statistical methods.				
6	Examination types Final written exam.				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Thomas Deckers and internal/external lecturers				
11	Additional information n/a				

3.5 Language I					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester
1	Lectures/seminars 4 SCH: Language I	Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size max. 15 students	
2	<p>Learning outcomes/skills</p> <p>Depending on the level at which students enter the three-semester Language program, different learning outcomes and competencies are achieved in each module. The common thread, however, is the goal of working through up to two levels of the Common European Framework of Reference for Languages (CEFR) over the course of three consecutive modules. The progression and the target level depend in each case on the chosen language and the entry level.</p> <p>For foreign languages in which no prior knowledge is required (e.g. Chinese), basic competencies in all language skills are achieved.</p> <p>For foreign languages in which students have prior knowledge (e.g., Spanish, German, French, if applicable), modular learning outcomes are achieved; these aim to improve the learner's language competence only in specific areas and for a specific purpose. In addition, learning outcomes are weighted: Language learning is emphasized in certain directions, thereby developing a particular 'profile' with a higher level of knowledge and skills in certain areas than in others (e.g., a higher level of speaking and reading competence compared to writing competence).</p>				
3	<p>Contents</p> <p>The exact course content depends on the respective level of the course according to the Common European Framework of Reference for Languages (CEFR); information on the levels and corresponding skills of the Common European Framework of Reference for Languages can be found at https://www.h-brs.de/files/ger.pdf Further information on the respective course content will be made available on LEA at the beginning of the course.</p> <p>Currently, courses in Chinese, German, French, and Spanish are offered as part of the "Language I" through "Language III" module series.</p>				
4	<p>Teaching methods</p> <p>Interactive seminars, simulations, e-learning component</p>				
5	<p>Admission requirements</p> <p>Language skills according to prerequisite entry level (depending on course).</p>				
6	<p>Examination types</p> <p>Final written and/or oral performance (75%) and Lecture-accompanying partial examination (25%); the exact requirements for the partial performances will be announced at the beginning of the respective course.</p>				
7	<p>Course credit requirements</p> <p>Active participation in at least 75% of the course.</p>				
8	<p>Use of the module</p> <p>Study Programme International Business B.Sc.</p>				
9	<p>Final grade weighting</p> <p>3 %</p>				

10	Module leader and full-time lecturers Language Centre: Sandra Kärcher (subject management German as a Foreign Language), Albina Rogozhnikova (subject management further languages) und Claudia Ruiz Vega (subject management Spanish) as well as external lecturers
11	Additional information Notes on course materials will be announced at the beginning of the course. Changing the language is not possible, i.e. the modules "Language I", "Language II" and "Language III" must be completed in the same foreign language.

4. Modules of 3rd semester

- International Financial Accounting/Taxation
- Business IT Alignment
- Finance
- Microeconomics
- Academic Research and Writing
- Language II

4.1 International Financial Accounting / Taxation					
ID no.	Workload 180 h	Credits 6	Study - semester 3rd sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 4 SCH: International Financial Accounting/Taxation		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 45 students
2	Learning outcomes/skills IFRS financial statements show a company's profit and loss statement (P&L) and its balance sheet (financial position). Students can prepare annual financial statements under IFRS and interpret their core information. In addition, they know the main differences and similarities between HGB and U.S. GAAP statements and current developments in international financial accounting. They also know the principles of corporate taxation and can name challenges in international taxation.				
3	Contents <ul style="list-style-type: none"> • Basics of IFRS financial statements • Balance sheet structure, accounting and valuation principles • Accounting and valuation of fixed and current assets • Accounting and valuation of equity and liabilities • Differences and similarities in annual financial statements according to IFRS, HGB and U.S. GAAP • Fundamentals of balance sheet analysis, including examination of national differences in accounting • Challenges of preparing the financial statements for multinational companies • Current developments in international corporate accounting (e.g. corporate social responsibility (CSR) reporting) • Basic principles of corporate taxation • Challenges of taxation in international situations 				
4	Teaching methods Seminar, individual and group projects				
5	Admission requirements Solid basic knowledge of goods- and payment-related business processes as well as accounting.				
6	Examination types Usually written and/or oral exam. For details, see §17 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

4.2 Business IT Alignment					
ID no.	Workload 180 h	Credits 3	Study semester 3rd sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 2 SCH: Development of Business Application Systems 2 SCH: Usage of Business Application Systems		Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size 45 students
2	<p>Learning outcomes</p> <p>Students learn the basic approach to aligning business strategy, business processes and business information systems. Central storage and structuring of large data volumes is a major task here. Students apply methods for data modelling used worldwide to integrate database requirements into standard database software.</p> <p>Since business processes are the connecting element between business strategy and business IT, students will use internationally accepted process modelling methods to model both existing and planned business operations. The results will allow students to identify potential improvements.</p> <p>Students learn about software for enterprise resource planning (ERP). The market-leading software suite by SAP will serve as an example of the many available systems. Students learn to apply their theoretical knowledge of procurement, production, planning, distribution, customer service, financial accounting and controlling to an integrated, computer-based documentation and reporting system.</p>				
3	<p>Content</p> <p>Development of business application systems</p> <ul style="list-style-type: none"> • Business IT alignment • Data modelling • Process modelling <p>Using business application systems</p> <ul style="list-style-type: none"> • Introduction to SAP • Functional areas of business and SAP modules • Data entry and reports 				
4	Teaching methods Seminar with group projects; IT-supported seminars at the computer lab				
5	Admission requirements Basic knowledge of computers, including office software and Internet browsers.				
6	<p>Examination types</p> <p>Development of Business Application Systems: non-graded examination in the form of a final written exam.</p> <p>Usage of Business Application Systems: non-graded performance of case studies</p>				
7	Course credit requirements As per §15 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				

9	Final grade weighting n/a
10	Module leader and full-time lecturers Prof. Dr. Torsten Stein and internal/external lecturers
11	Additional information Literature recommendations will be announced when the lecture period begins.

4.3 Finance					
ID no.	Workload 180 h	Credits 6	Study semester 3rd sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 3 SCH: Finance 2 SCH: Investments		Contact hours 5 SCH/ 75 h	Self-learning 105 h	Planned group size 45 students
2	Learning outcomes/skills Students learn to independently apply investment calculation methods to practical problems, to critically interpret verbally and classify them. They can transfer their acquired skills to new cases, especially in an international context. Students also learn the basics of international finance and apply these to practical questions. They can name and assess current developments on international financial markets.				
3	Contents Investment <ul style="list-style-type: none"> • Introduction, terminology and underlying financial mathematics • Static and dynamic investment calculation methods • Investment calculation with integrated financing plan Financing <ul style="list-style-type: none"> • Basic questions of the international financial economy • Financial objectives and financial decision-making processes for multinational companies • Systematization approaches to various forms of financing • Deposits and equity financing • Credit financing • Foreign trade financing 				
4	Teaching methods Seminar, individual and group projects				
5	Admission requirements Participants are expected to have a basic knowledge of business administration, accounting and mathematics.				
6	Examination types Usually written and/or oral exam. For details, see §17 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Andreas Wieseahn, Prof. Dr. Ralf Meyer and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

4.4 Microeconomics					
ID no.	Workload 180 h	Credits 6	Study - semester 3rd sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Microeconomics		Contact hours 4 SCH/60 h	Self-learning 120 h	Planned group size 45 students
2	Learning outcomes/skills <p>Upon successful completion of the module, students will be able to ...</p> <ul style="list-style-type: none"> • solve constrained optimization problems and apply this method to decision making under scarcity • determine the outcomes of social interactions and discuss how self-interest can lead to desirable and undesirable outcomes • critically discuss the role of fairness in evaluating economic allocations and how institutions can improve fairness • model the interactions between owners, managers and employees within firms • calculate profit-maximizing prices for firms • explain how competitive markets maximize the gains from trade and break down outcomes in competitive markets 				
3	Contents <p>This course discusses the following chapters: Chapter 1: Scarcity, work, and choice Chapter 2: Social interactions Chapter 3: Property and power: Mutual gains and conflict Chapter 4: The firm: Owners, managers, and employees Chapter 5: The firm and its customers Chapter 6: Supply and demand: Price-taking and competitive markets</p>				
4	Teaching methods Lecture and seminar-based teaching with video lectures, exercises, optional online content, one or two experiments and some (small) case study discussions.				
5	Admission requirements Formal: none Prior courses: "Mathematics", "Statistics" and "Business Administration I" modules should have been completed.				
6	Examination types Usually written and/or oral exam. For details, see §17 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Christian Tode and internal/external lecturers				

11**Additional information**

The textbook for this course is "The Economy: Economics for a Changing World" by the CORE Project. The CORE project is a group of economics researchers and professors. They wrote the book to teach economics in a student-centred way that is motivated by real-world problems and real-world data. The ebook is available free of charge on the website <https://core-econ.org/the-economy/?lang=en>. there are (free) Apps for Android, Windows, MacOS, iOS and more. For those of you who prefer a physical book, there are some copies in the library.

4.5 Academic Research and Writing					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	3	3rd sem.	Winter semester	1 semester
1	Lectures/seminars 2 SCH: Academic Research and Writing		Contact hours 2 SCH/ 30 h	Self-learning 120 h	Planned group size 45 students
2	Learning outcomes/skills This course teaches research techniques for entrepreneurial decisions, e.g. in international marketing. For example, the Statistics II course teaches procedures of both inference statistics and multivariate methods. Students describe the theory and application of the procedures and learn to choose the right scientific procedures for different issues, to apply them and to adequately interpret the results. In addition, students critically describe academic research and international popular science literature and can classify it accordingly.				
3	Contents <ul style="list-style-type: none"> • Quantitative and qualitative research methods • Testing hypotheses • Multivariate analysis methods: introduction and overview, detailed: conjoint analysis, multiple regression • Foundations and current developments in the theory of science 				
4	Teaching methods Combination of seminar, individual and group projects				
5	Admission requirements Formal: None				
6	Examination types Usually written and/or oral exam. For details, see §18 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting n/a				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

4.6 Language II					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	3rd sem.	Winter semester	1 semester
1	Lectures/seminars 4 SCH: Language I	Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size max. 15 students	
2	<p>Learning outcomes/skills</p> <p>Depending on the level at which students enter the three-semester Language program, different learning outcomes and competencies are achieved in each module. The common thread, however, is the goal of working through up to two levels of the Common European Framework of Reference for Languages (CEFR) over the course of three consecutive modules. The progression and the target level depend in each case on the chosen language and the entry level.</p> <p>For foreign languages in which no prior knowledge is required (e.g. Chinese), basic competencies in all language skills are achieved.</p> <p>For foreign languages in which students have prior knowledge (e.g., Spanish, German, French, if applicable), modular learning outcomes are achieved; these aim to improve the learner's language competence only in specific areas and for a specific purpose. In addition, learning outcomes are weighted: Language learning is emphasized in certain directions, thereby developing a particular 'profile' with a higher level of knowledge and skills in certain areas than in others (e.g., a higher level of speaking and reading competence compared to writing competence).</p>				
3	<p>Contents</p> <p>The exact course content depends on the respective level of the course according to the Common European Framework of Reference for Languages (CEFR); information on the levels and corresponding skills of the Common European Framework of Reference for Languages can be found at https://www.h-brs.de/files/ger.pdf Further information on the respective course content will be made available on LEA at the beginning of the course. Currently, courses in Chinese, German, French, and Spanish are offered as part of the "Language I" through "Language III" module series.</p>				
4	<p>Teaching methods</p> <p>Interactive seminars, simulations, e-learning component</p>				
5	<p>Admission requirements</p> <p>Language skills according to prerequisite entry level (depending on course).</p>				
6	<p>Examination types</p> <p>Final written and/or oral performance (75%) and Lecture-accompanying partial examination (25%); the exact requirements for the partial performances will be announced at the beginning of the respective course.</p>				
7	<p>Course credit requirements</p> <p>Active participation in at least 75% of the course.</p>				
8	<p>Use of the module</p> <p>Study Programme International Business B.Sc.</p>				
9	<p>Final grade weighting</p> <p>3 %</p>				
10	<p>Module leader and full-time lecturers</p>				

	Language Centre: Sandra Kärcher (subject management German as a Foreign Language), Albina Rogozhnikova (subject management further languages) und Claudia Ruiz Vega (subject management Spanish) as well as external lecturers
11	Additional information Notes on course materials will be announced at the beginning of the course. Changing the language is not possible, i.e. the modules "Language I", "Language II" and "Language III" must be completed in the same foreign language.

5. Modules of 4th semester

- Macroeconomics
- Business Simulation
- Language III

5.1 Macroeconomics					
ID no.	Workload 180 h	Credits 4	Study semester 4th sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Macroeconomics	Contact hours 4 SCH/ 60 h	Self-learning 60 h	Planned group size 45 students	
2	<p>Learning outcomes/skills</p> <p>Macroeconomics</p> <p>Upon successful completion of the module, students will be able to ...</p> <ul style="list-style-type: none"> • summarize the role of capitalism and technological innovation on today's living standards • explain how the labor market determines economy-wide wages, unemployment and the distribution of income • associate the credit market, money and Banks with opportunities for mutual gain • classify economic booms and recessions in the business cycle • assess fiscal policy measures by the government • differentiate monetary from fiscal policy and explain how it impacts on inflation • appreciate institutions and policies that support economic wellbeing 				
3	<p>Contents</p> <p>This course discusses the following chapters:</p> <p>Chapter 1: The Capitalist Revolution Chapter 2: Technological Change, Population, and Growth Chapter 3: The Labour Market: Wages, Profits and Unemployment Chapter 4: Banks, Money, and the Credit Market Chapter 5: Economic Fluctuations and Unemployment Chapter 6: Unemployment and Fiscal Policy Chapter 7: Inflation, Unemployment, and Monetary Policy Chapter 8: Technological Progress, Unemployment, and Living Standards in the long run Chapter 9: The Nation and the World Economy</p>				
4	<p>Teaching methods</p> <p>Lecture and seminar-based teaching with video lectures, exercises, optional online content, one or two experiments and some (small) case study discussions.</p>				
5	<p>Admission requirements</p> <p>Formal: none Prior courses: Students should have passed the exams for the "Mathematics" and "Microeconomics" modules.</p>				
6	<p>Examination types</p> <p>Final written exam.</p>				
7	<p>Course credit requirements</p> <p>As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)</p>				

8	Use of the module Study Programme International Business B.Sc.
9	Final grade weighting 3 %
10	Module leader and full-time lecturers Prof. Dr. Christian Tode and internal/external lecturers
11	Additional information The textbook for this course is "The Economy: Economics for a Changing World" by the CORE Project. The CORE project is a group of economics researchers and professors. They wrote the book to teach economics in a student-centred way that is motivated by real-world problems and real-world data. The ebook is available free of charge on the website https://core-econ.org/the-economy/?lang=en . there are (free) Apps for Android, Windows, MacOS, iOS and more. For those of you who prefer a physical book, there are some copies in the library.

5.2 Business Simulation					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	2	4th sem.	Summer Semester	1 semester
1	Lectures/seminars Business Simulation	Contact hours 4 SCH/ 60 h	Self-learning 60 h	Planned group size 45	
2	Learning outcomes/skills The business simulation game is a complex, computer-aided industrial simulation based on the reality of a market economy. Several companies pursue a self-determined strategy to manufacture and sell products on national and international virtual markets. Students work in international teams and experience how their decisions affect sales, production, sourcing, HR, investment and financing. As the game proceeds, they learn to better understand the complex interactions and use their business administration skills to adapt their decisions to the changing conditions. The game also trains their intercultural abilities and awareness for particularities across countries.				
3	Contents <ul style="list-style-type: none"> • Introduction to the game • Game phases in a team • Plenary discussions • Meeting minutes 				
4	Teaching methods Seminar teaching, information and training sequences, case studies, individual and group projects, business simulation, group projects, plenary discussions				
5	Admission requirements Formal: None Prior courses: Students should have completed exams for "Business Administration 1&2" modules.				
6	Examination types Lecture-accompanying partial examination; oral or written final exam (§ 14 Abs. 6)				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Management (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3 %				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins				

5.3 Language III					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	2nd sem.	Summer semester	1 semester
1	Lectures/seminars 4 SCH: Language I	Contact hours 4 SCH/ 60 h	Self-learning 120 h	Planned group size max. 15 students	
2	<p>Learning outcomes/skills</p> <p>Depending on the level at which students enter the three-semester language program, different learning outcomes and competencies are achieved in each module. However, the common thread is the goal of achieving up to two levels of the Common European Framework of Reference for Languages (CEFR) over the course of three consecutive modules. The progression and target level depend in each case on the language chosen and the entry level.</p> <p>For foreign languages in which no prior knowledge is required (e.g. Chinese), basic competencies in all language skills are achieved.</p> <p>For foreign languages with prior knowledge (e.g., Spanish, German, French, if applicable), modular learning outcomes are achieved that are designed to improve learners' language competence only in specific areas and for a specific purpose. In addition, learning outcomes are weighted: Language learning is emphasized in certain directions, developing a particular "profile" with higher levels of knowledge and skills in certain areas than in others (e.g., higher levels of speaking and reading competence compared to writing competence).</p>				
3	<p>Contents</p> <p>The exact course content depends on the respective level of the course according to the Common European Framework of Reference for Languages (CEFR); information on the levels and corresponding skills of the Common European Framework of Reference for Languages can be found at https://www.h-brs.de/files/ger.pdf Further information on the respective course content will be made available on LEA at the beginning of the course.</p> <p>Currently, courses in Chinese, German, French, and Spanish are offered as part of the "Language I" through "Language III" module series.</p>				
4	<p>Teaching methods</p> <p>Interactive seminars, simulations, e-learning component</p>				
5	<p>Admission requirements</p> <p>Language skills according to prerequisite entry level (depending on course).</p>				
6	<p>Examination types</p> <p>Final written and/or oral performance (75%) and Lecture-accompanying partial examination (25%); the exact requirements for the partial performances will be announced at the beginning of the respective course.</p>				
7	<p>Course credit requirements</p> <p>Active participation in at least 75% of the course.</p>				
8	<p>Use of the module</p> <p>Study Programme International Business B.Sc.</p>				
9	<p>Final grade weighting</p> <p>3 %</p>				
10	<p>Module leader and full-time lecturers</p>				

	Language Centre: Sandra Kärcher (subject management German as a Foreign Language), Albina Rogozhnikova (subject management further languages) und Claudia Ruiz Vega (subject management Spanish) as well as external lecturers
11	Additional information Notes on course materials will be announced at the beginning of the course. Changing the language is not possible, i.e. the modules "Language I", "Language II" and "Language III" must be completed in the same foreign language.

6. Modules of the 5th semester:

- Electives
- Data Science
- Applied International Project Management

6.1 Elective					
ID no.	Workload 180 h	Credits 6	Study - semester 5th sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: 2 Electives, 2 SCH each		Contact hours Elective: 4 SCH/ 60h	Self-learning Elective: 120 h	Planned group size 30 students
2	Learning outcomes/skills Elective <p>The electives give students insight into complex international issues in fields related to their core specialisation. In addition to social, intercultural and environmental skills, students also learn various ways to use their creativity and hone their international teamwork and interdisciplinary collaboration skills. Working with students from different fields and intercultural backgrounds develops employment-relevant soft skills such as interdisciplinary thinking and cooperation.</p>				
3	Contents Challenges in international business administration or related/interdisciplinary fields.				
4	Teaching methods Students work independently for the most part. The lecturer's role is to explain the project task or case study, moderate the process and ensure the quality of outcomes.				
5	Admission requirements Comprehensive knowledge especially in the subjects of the first four semesters and good MS Office skills				
6	Examination types Usually written and/or oral exam. For details, see §18 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc., Study Programme Business Administration B.Sc.				
9	Final grade weighting This grade is not taken into account in the calculation of the final grade.				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer (provisional) and internal/external lecturers				
11	Additional information Students must find the literature to match their case.				

6.2 Data Science					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	3	5 th	Summer Semester	1 semester
1	Lectures/seminars <ul style="list-style-type: none"> • Business Application Programming (2 SWS) • Data Literacy (1 SWS) 	Contact hours 3 SCH/60 h	Self-learning 120 h	Planned group size 45	
2	Learning outcomes/skills Students have to select two out of the three selectable subjects to complete the Quantative Methods module				
3	Contents Business Application Programming: Learning the basics of programming with Java, the most prominent business application language Acquiring basic practical programming skills and understanding basic concepts Data Literacy: Students have the skills to collect, manage, evaluate, and apply data in critical ways. (Ridsdale et al., 2015) Data ethics and values play a central role here.				
4	Teaching methods Combination of seminar, individual and group projects				
5	Admission requirements None				
6	Examination types Usually written and/or oral exam. For details, see §18 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025).				
7	Course credit requirements As per §15 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.				
9	Final grade weighting 3%				
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer (provisional) and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

6.3 Applied International Project Management					
ID no.	Workload 180 h	Credits 3	Study semester 5th sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 3 SCH: Applied International Project Management		Contact hours 3 SCH/ 45 h	Self-learning 120 h	Planned Group size 45 students
2	Learning outcomes/skills <p>Students receive an overview of systematic approaches, especially to international projects. Particular attention is given to improving students' methodological approach; they learn which management techniques to apply in each project phase. Students also learn intercultural skills for more successful work in international project teams. The course will focus on country-specific and cultural particularities of the individual project phases. The challenges of leading international teams will be explained and demonstrated. Students can test their knowledge in international student projects in cooperation with the department's partner universities.</p>				
3	Contents <ul style="list-style-type: none"> • Basics of international project management • Differences and similarities between different project management methods • Methodological step-by-step planning of international projects • Project monitoring and controlling • Particularities/challenges in intercultural teams compared to purely national teams • Particularities in the management of international teams; cultural dimensions/norms 				
4	Teaching methods Combination of seminar, individual and group projects				
5	Admission requirements Formal: None Prior knowledge: Contents of "Business Administration 1-3" modules				
6	Examination types Participation in at least two-thirds of the total duration of a course and ungraded subject examination.				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Use of the module Study Programme International Business B.Sc.,				
9	Final grade weighting n/a				
10	Module leader and full-time lecturers Prof. Dr. Torsten Stein (provisional) and internal/external lecturers				
11	Additional information Literature recommendations will be announced when the lecture period begins.				

7. Modules in 4th/5th semester: Specialisations

- Business-to-Business Marketing
- International Financial Management
- International Management
- Sales Management

7.1 Specialisation: Business-to-Business Marketing					
ID no.	Workload 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Strategic Marketing 1 SCH: Market Research 2 SCH: Marketing Management Control 1 SCH: Innovation Management 4 SCH: Practical Project 1 SCH: Project Management		Contact hours 13 SCH/ 195 h	Self-learning 345 h	Planned group size 30 students max.
2	Learning outcomes/skills <p>Students learn about the position and delimitation of the marketing approach. They learn to present various marketing strategies and research approaches, especially in B2B marketing, and to differentiate the components of the marketing mix. They can address customer requirements, adequately satisfy identified market needs and apply customer loyalty tools. Participants also learn market analysis methods as a prerequisite for strategic and operative marketing decisions, as well as the system behind controlling and innovation management in marketing. A practical project involving a real company allows students to apply their learned knowledge.</p>				
3	Contents Strategic Marketing <ul style="list-style-type: none"> • Basics of marketing, marketing concepts • The course integrates international case studies. • Particularities of B2B marketing compared to consumer goods marketing. • Strategic marketing, especially B2B • Discussion of selected operative aspects in marketing Market Research <ul style="list-style-type: none"> • Market research processes • Data collection • Applied statistical methods for data analysis • Consumer behaviour research Marketing Management Control <ul style="list-style-type: none"> • Basics and aims • Methodical approaches • Strategic approaches • Task-oriented approaches • Case studies relating to international companies • Marketing mix approaches Innovation Management <ul style="list-style-type: none"> • Innovation and insecurity • Product, process and business model innovation • Creativity techniques 				

	<ul style="list-style-type: none"> • Internationalisation and digitisation <p>Practical Project</p> <ul style="list-style-type: none"> • Project management • Methods of market research (SPSS) • Independent editing and documentation of the project, e.g. the following topics: <ul style="list-style-type: none"> ○ Development of market entry strategies ○ Customer satisfaction measurement ○ Market positioning of innovative products ○ Repositioning of products already on the market • Presentation of results and discussion with the management of the cooperating companies <p>Project Management</p> <ul style="list-style-type: none"> • Project organization & processes • Project management methods
4	<p>Teaching methods</p> <p>Seminar, individual and group projects</p>
5	<p>Admission requirements</p> <p>Related knowledge from the introductory courses</p>
6	<p>Examination types</p> <p>Written or oral final exam.</p>
7	<p>Course credit requirements</p> <p>Passing of the module exam, successful participation in the practical project.</p>
8	<p>Use of the module</p> <p>This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).</p>
9	<p>Final grade weighting</p> <p>16%</p>
10	<p>Module leader and full-time lecturers</p> <p>Prof. Dr. Jens Böcker, Prof. Dr. Daniel Assmus</p>
11	<p>Additional information</p> <p>Literature recommendations will be announced when the lecture period begins.</p>

7.2 Specialisation: International Financial Management						
ID no.	Workload 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Summer semester		Duration 1 semester
1	Lectures/seminars 4 SCH: International Financial Reporting Standards/ Analysis of International Financial Statements 3 SCH: Management Accounting and Management Control 3 SCH: International Finance 3 SCH: Case Studies in Management Accounting and Management Control			Contact hours 13 SCH/ 195 h	Self-learning 345 h	Planned group size 30 students max.
2	Learning outcomes/skills International Financial Reporting Standards/Analysis of International Financial Statements 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. Management Accounting and Management Control 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. International Finance 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. Case Studies in Management Accounting and Management control Students can independently apply managerial accounting tools to real-life situations, interpret the results, derive recommended actions and defend their results in group sessions.					
3	Contents International Financial Reporting Standards/Analysis of International Financial Statements <ul style="list-style-type: none"> Fundamentals of consolidated financial statements and corporate law 					

	<ul style="list-style-type: none"> • Consolidated financial statements: reporting duty and consolidation group • 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 figures • 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 <p>Management Accounting and Management Control</p> <ul style="list-style-type: none"> • 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 <p>International Finance</p> <ul style="list-style-type: none"> • The international financial system • Currency theory and markets • Financing of international companies • International investment <p>Case Studies in Management Accounting and Management Control</p> <ul style="list-style-type: none"> • The controlling process • Organizational structure of controlling • Variance analysis • Forecasting • Key figure analysis • Activity-based costing • Target costing • Investment controlling
4	<p>Teaching methods Lectures, seminars, individual and group projects</p>
5	<p>Admission requirements Solid basic knowledge of accounting, investment calculation and corporate financing as well as international accounting</p>
6	<p>Examination types Written or oral exam</p>
7	<p>Course credit requirements Passing a term paper or project to be admitted for the oral/written exam and passing the oral/written exam.</p>
8	<p>Use of the module</p>

	This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).
9	Final grade weighting 16%
10	Module leader and full-time lecturers Prof. Dr. Ralf Meyer, Prof. Dr. Andreas Wieseahn as well as internal/external lecturers
11	Additional information Literature recommendations will be announced when the lecture period begins.

7.3 Specialisation: International Management						
ID no.	Workload 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Every semester		Duration 1 semester
1	Lectures/seminars 3 SCH: International Strategy, Organisation & Leadership 2 SCH: International Marketing 2 SCH: International Trade, Finance & Investment 3 SCH: Project & Cases in International Management 3 SCH: Current Issues in International Management			Contact hours 13 SCH/ 195 h	Self-learning 345 h	Planned group size 30 students max.
2	<p>Learning outcomes/skills</p> <p>International Strategy, Organisation & Leadership Students develop an understanding of strategic issues and methods businesses use to “go international” or “be international.” In this context, they also learn aspects of international corporate organisation, HR management and leadership.</p> <p>International Marketing Students learn to understand the challenges in international marketing. They will analyse and discuss real business cases (executive decisions, marketing mix of real international companies). This will permit students to compare and assess different strategies in international marketing and the influence of different cultures.</p> <p>International Trade, Finance & Investment Students learn about the historical development of international trade. They study the political and economic framework and the theories behind current national and international trade and investment policies. In addition, students analyse the influence of global financing systems and the role of international organisations. This will enable them to discuss the current and future status of global “economy zones”.</p> <p>Project & Cases in International Management Students will work on a real management case with an intercultural team to learn the concepts of case handling and methods of intercultural communication and knowledge sharing. This develops their critical thinking and problem-solving skills. Students will present results before a management audience to develop their public speaking skills.</p> <p>Current Issues in International Management Students train their independent literature research skills. This permits them to decide which information and data is useful and solution-focused, how to handle time management and which planning steps are necessary. Students learn how to write meaningful, convincing academic documents (papers, presentations) in a foreign language.</p>					
3	<p>Contents</p> <p>International Strategy, Organisation & Leadership</p> <ul style="list-style-type: none"> • Current International Corporate Strategies 					

	<ul style="list-style-type: none"> • Country analysis, market entry strategies and entry modes, timing strategies, market entry barriers • Corporate strategy systems • International corporate organisation models • Influence of cultures and intercultural communication in international organisations • Corporate international HR organisation and HR strategies • International recruitment, training, and assignment • Intercultural leadership & management development • International unions & works council policy <p>International Marketing</p> <ul style="list-style-type: none"> • 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 • “Export” case study; workshop with an international marketing manager • International marketing communication • Excursion “International Marketing in 3 countries” • Personal selling and sales management • Pricing for international markets <p>International Trade, Finance & Investment</p> <ul style="list-style-type: none"> • 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 organisations and NGOs <p>Project & Cases in International Management</p> <ul style="list-style-type: none"> • Introduction to the seminar and presentation of topics • Lecture: “Corporate communication” • Lecture: “Presentation of cases and projects” • Independent communication, preparation and group discussions • Presentation of reports <p>Current Issues in International Management</p> <ul style="list-style-type: none"> • Introduction to topics • Lecture: “Research methods” • Submission of final project outline and draft report structure • Team discussion session with instructor <p>Presentations: Half-term presentation, final results</p>
4	<p>Teaching methods Seminar, individual and group projects</p>
5	<p>Admission requirements Formal: None Prior knowledge: Related knowledge from the introductory courses</p>
6	<p>Examination types Written or oral final examination, assignment incl. presentation</p>

7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).
9	Final grade weighting 16%
10	Module leader and full-time lecturers Prof. Dr. Jürgen Bode and internal/external lecturers
11	Additional information Literature recommendations will be announced when the lecture period begins.

7.4 Specialisation: Sales Management					
ID no.	Workload 540 h	Credits 18	Study semester 4th/5th sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 4 SCH: Sales Projects 2 SCH: Sales Strategy 4 SCH: Sales Operational Aspects 2 SCH: Sales Performance Management		Contact hours 12 SCH/ 180 h	Self-learning 360 h	Planned group size 30 students max.
2	Learning outcomes/skills <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>				
3	Contents Strategic distribution/sales <ul style="list-style-type: none"> • Basics of strategic sales management / international sales management • Distribution channels/multichannel strategies • Customer prioritization • Aspects of price management Operational aspects of distribution/sales <ul style="list-style-type: none"> • Sales organisation • Personnel management, competencies and the "sales personality" in the sales department • Incentive and compensation systems • Customer orientation/customer loyalty Sales and distribution controlling <ul style="list-style-type: none"> • - Basics and goals • - Strategic and operative controlling approaches Practical sales project <ul style="list-style-type: none"> • Aspects of project management • Independent processing and documentation of the project, e.g: <ul style="list-style-type: none"> ○ Organization of sales and distribution units ○ Procedural topics (process descriptions, reorganisations) 				

	<ul style="list-style-type: none"> ○ Market research of selected countries/regions for defined products ○ Development of competence patterns for the training and further education of sales and distribution personnel • Presentation and discussion of results with the management of the cooperating companies
4	Teaching methods Seminar, project work and group projects
5	Admission requirements Related knowledge from the introductory courses
6	Examination types <ul style="list-style-type: none"> • Lecture-accompanying partial examination (25%), with presentation and follow-up group feedback, as well as an assignment tin the lecturer “Sales Projects” • final examination (75%) in form of a written examination in the lecturers Sales Strategy, Sales Operational Aspects und Sales Performance Management
7	Course credit requirements As per §15 of the 2025 Bachelors’ Examination Regulations for International Business (BPO-IB 2025)
8	Use of the module This module is also offered for the programmes in International Business (B.Sc.), Business Psychology (B.Sc.) and Business Management (B.Sc.).
9	Final grade weighting 16 %
10	Module leader and full-time lecturers Prof. Dr. Stephan Tank, Prof. Dr. Daniel Assmus
11	Additional information Literature recommendations will be announced when the lecture period begins.

8. Internship and Study Abroad Semester

- **Internship**

In the 6th semester, students can either complete an internship in Germany or abroad, or they can complete a study abroad semester.

- **Study Abroad Semester**

Students may complete a study abroad semester in the 5th, 6th and 7th study semester. If completed in the 5th or 7th semester, the coursework completed abroad replaces the same semester's coursework at H-BRS. If completed in the 6th semester, the study abroad semester replaces the internship.

9.1 Internship (6th semester)					
ID no.	Workload 900 h	Credits 30	Study - semester 6th sem.	Course Offering Frequency Every semester	Duration 1 semester
1	Lectures/seminars No information		Contact hours	Self-learning 900 h	Planned group size ---
2	Learning outcomes/skills Working in an international company and participating in daily organizational tasks, students learn not just about business issues, but about the social, ecological and intercultural issues in an international environment. They learn about the professional world, apply their learned skills to concrete international tasks and work with guidance on international business problems. This strengthens the relationship between theory and professional practice. The internship can be completed in Germany or abroad. Students are encouraged to spend the internship abroad to improve their international employability. This allows students to learn about the cultural differences in working environments in various business disciplines.				
3	Contents The contents and task depend on the employer and must be discussed with them in advance.				
4	Teaching methods Practical activities with guidance				
5	Admission requirements Students who have completed at least four study semesters and achieved at least 70 ECTS in exams graded according to §15 para. 3.				
6	Examination types Final report signed by the employer (around 3,000 words) and a qualified certificate from the employer.				
7	Course credit requirements Submission of the signed final report and the internship certificate The practical activity fulfilled the purpose of the internship and the student has completed the assigned tasks.				
8	Use of the module n/a				
9	Final grade weighting This grade is not taken into account in the calculation of the final grade.				
10	Module leader and full-time lecturers Organisational in Sankt Augustin: Dipl.-Betriebswirtin (FH) Sonja Atai (internship coordinator) Organisational in Rheinbach: Dipl.-Kff. (FH) Antje Röbbert (internship coordinator) Academic responsibility: Lecturers of at H-BRS with authorised examiner status				
11	Additional information As an alternative to the internship, students may complete a study abroad semester. The internship coordinators offer an information session at their campus once per semester.				

9.2 Study Abroad Semester (6th semester)					
ID no.	Workload 900 h	Credits 30	Study - semester 6th sem.	Course Offering Frequency Summer semester	Duration 1 semester
1	Lectures/seminars No information		Contact hours ---	Self-learning 900 h	Planned group size ---
2	<p>Learning outcomes/skills</p> <p>Students earn international experience by completing their study abroad semester, as intended for this degree programme. The specialisations they choose here improve their international employability.</p> <p>During the semester, they improve their skills in the language of instruction or the host country language (specialised vocabulary in particular) and their intercultural skills. They learn how to work with students from various countries with different work approaches, allowing them to improve their intercultural team spirit. They learn additional skills by completing modules with international or country-specific subjects. Students may take courses in business administration which complement their previous coursework.</p>				
3	<p>Contents</p> <ul style="list-style-type: none"> • Learn, describe and evaluate international experience. • Learn about different ways to teach, examination forms and working in international teams. • Encounter different mentalities and cultures and take relevant courses. 				
4	<p>Teaching methods</p> <p>Join courses, workshops, group projects, presentations and other teaching formats commonly used at the host institution.</p>				
5	<p>Admission requirements</p> <p>Formal: To be admitted for the study abroad semester, students must have completed at least four semesters in their degree programme and have earned at least 70 credits in the examinations graded according to §15 para. 3. In addition, they must prove that their proficiency in the language of instruction at their host institution is sufficient for them to successfully complete the programme. The required language proficiency level is specified either by the host institution or by the partnership agreement between H-BRS and the host institution.</p> <p>Prior knowledge: Content of previously completed modules.</p>				
6	<p>Examination types</p> <p>Students must complete the required courses and examinations at their host institution. At the end of the study abroad semester, students must submit a report (around 3,000 words) on their experiences and skills learned abroad as well as a transcript of their coursework and examination results.</p>				
7	<p>Course credit requirements</p> <ul style="list-style-type: none"> • Completion of relevant coursework amounting to 30 ECTS credits at an international host institution. • Proof of passed examinations amounting to a minimum of 22 ECTS credits. • Written report of around 3,000 words. 				
8	<p>Use of the module</p> <p>Study Programme International Business (B.Sc.)</p>				

9	<p>Final grade weighting This grade is not taken into account in the calculation of the final grade.</p>
10	<p>Module leader and full-time lecturers Sankt Augustin: For organizational questions and course selection: Dipl.-Betriebswirtin (FH) Sonja Atai</p> <p>Rheinbach: For organisational questions and course selection: Dipl.-Betriebswirtin (FH) Stefanie Drügg</p> <p>For academic questions: ask the responsible supervisor (lecturer/authorized examiner)</p>
11	<p>Additional information As an alternative to the study abroad semester, students can complete an internship. The department offers an information session at each campus once per semester.</p>

9.3 Study Abroad Semester (5th/7th semester)					
ID no.	Workload 900 h	Credits 30	Study - semester 5th/7th sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars Modules of the 5th/7th study semester		Contact hours ---	Self-learning 900 h	Planned group size ---
2	<p>Learning outcomes/skills</p> <p>Students earn international experience by completing their study abroad semester, as intended for this degree programme. The specialisations they choose here improve their international employability. During the semester, they improve their skills in the language of instruction or the host country language (specialised vocabulary in particular) and their intercultural skills.</p> <p>If students go abroad in their 5th semester, they acquire 18 ECTS credits in their subject of specialisation. They take additional business-related courses to complete the other coursework required for the 5th semester ("Corporate Management" and "Research Methods" with 6 ECTS each).</p> <p>If students go abroad in their 7th semester, they complete this semester's coursework abroad ("Final Thesis", "Colloquium/Tutorial", "Applied International Project Management", "Elective or Project").</p> <p>In addition to the subjects studied abroad, students learn how to work with students from various countries with different work approaches and thus improve their intercultural team skills. Students can take business administration courses abroad that match their previous coursework.</p>				
3	<p>Contents</p> <ul style="list-style-type: none"> • Learn, describe and evaluate international experience • Learn about different ways to teach, examination forms and working in international teams • Get to know different mentalities and cultures • Complete the coursework of the 5th or 7th semester abroad 				
4	<p>Teaching methods</p> <p>Join courses, workshops, group projects, presentations and other teaching formats commonly used at the host institution.</p>				
5	<p>Admission requirements</p> <p>The host institution can define admission requirements for individual courses.</p>				
6	<p>Examination types</p> <ul style="list-style-type: none"> • Complete the required examinations and coursework at the host institution. • Submit a transcript of grades 				
7	<p>Course credit requirements</p> <p>As per §8 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)</p>				
8	<p>Use of the module</p> <p>Study Programme International Business (B.Sc.)</p>				
9	<p>Final grade weighting</p> <p>According to examinations of the 5th and 7th semester</p>				

10	Module leader and full-time lecturers Sankt Augustin: For organisational questions or course selection (in coordination with Examination Board and responsible lecturers): Dipl.-Betriebswirtin (FH) Sonja Atai Rheinbach: For organisational questions or course selection (in coordination with Examination Board and responsible lecturers): Dipl.-Betriebswirtin (FH) Stefanie Drügg For academic questions: ask the responsible supervisor (lecturer/authorized examiner)
11	Additional information The department offers an info event at each campus once per semester.

9. Modules of 7th semester

- International Strategic Management
- Business Ethics & CSR Management
- Economic Policy in Practice
- Final Thesis
- Colloquium/Tutorial

10.1 International Strategic Management					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	180 h	6	7 th semester	Summer semester	1 semester
1	Lectures/seminars International Strategic Management	Contact hours 4 SCH / 60	Self-learning 120	Planned group size 45	
2	Learning outcomes/skills <p>Students learn about the crucial issues and solutions in international and intercultural strategic management across industries and functions. They learn the newest developments in theory and practice and the various planning challenges, relevant methods, instruments and application conditions. The course focuses especially on international corporations as well as cultural and country-specific conditions that international companies must consider.</p>				
3	Contents <ul style="list-style-type: none"> • Basics of strategic management • Special consideration of transnational companies and the requirements of strategic management for different cultural regions. • Corporate policy framework planning • Strategic corporate planning, esp. multinational companies • strategic planning • Current issues in strategic planning 				
4	Teaching methods Seminar teaching, case studies, group work				
5	Admission requirements none				
6	Examination types Written exam				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Final grade weighting 3 %				
9	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers				
10	Additional information Literature recommendations will be announced when the lecture period begins.				

10.2 Business Ethics & CSR Management					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	120 h	3	7 th	Summer Semester	1 semester
1	Lectures/seminars Business Ethics and CSR Management	Contact hours 2 SCH/30h	Self-learning 80 h	Planned group size 45	
2	<p>Learning outcomes/skills</p> <p>Business Ethics</p> <p>Students examine international business cases to understand the criteria for social values and responsibility in business and the underlying ethical models. The course focuses on sharing the concepts of corporate social responsibility (CSR) and responsible leadership. Students also learn to look at ethical beliefs and values across cultures and countries.</p> <p>CSR Management</p> <p>Students should be able to reflect the CSR approach in small and medium-sized (even family owned) companies as well as bigger ones and multinationals. They can differentiate the role of CSR in the emerging world and industrialized countries. They can adopt a CSR strategy to a specific company with its own history, market and responsible sustainability.</p>				
3	<p>Contents</p> <p>Business Ethics</p> <ul style="list-style-type: none"> • Basics of business thinking • Ethical concepts and their current effects • Dealing with diverging ethical ideas and values of different cultures • Comparison of ethics: German vs. foreign commercial law • Ethics in and between organisations • Fundamentals of ethically responsible management • Basic forms of ethics, morality and their origins • Stages of moral development according to Kohlberg • Homo oeconomicus • The Prisoner's Dilemma • Utilitarianism • The philosophy of Kant • Discourse ethics • Business ethics according to Steinmann • Economic ethics according to Homann • Corporate culture • International case studies • Ethics management systems • Barnard's Inducement-Contribution Theory <p>CSR Management</p> <ul style="list-style-type: none"> • A brief history of CSR and the relevant values • The growing national and international importance of CSR • ISO 26000 as a standard guideline • "Communal activities" in a supporting function of public goods • The important role of ILO/International Labor Organization • Practical experience with the implementation and evaluation of CSR 				

	<ul style="list-style-type: none"> • NGOs as a critical observer and admonisher of CSR • Trust, criticism and anti-corruption measures as central elements of CSR • CSR as a driver for financial sustainability
4	Teaching methods Business Ethics & CSR Management Information and training sequences, case studies, individual and group projects
5	Admission requirements None
6	Examination types tbd
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)
8	Final grade weighting 3 %
9	Module leader and full-time lecturers Prof. Dr. Ralf Meyer and internal/external lecturers
10	Additional information Literature recommendations will be announced when the lecture period begins.

10.2 Economic Policy in Practice					
ID no.	Workload	Credits	Study semester	Course Offering Frequency	Duration
	80 h	3	7 th	Summer Semester	1 semester
1	Lectures/seminars 2 SCH: Economic Policy in Practice	Contact hours 2 SCH/ 30 h	Self-learning 30 h	Planned group size 45 students	
2	Learning outcomes/skills <p>The course uses an empirical, computer-aided economic model based on a selected country to show students the effects of economic analyses and decisions. Students will work independently on the economic relationships depicted in the model and discuss their observations to assess the effects of economic strategies, experience the complexity of economic policy, and processes and apply this knowledge to international contexts. The simulation also helps students recognize the practical effects of economic questions on everyday business and adds a crucial element to the comprehensive managerial toolkit.</p>				
3	Contents <ul style="list-style-type: none"> • Goals, actors and issues of global economic policy • Modelling of current international economic policy • Simulation model based on the Federal Republic of Germany 				
4	Teaching methods Lecture and seminar-based teaching with video lectures, exercises, optional online content, one or two experiments and some (small) case study discussions.				
5	Admission requirements none				
6	Examination types n.n.				
7	Course credit requirements As per §15 of the 2025 Bachelors' Examination Regulations for International Business (BPO-IB 2025)				
8	Final grade weighting 3 %				
9	Module leader and full-time lecturers Prof. Dr. Christian Tode and internal/external lecturers				
10	Additional information <p>The textbook for this course is "The Economy: Economics for a Changing World" by the CORE Project. The CORE project is a group of economics researchers and professors. They wrote the book to teach economics in a student-centred way that is motivated by real-world problems and real-world data. The ebook is available free of charge on the website https://core-econ.org/the-economy/?lang=en. there are (free) Apps for Android, Windows, MacOS, iOS and more. For those of you who prefer a physical book, there are some copies in the library.</p>				

10.2 Final Thesis					
ID no.	Workload 360 h	Credits 12	Study - semester 7th sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars n/a		Contact hours	Self-learning 360 h	Planned group size n/a
2	Learning outcomes/skills <p>The bachelor's thesis proves that students are able to describe both the technical details and the interdisciplinary relationships of a practical international issue from their field in an understandable, knowledgeable manner using scientific and professionally adequate methods within a given deadline. Students may write their final thesis in collaboration with a company in another country. Students may also write their final paper while studying abroad and with the support of a partner institution of their home department. This allows students to strengthen their intercultural skills with a view to entering the international labour market.</p>				
3	Contents <p>Challenging issues from business administration and related fields as well as interdisciplinary subjects with an international focus.</p>				
4	Teaching methods n/a				
5	Admission requirements Formal: Proof of 140 ECTS credits from the coursework of the 1st to 5th semesters. Prior knowledge: Content of previously completed modules				
6	Examination types <p>The bachelor's thesis should be between 15,000 and 17,000 words long and observe the format specified by the Examination Board.</p>				
7	Course credit requirements Successful completion of the bachelor's thesis				
8	Use of the module n/a				
9	Final grade weighting 15%				
10	Module leader and full-time lecturers <p>The first examiner of the bachelor's thesis must be a professor or full-time instructor (Lehrkraft für besondere Aufgaben; LfbA).</p>				
11	Additional information Students may write their thesis in collaboration with a company in Germany or abroad.				

10.3 Colloquium/Tutorial					
ID no.	Workload 180 h	Credits Tutorial: 2 Colloquium: 4	Study semester 7th sem.	Course Offering Frequency Winter semester	Duration 1 semester
1	Lectures/seminars 1 SCH: Tutorial 0 SCH: Colloquium (self-learning only)		Contact hours 1 SCH/ 15 h	Self-learning 165 h	Planned Group size 45 students max./ individual
2	<p>Learning outcomes/skills</p> <p>Tutorial After completing the seminar, students have more in-depth theoretical and methodological knowledge in the subject field. They will also be able to describe the process of academic learning using an example and to deal with abstract theoretic categories. They can also explain the difference between non-scientific, pre-scientific and scientific statements. Their supervising lecturers will accompany students individually throughout the tutorial and provide professional guidance.</p> <p>Colloquium After completing the colloquium, the students present the method and results of their bachelor's thesis and can tell the difference between non-scientific, pre-scientific and scientific statements. They can categorize their bachelor's thesis within the wider field of business studies and apply their acquired knowledge.</p>				
3	<p>Contents</p> <p>Tutorial Subjects of bachelor's theses (by multiple students) supervised by a first examiner.</p> <p>Colloquium Subject of the bachelor's thesis supervised by a first examiner.</p>				
4	<p>Teaching methods</p> <p>Tutorial Seminar with students presenting (intermediate) results of their research</p> <p>Colloquium Talk/discussion or written summary about the procedure and results of the bachelor's thesis and the related subjects.</p>				
5	<p>Admission requirements</p> <p>Formal: Tutorial: Admission to bachelor's thesis Colloquium: Successful completion of all examinations and bachelor's thesis</p> <p>Prior knowledge: Content of previously completed modules</p>				
6	<p>Examination types</p> <p>Tutorial: Coursework in the form of presentation of (intermediate) findings Colloquium: Colloquium of 30-45 minutes</p>				
7	<p>Course credit requirements</p> <p>Tutorial: Attendance and presentation</p>				

	Colloquium: Completion of the colloquium
8	Use of the module n/a
9	Final grade weighting Tutorial: 0 % Colloquium: 5 %
10	Module leader and full-time lecturers First examiner of the bachelor's thesis
11	Additional information -