



Friedrich-Alexander-Universität
School of Business,
Economics and Society

Master's degree program

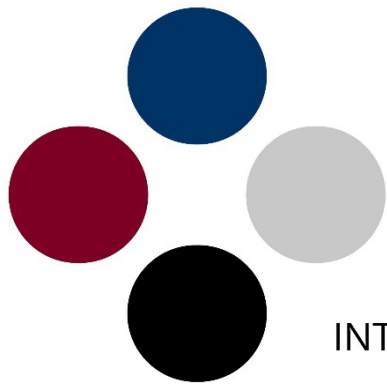
International Business Studies

Module handbook—
winter semester 2024/2025

wiso.fau.de/mibs

Advanced
knowledge





MIBS

MASTER OF SCIENCE IN
INTERNATIONAL BUSINESS STUDIES

Version: 30.09.2024

All information is provided without warranty and claim for accuracy. In case of doubt, the official examination regulations apply. If you have any questions or concerns, please always contact the respective lecturer directly.

Thank you!

Master in International Business Studies							
		1	2	3	4		
		ECTS	ECTS	ECTS	ECTS	ECTS	
Core Courses (Kernbereich) (60 out of 90 ECTS/60 aus 90 ECTS)		60	20	20	20		
Modulbereich: Environment of international business		10					
Issues in international political economy		5					
International and european trade law		5					
Modulbereich: Foundations of international management		10					
Foundations of international management I		5					
Foundations of international management II		5					
Modulbereich: International strategic management		10					
Business strategy		5					
Advanced methods of management research IV		5					
Modulbereich: International functional management		10					
International marketing		5					
Global operations strategy		5					
Modulbereich: International information management		10					
E-Business projects and innovation		5					
Service innovation		5					
Modulbereich: Soft skills		10					
Managing intercultural relations		5					
International management solutions		5					
Modulbereich: International finance and change management		10					
International finance		5					
Change Management		5					
Modulbereich: International corporate sustainability		10					
Business ethics and corporate social responsibility		5					
Regeneration and sustainable development		5					
Modulbereich: International relations		10					
Power, order and institutions in world politics		5					
Elective Courses (Wahlbereich)							
Modulbereich: Area studies (1 Area out of 4) *		30	10	10	10		
Modulbereich: English speaking countries (English)**		30					
Area specific language courses – English speaking countries*							
Courses exchange semester (Area studies: English speaking countries)****							
Free specialisation module (Area studies: English speaking countries)***							
Modulbereich: Romance countries (Spanish, French)** currently not available		30					
Modulbereich: Asia (English)**		30					
Area specific language courses – Asia*							
Courses exchange semester (Area studies: Asia)****							
Free specialisation module (Area studies: Asia)***							
Modulbereich: Europe (German)**		30					
Area specific language courses - Europe*							
Courses exchange semester (Area studies: Europe)****							
Free specialisation module (Area studies: Europe)***							
Further elective modules can be listed in the module handbook. Each area offers different module handbook courses subject to availability. Please review the modules down below.							
Masterthesis		30					30
Masterthesis		30					
SWS							
ECTS		120	30	30	30	30	

Language courses

MIBS students can take up to 10 ECTS of language courses. This means students are free to integrate either 0 ECTS, 5 ECTS, or 10 ECTS of language courses into their Area Studies.

Requirements for language courses being counted as ECTS are the following:

Minimum language level English: C1, all other languages: 5 ECTS minimum A2, 5 ECTS minimum B1.

Example: In case a language courses at the A2 level is taken in any language other than English, only the first 5 ECTS count towards the Area Studies, e.g. German A2.1 can be integrated, while the course German A2.2 will not count; however, German B1.1 would count again.

** You can choose among all courses mentioned for your area in the Module Handbook (30 ECTS). Out of those 30 ECTS, you can take up to 10 ECTS of language courses.

Students can take up to 10 ECTS in languages. Alternatively, other courses of the respective area can be used as substitutes for the language courses.

*** You can choose among all other courses offered at our university that are accepted by the respective program coordinator. These courses are called Free Specialisation Modules (FSM). A detailed explanation can be found at the end of this document.

**** You can take courses at one of our partner universities or other universities (up to 30 ECTS). Of those 30 ECTS, up to 10 ECTS can be language courses that are accepted by the program coordinator or other departments (through learning agreements).

**Information concerning the selection of courses in the
Area Studies(30 ECTS)**

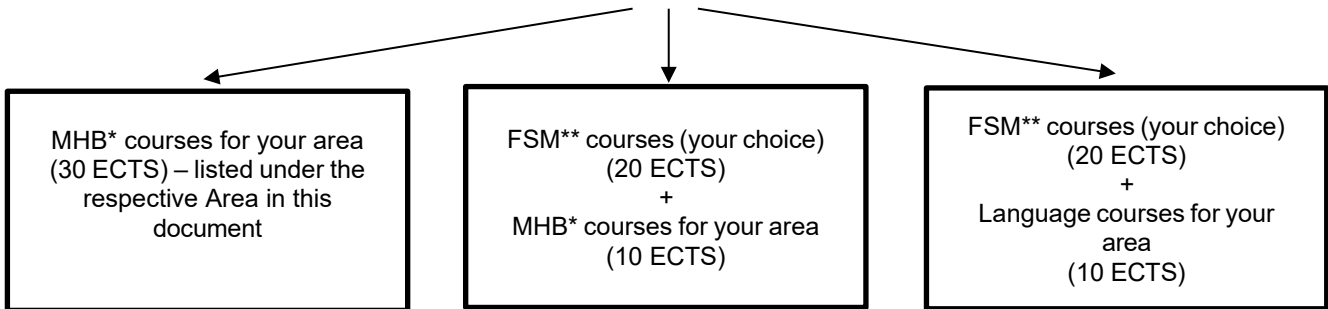
For students with start of studies before winter term 2020/21 (2019, 2018, 2017, etc.)

Generally, a minimum of 10 ECTS from courses listed in the MHB* in the respective Area Studies have to be achieved.

A maximum of 20 ECTS can be achieved in FSM**.

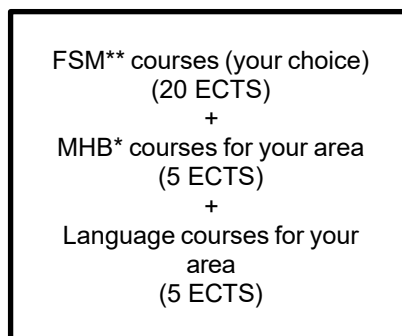
A maximum of 10 ECTS can be achieved in languages.

As long as those prerequisites are fulfilled, various combinations of MHB courses, FSM and language courses are possible:



OR... A blend.

Example for a blend:



*MHB = Module Handbook

**FSM = Free Specialization Module

**Information concerning the selection of courses in the
Area Studies(30 ECTS)**

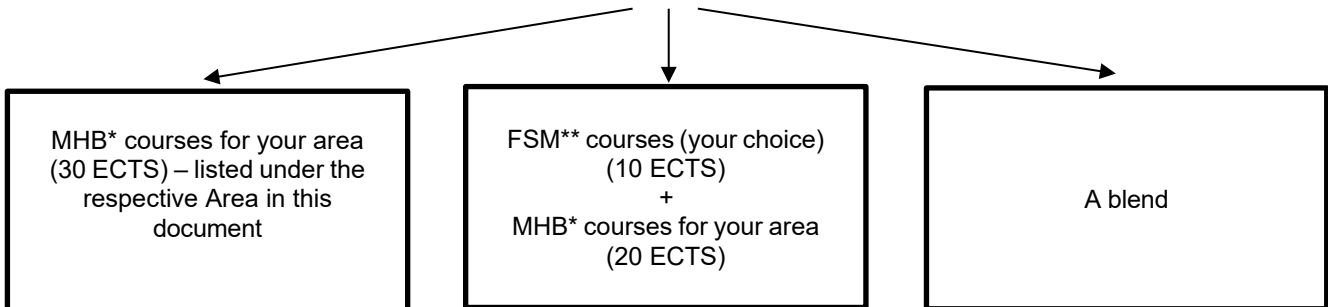
For students with start of studies in winter term 2020/21 until winter term 2023/24

Generally, a minimum of 10 ECTS from courses listed in the MHB* in the respective Area Studies have to be achieved.

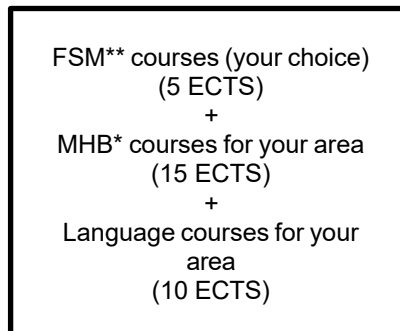
A maximum of 10 ECTS can be achieved in FSM**.

A maximum of 10 ECTS can be achieved in languages.

As long as those prerequisites are fulfilled, various combinations of MHB courses, FSM and language courses are possible:



Example for a blend:



*MHB = Module Handbook

**FSM = Free Specialization Module

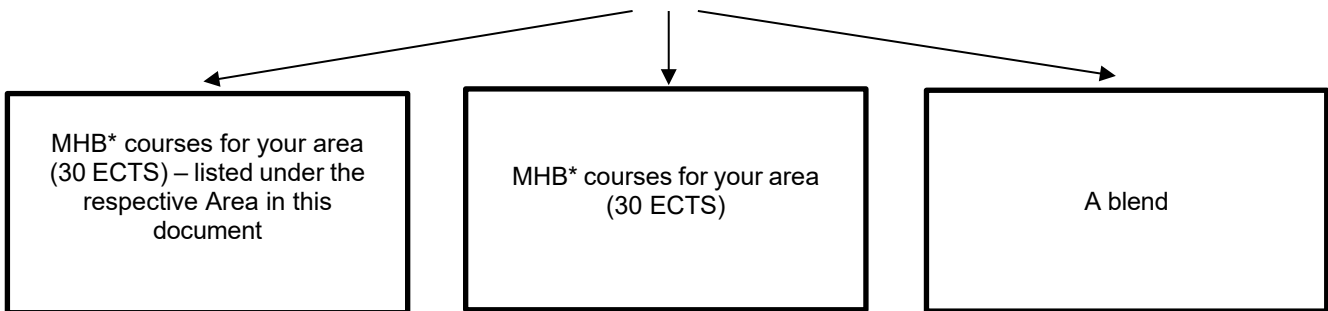
**Information concerning the selection of courses in the
Area Studies(30 ECTS)**

For students with start of studies in winter term 2024/25 or later

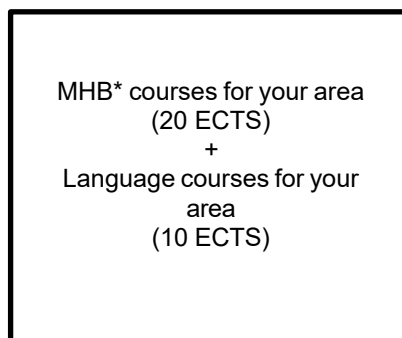
Generally, a minimum of 20 ECTS from courses listed in the MHB* in the respective Area Studies have to be achieved. #

A maximum of 10 ECTS can be achieved in languages.

As long as those prerequisites are fulfilled, various combinations of MHB courses, FSM and language courses are possible:



Example for a blend:



*MHB = Module Handbook

Hinweise zu Art und Umfang von Prüfungsleistungen

Die Art der am Fachbereich Wirtschafts- und Sozialwissenschaften gültigen Prüfungsleistungen ist definiert in §17 Prüfungsarten der Master-Rahmenprüfungsordnung (MPO). Darüber hinaus sind Prüfungsumfänge in den §§18 bis 24 MPO geregelt. Die Prüfungsordnungen sind unter folgendem Link einzusehen:

<http://www.zuv.fau.de/universitaet/organisation/recht/studiensatzungen/rw.shtml#>

ENGLISH

Notes on the type and scope of examination performances

The form of examination conducted at the School of Business, Economics and Society is defined in §17 Prüfungsarten of Master-Rahmenprüfungsordnung (MPO). Furthermore, the extent of examinations is regulated by §§18 until 24 MPO. The examination regulation can be accessed via the following link:

<http://www.zuv.fau.de/universitaet/organisation/recht/studiensatzungen/rw.shtml#>

Rechtsbelehrung

Alle Angaben sind ohne Gewähr.
Im Zweifelsfall gilt die Master-Prüfungsordnung.
Wenden Sie sich bei Fragen bitte direkt
an den zuständigen Modulverantwortlichen.

Stand:
30. September 2024

Legal instructions

No responsibility is taken for the correctness of the details provided.
In case of doubt, the examination regulations of the respective Master's degree are valid.
In case of any further questions, please directly contact
the responsible person or coordinator of the course.

Last updated:
30th September 2024

Programmkoordinator / Program coordinator:

Laura Kirste, M.Sc. & Maxim Grib, M.Sc.
University of Erlangen-Nürnberg
School of Business & Economics
Department of International Management
Lange Gasse 20
90403 Nürnberg
Germany

List of abbreviations

ECTS	European Credit Transfer System
MIBS	Master in International Business Studies
SS	Summer semester/term
WS	Winter semester/term
Lect	Lecture
Ex	Exercise
S	Seminar
SWS	Time a module will be held per week. One SWS is 45 minutes
P	Presentation
H	Hours
Min	Minutes
Tbd	To be determined
Tba	To be announced
FSM	Free Specialization Module

Free Specialization Module (FSM)

Start of studies: earlier than WS 2020/21

The Free Specialization Module (FSM) in the MIBS allows students to take electives of their choice within the Area studies. A maximum of 20 ECTS is allowed as FSM in the Area Studies. All courses from FAU can be considered as FSM, if accepted by the respective Area coordinator.



A few rules for taking a FSM apply:

First, courses that are listed above in your respective Area are regular Area courses and not FSM. Courses that cannot be found above are considered as FSM in case they are accepted by the Area coordinator. FSM are only courses at FAU, courses abroad do not belong to this classification.

Detailed pieces of information about the FSM can be found via the following weblink:

<https://www.im.rw.fau.de/teaching/master/free-specialization-module/>

Please read all information given on the homepage carefully in order to be allowed to take FSM courses.

Free Specialization Module (FSM)

Start of studies: from WS 2020/21 until WS 2024/25

The Free Specialization Module (FSM) in the MIBS allows students to take electives of their choice within the Area studies. A maximum of 10 ECTS is allowed as FSM in the Area Studies. All courses from FAU can be considered as FSM, if accepted by the respective Area coordinator.



A few rules for taking a FSM apply:

First, courses that are listed above in your respective Area are regular Area courses and not FSM. Courses that cannot be found above are considered as FSM in case they are accepted by the Area coordinator. FSM are only courses at FAU, courses abroad do not belong to this classification.

Detailed pieces of information about the FSM can be found via the following weblink:

<https://www.im.rw.fau.de/teaching/master/free-specialization-module/>

Please read all information given on the homepage carefully in order to be allowed to take FSM courses.

Free Specialization Module (FSM)

Start of studies: from WS 2024/25

The Free Specialization Module (FSM) is not available in MIBS from WS 2024/25.



Module description

for the degree programme

Master of Science

International Business Studies

(Version of examination regulation: 20172)

for the winter term 2024/2025

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1	Module name 1999	Master's thesis (M.Sc. International Business Studies 20172) Master's thesis	30 ECTS
2	Courses / lectures	Seminar: MA: Seminar zur Masterarbeit	-
3	Lecturers	Prof. Dr. Matthias Wrede	

4	Module coordinator	
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Pflichtmodul Master of Science International Business Studies 20172
10	Method of examination	Written (6 Monate)
11	Grading procedure	Written (100%)
12	Module frequency	no Module frequency information available!
13	Resit examinations	The exams of this moduls can only be resit once.
14	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
15	Module duration	?? semester (no information for Module duration available)
16	Teaching and examination language	german
17	Bibliography	

Module group: Environment of International Business

1	Module name 54440	Issues in international political economy	5 ECTS
2	Courses / lectures	Vorlesung: Ma-Vorl: Issues in International Political Economy (IPE) (Vorlesung mit Übung)	5 ECTS
3	Lecturers	Stefan Suttner Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course deals with international trade policy. The focus will be on the political and economic determinants and consequences of trade liberalization as well as trade policies that increase trade barriers. The course will provide important insights into the global governance of international trade flows, the World Trade Organization and the role of the United States, China and the European Union.
6	Learning objectives and skills	Students gain an understanding of the importance and evolution of the international trading system and how it affects multinational corporations (MNCs). Students learn about different trade policy tools, their economic consequences and their political constraints, in particular in the United States, China and the European Union. Students learn to critically assess trade-related news in the media.
7	Prerequisites	Recommended prerequisites: <ul style="list-style-type: none"> Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition).
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Environment of international business Master of Science International Business Studies 20172 Module compatibility: <ul style="list-style-type: none"> Master IBS: core course (Pflichtbereich) Master IBS: mandatory elective for the area "English-speaking countries". Students who select English-speaking countries as an area study cannot take this module as a core course module, but must take it as part of their area studies. Master Wirtschaftspädagogik, Studienrichtung II: elective course (Wahlbereich im Zweifach Sozialkunde), core course (Pflichtbereich im Zweifach Englisch) Erweiterungsprüfung Berufliche Schulen/Studienfach Wirtschaftspädagogik Master Sozialökonomik: elective course (Wahlbereich) Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: Specialization in Macroeconomics and Finance, and Public economics

10	Method of examination	Written examination (60 minutes) Written examination 60 min. (Klausur 60 Min.)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition. Further, course materials will be announced in the course.

1	Module name 55270	International and European trade law	5 ECTS
2	Courses / lectures	Vorlesung: VL International and European Trade Law	5 ECTS
3	Lecturers	Dr. Klaus Meßerschmidt	

4	Module coordinator	Prof. Dr. Roland Ismer	
5	Contents	<p>Basics of International and European Law:</p> <ul style="list-style-type: none"> • EU Trade Law • Concept of Internal Market • Economic Freedoms and Law of Competition • Economic Globalization and the Law of the WTO • The World Trade Organization • WTO Dispute Settlement • Principles of Non-Discrimination • Rules on Market Access • Rules on Unfair Trade • Trade Liberalisation versus other societal values and interests • Supply Chain Law and anti-modern slavery legislation • WTO and EU Law 	
6	Learning objectives and skills	<p>Students will</p> <ul style="list-style-type: none"> • know the European Economic Law and WTO-Law as fundamental basis of the International Trade Law • be able to analyse and discuss specific aspects of European and International Economic Law on an advanced level • will be able to produce case studies • will achieve an advanced skill of analysis 	
7	Prerequisites	Basic knowledge of European Law	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: Environment of international business Master of Science International Business Studies 20172	
10	Method of examination	Written examination (60 minutes)	
11	Grading procedure	Written examination (100%)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	<p>(Recommended) reading:</p> <ul style="list-style-type: none"> • Nigel Foster, Foster on EU Law, 8th edn. OUP 2021 • Van den Bossche/Prévost, Essentials of WTO Law, 2nd edn. CUP 2021 <p>Previous editions of both books available at WISO library</p>	

- | | | |
|--|--|---|
| | | <ul style="list-style-type: none">• Blackstone EU Legislation, OUP (previous editions sufficient, test: Is TFEU printed?) |
|--|--|---|

Module group: Foundations of International Management

1	Module name 53710	Foundations of international management I	5 ECTS
2	Courses / lectures	Vorlesung: Foundations of International Management I Seminar: Foundations of International Management I (1 ECTS, Seminar)	4 ECTS 1 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge Laura Kirste	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	1. Environment of International Management: History and Major Trends 2. Theoretical and Conceptual Foundations of International Management 3. Theories of Internationalization 4. Strategic Management in International Corporations.
6	Learning objectives and skills	The participants understand and analyze typical management problems of international firms. The participants will get to know modern theories and methods of international management and will be able to apply these to practical problems. They get a detailed overview of the current state of international management research and are able to evaluate theoretical and empirical studies in this area critically.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Foundations of international management Master of Science International Business Studies 20172
10	Method of examination	Report Presentation <i>Details for the examination for the lecture: Report (6 pages)</i> <i>Details for the examination for the seminar: Oral presentation (attendance mandatory)</i>
11	Grading procedure	Report (80%) Presentation (20%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Holtbrügge, D. & Welge, M.K. (2020). International Management. Mimeo, Nürnberg (chapters 1-4). Holtbrügge, D. & Hausmann, H. (eds.) (2024). Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 3rd edition. Baden-Baden: Nomos.

1	Module name 53720	Foundations of international management II	5 ECTS
2	Courses / lectures	Seminar: Foundations of International Management II (1 ECTS, Seminar) Vorlesung: Foundations of International Management II	1 ECTS 4 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge Maxim Grib	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	1. Organization of International Corporations 2. Human Resource Management in International Corporations 3. Public Affairs Management in International Corporations	
6	Learning objectives and skills	The participants understand and analyze typical management problems of international firms. The participants will get to know modern theories and methods of international management and will be able to apply these to practical problems. They get a detailed overview of the current state of international management research and are able to evaluate theoretical and empirical studies in this area critically.	
7	Prerequisites	Successful attendance of Foundations of International Management I English language proficiency (C1)	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: Foundations of international management Master of Science International Business Studies 20172	
10	Method of examination	Presentation Report <i>Details for the examination for the lecture: Report (6 pages)</i> <i>Details for the examination for the seminar: Oral presentation (attendance mandatory)</i>	
11	Grading procedure	Presentation (20%) Report (80%)	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Holtbrügge, D. & Welge, M.K. (2020): International Management. Mimeo, Nürnberg (chapters 5, 6 & 8). Holtbrügge, D. & Haussmann, H. (eds.) (2024). Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 3rd edition. Baden-Baden: Nomos.	

Module group: International Strategic Management

1	Module name 53410	Business strategy	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Business Strategy Übung: Cases zu Business Strategy	5 ECTS -
3	Lecturers	Prof. Dr. Sebastian Junge Franziska Schlichte Eva Dötschel Jule Holmer	

4	Module coordinator	Prof. Dr. Harald Hungenberg Prof. Dr. Sebastian Junge
5	Contents	This course focuses on selected theories, concepts, and tools of strategic management. It is concerned with formulation and implementation of strategies, focusing on the business level of strategy. At business level, customer value and competitive advantage are the central issues. In this context, the digital transformation triggers digital business models, such as platform strategies or other related disruptive innovations. Therefore, the digital transformation is a central focus of this course. The course uses a combination of lectures, discussions and case studies in order to provide the analytic and conceptual foundations for making strategic decisions at business level.
6	Learning objectives and skills	By the end of the course, students can appreciate the need for a comprehensive approach to strategy making and they are aware of top management's role in setting the direction of a company. Students develop knowledge of theories, concepts and tools of business strategy and they develop an understanding of the application of concepts and tools to real life cases.
7	Prerequisites	None
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: International strategic management Master of Science International Business Studies 20172
10	Method of examination	Written examination (60 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Hungenberg, H.: Strategisches Management in Unternehmen, 8th Ed., Wiesbaden 2014 Dess, G., McNamara, G., Eisner, A.: Strategic management, 10th Ed., Maidenhead 2020

1	Module name 55462	Advanced methods of management research IV Advanced management research methods IV	5 ECTS
2	Courses / lectures	Seminar: Advanced Methods of Management Research IM IV	5 ECTS
3	Lecturers		

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	The students learn about advanced methods of management research and how to apply them to current questions in the field of International Management. Students carry out a research project in this field that consists of all relevant phases (literature review, theoretical concept, hypothesis development, data collection and analysis, theoretical and practical contribution). They are able to critically reflect their research in terms of relevance and rigor (representativeness, reliability, validity, etc.).
7	Prerequisites	Foundations of International Management I (required) Foundations of International Management II (required) Knowledge of advanced statistics and SPSS is required. English language proficiency (C1) The number of participants is restricted.
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: International strategic management Master of Science International Business Studies 20172
10	Method of examination	Written
11	Grading procedure	Written (100%) Discussion paper (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Will be announced in the course.

Module group: International Functional Management

1	Module name 53651	Global operations strategy	5 ECTS
2	Courses / lectures	Seminar: Global Operations Strategy	5 ECTS
3	Lecturers	Prof. Dr. Kai-Ingo Voigt Viktoria Leutheuser	

4	Module coordinator	Prof. Dr. Kai-Ingo Voigt	
5	Contents	<p>During the past decades, operations have become increasingly international or even global in nature. Drivers of the globalization include increased competitiveness through offshore manufacturing and global sourcing.</p> <p>During this module, the increasing complexity and the challenges of operations on a global scale will be discussed together with the participants. The theory modules at the beginning structure the options of a general operations strategy and illustrate its implementation in the organization.</p> <p>The subject specific modules, elaborated by the participants, enable a profound understanding of single activity areas of global operations and their relation to the global operations strategy. Therewith the students will get insights in the importance of an integrated global operations strategy and will become familiar with the main strategic options in this field.</p> <p><i>All participants have to register in advance on StudOn! The registration for GOS on StudOn starts in early October. The number of participants is limited to 70.</i></p>	
6	Learning objectives and skills	<p>Participation in the first seminar session is mandatory, as the topics for the teamwork are chosen during this session by the participants.</p> <p>In the following weeks, based on own research using scientific sources, key topics are elaborated in teams. Following predefined learning targets, the students need to structure the elaborated content in an academic presentation and present their results in class. Thereby, the teams are responsible for developing a didactic concept in order to support the understanding of the discussed topics. Furthermore, the participants are required to document their research method as well as their results. After the course, the participants are able to discuss the functions and impact of operations management in an international context.</p>	
7	Prerequisites	None	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: International functional management Master of Science International Business Studies 20172	
10	Method of examination	Presentation	
11	Grading procedure	Presentation (100%)	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Abele, E. et al. (2008): Global Production. A Handbook for Strategy and Implementation. Berlin: Springer. Reid, R. D. & Sanders N. R. (newest ed.): Operations Management. Hoboken: Wiley & Sons. Slack, N. & Lewis, M. (newest ed.): Operations Strategy. Harlow: PrenticeHall.

1	Module name 54831	International marketing	5 ECTS
2	Courses / lectures	Vorlesung: International Marketing	5 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge Theresa Bernhard	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	<p>This course offers students a deep and specialized expertise in marketing activities in an international environment. In addition, the focus is on the evaluation, analysis and application of theoretical marketing approaches.</p> <p>The following topics will be discussed in particular:</p> <ul style="list-style-type: none"> • The scope and challenge of international marketing • International market coverage strategy • Design of the international marketing-mix • Standardization vs. differentiation of international product, price, sales, and communication management <p>Particular areas or regions covered in the lecture will be announced prior to the course.</p>
6	Learning objectives and skills	The students acquire specialized and deep knowledge in the domain of international marketing. They can explain, apply and reflect on theories, concepts and empirical studies in the area of international marketing in a deepened and critical way. Foundations for the use of the marketing-mix in an international setting are taught and the students are able to bring them into question critically. Furthermore, the students are able to independently conceptualize strategic courses of action as well as scopes for design for the marketing-mix in an international context.
7	Prerequisites	Registration via vhb (www.vhb.org) is necessary in order to gain access to the course and the StudOn e-learning platform.
8	Integration in curriculum	semester: 1;3
9	Module compatibility	Modulbereich: International functional management Master of Science International Business Studies 20172
10	Method of examination	Report <i>Details for the examination: Report (6 pages)</i>
11	Grading procedure	Report (100%)
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Alon, I., Jaffe, E., Prange, C. & Vianelli, D. (2017). Global Marketing: Contemporary Theory, Practice, and Cases. 2nd ed., New York, London: Routledge 2017.

Module group: International Information Management

1	Module name 56331	E-Business projects and innovation	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Innovation and Leadership	5 ECTS
3	Lecturers	Matthäus Wilga Nina Lugmair Prof. Dr. Kathrin Möslein Layla Hajjam	

4	Module coordinator	Prof. Dr. Kathrin Möslein	
5	Contents	<p>The lecture focuses on the challenges of leading and communicating innovation and change in IT enabled companies and networked organizations. Based upon that, creating a sustainable innovative environment is a leadership task. In order to succeed at this task, leaders must develop innovative abilities to deal with the challenges inherent in a business environment characterized by fluid, unstructured and changing information. The aim of this course is thereby twofold. First, the course delineates and describes different yet emerging innovation tools, organizing them into a coherent set of classes. Each class of tools is described using a set of up-to-date business cases that depict the current status of the information systems. The second aim of this course is to get an overview of how to structure leadership systems towards innovation, how leaders can motivate to foster innovative thinking and what new forms of innovation (e.g. open innovation) mean for the definition of leadership. In doing so, this lecture represents an Idea Transformation Class as students are encouraged not only to merely develop, but to actively deploy specifically developed concepts.</p>	
6	Learning objectives and skills	<p>The students:</p> <ul style="list-style-type: none"> • will understand and explore the theories and practicalities of leadership in open innovation contexts. • will gain knowledge on leading and communicating innovation and translate it in leadership behavior in real case contexts. • will learn to assess, reflect and feedback the impact of practical leadership for innovation. • can independently define new application-oriented problem solving in e-business in relation to the economic impact for businesses, along with solving problems using the appropriate methods. • discuss possible solutions in groups and present their research results. 	
7	Prerequisites	<ul style="list-style-type: none"> • Basic understanding of innovation management • Basic understanding of management processes • First experience in team projects 	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: International information management Master of Science International Business Studies 20172	
10	Method of examination	Presentation Seminar paper	

		Written
11	Grading procedure	Presentation (0%) Seminar paper (100%) Written (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	No. 1: Huff, Möslein & Reichwald: Leading Open Innovation; 2013 MIT Press,ISBN-13: 978-0262018494

1	Module name 57241	Service innovation	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Kathrin Möslein apl. Prof. Dr. Angela Roth
5	Contents	Services now account for over 80% of all transactions in developed economies, but typically receive much less R&D attention than products. Developing service innovations demands a clear strategy from businesses with four interlocking core elements: search, selection, implementation and evaluation of innovative concepts. If even one of these phases is not been clearly thought through, the entire innovation process is likely to collapse. This course focuses on successful approaches, methods, tools and efforts to develop service innovations.
6	Learning objectives and skills	The students can: <ul style="list-style-type: none"> • learn about items, notions, characteristics and special features in innovation management for services, service design methods and cases. • learn to judge and discuss innovation management tasks and alternative solutions with respect to the specialties of services. • experience methods of service design by themselves in interactive lectures, gain a feeling for suitable methods and learn to reflect different effects. • apply their knowledge and competences in solving cases and thereby analyze selected issues of managing, developing and innovating services. • work together in international small work groups, present their results in English, give feedback to other students work and discuss different solution approaches.
7	Prerequisites	<ul style="list-style-type: none"> • Basic understanding of product and service business processes • General knowledge on management and strategy • Openness to work interactively and in interdisciplinary and international teams
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: International information management Master of Science International Business Studies 20172
10	Method of examination	Presentation Seminar paper This module is part of the pilot project "Early Seminar Registration". Examination registration for both examinations of this module will take place at the beginning of the lecture period (not in the regular examination registration period). The examinations of this module start

		<p>directly after the registration, hence a withdrawal from the registration for the examinations of this module is not possible.</p> <p>Seminar paper approx. 7 pages Presentation approx. 10 minutes</p>
11	Grading procedure	<p>Presentation (30%) Seminar paper (70%)</p>
12	Module frequency	Only in summer semester
13	Workload in clock hours	<p>Contact hours: 30 h Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Specific literature will be listed in the course

Module group: Soft Skills

1	Module name 53471	Managing intercultural relations	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	<ol style="list-style-type: none"> 1. Relevance of Intercultural Management 2. Intercultural Management Research: Scope and Results 3. Manifestations and Functions of Culture 4. Concepts of Culture 5. Intercultural Communication and Negotiations 6. Culture and Management: Organization, Motivation and Leadership in Different Cultures 7. Intercultural Competence 8. Intercultural Training 9. Conclusions
6	Learning objectives and skills	The participants understand and analyze modern theories and methods of intercultural management and apply these to practical problems. They get a detailed overview of the current state of comparative, cross-cultural, indigenous and post-colonial management research and evaluate theoretical and empirical studies in these areas. They are able to conceptualize and measure intercultural competence and to conduct and evaluate innovative methods of intercultural training. They learn about methodological challenges of intercultural management research and are able to assess its rigor and relevance.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: Soft skills Master of Science International Business Studies 20172
10	Method of examination	<p>Presentation Written</p> <p><i>Details for the examination for the lecture: Report (6 pages)</i> <i>Details for the examination for the seminar: Oral presentation (attendance mandatory)</i></p>
11	Grading procedure	<p>Presentation (20%) Written (80%)</p>
12	Module frequency	Only in summer semester
13	Workload in clock hours	<p>Contact hours: 45 h Independent study: 105 h</p>
14	Module duration	1 semester
15	Teaching and examination language	english

Holtbrügge, D. (2022). *Intercultural Management. Concepts, Practice, Critical Reflection*. Thousand Oaks: Sage.

1	Module name 56522	International management solutions	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	The students learn about current challenges in international management and develop strategies and tools for their solution. Topics include market entry strategies, international human resource management and corporate social responsibility. The students develop creative skills and methodological competences, and apply current theoretical knowledge to practical management problems.
7	Prerequisites	Advanced knowledge of international and intercultural management English language proficiency (C1) The number of participants is limited.
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Soft skills Master of Science International Business Studies 20172
10	Method of examination	Written <i>Details for the examination: Project report</i>
11	Grading procedure	Written (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

Module group: International Finance and Corporate Governance

1	Module name 52290	International finance	5 ECTS
2	Courses / lectures	Vorlesung: International Finance Übung: Übung zu International Finance	5 ECTS -
3	Lecturers	Prof. Dr. Christian Merkl Kristina Saveska	

4	Module coordinator	Prof. Dr. Christian Merkl
5	Contents	This course covers a wide range of topics (e.g., exchange rates and exchange rate regimes, national accounts and capital flows, international financial system, international banking and central banking). Basic economic concepts will be provided as a background. Statistics and empirical results will be shown to understand the validity of these concepts. Recent real life examples/case studies will be used to analyze the implications for policy makers, international organisations and business.
6	Learning objectives and skills	Students <ul style="list-style-type: none"> • understand and apply basic concepts of exchange rate determination and their validity. • learn about driving forces of capital flows. • analyze how international (central) banking and the international financial system work. • apply their knowledge in a presentation (either in case study style or in a small quantitative project).
7	Prerequisites	Macroeconomics (Bachelor)
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: International finance and change management Master of Science International Business Studies 20172
10	Method of examination	Written or oral (60 minutes)
11	Grading procedure	Written or oral (100%) Examination form: written exam. The grade can be improved up to 0.7 units with a voluntary presentation during the winter term. This requires the written exam to be graded no worse than 4.0.
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Presentation slides and relevant literature will be provided

1	Module name 53460	Change management	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Change Management	5 ECTS
3	Lecturers		

4	Module coordinator	Prof. Dr. Sebastian Junge
5	Contents	This module focuses on one of the most important management tasks: to achieve change in organizations. It deals with systematic approaches to influence individuals, teams and the organization as a whole in a desired way in order to develop a company from its current to a future state. The currently ongoing digital transformation makes this particularly worthwhile. Digitalization drives change and thus represents a great challenge, but also offers tremendous opportunities. The module provides participants with a systematic approach in order to (1) successfully initiate and implement organizational changes and (2) successfully guide an organization through a change process. Participants will be provided with theoretical concepts and practical tools for managing organizational change (e.g. research on cognitive biases, trait theory, motivation theory, affective events theory, emotional intelligence, and organizational ambidexterity).
6	Learning objectives and skills	At the end of this module, students are familiar with the tasks and challenges of managing change in organizations. The participants develop an understanding of the importance of successful leadership during organizational change as well as evaluate situations, which are related to organizational change.
7	Prerequisites	None
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: International finance and change management Master of Science International Business Studies 20172
10	Method of examination	Written examination (60 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Bazerman, M., Moore, D.: Judgement in Managerial Decision Making, 8th ed., Hoboken 2017. Greenberg, J.: Managing Behavior in Organizations, 6th ed., Boston 2013. Kahneman, D.: Thinking, Fast and Slow, 1st ed., New York 2013. Robbins, S., Judge, T.: Organizational Behavior, 17th ed., Boston 2017.

Module group: International Corporate Sustainability

1	Module name 57455	Regeneration and sustainable development	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Markus Beckmann
5	Contents	<p>The seminar provides content on the basics of regenerative practices across different industries and context. The course is divided into three general blocks.</p> <p>The first block of sessions will provide context into the importance of regeneration considering the limitations of current frameworks such as corporate philanthropy, corporate social responsibility and corporate sustainability management.</p> <p>The second block of sessions will concentrate in understanding the regenerative principles, the importance of socio-ecological systems and circularity.</p> <p>The third block of sessions will focus on analysing regeneration/ circularity in practice by looking at:</p> <ol style="list-style-type: none"> i) Innovative business models that include regenerative practices and/or circularity ii) Transitions towards regeneration in agrofood systems. iii) Industrial ecology and circular practices iv) Risk management practices for climate change <p>Students will have a mid term presentation and final presentation where they will have to identify an innovative business model that integrates regeneration/circularity. In addition, they will have to document in detail the aspects of the model.</p>
6	Learning objectives and skills	<p>At the end of the seminar students will be able to:</p> <ul style="list-style-type: none"> • Criticize and frame the limits of our current system • Articulate the root causes of today's wicked problems • Describe the underlying principles of regeneration and circularity • Define characteristics of regenerative and circular enterprises • Contrast traditional enterprises with innovative business/ practices models based on regeneration and/circularity
7	Prerequisites	Previous courses on sustainability management are recommended but not required.
8	Integration in curriculum	semester: 2;4
9	Module compatibility	Modulbereich: International corporate sustainability Master of Science International Business Studies 20172
10	Method of examination	Written assignment Presentation Term paper: 25 pages, presentation: 18 minutes
11	Grading procedure	Written assignment (50%)

		Presentation (50%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	All necessary materials will be provided via StudOn

1	Module name 56780	Business ethics and corporate social responsibility Sustainability management, business ethics and corporate social responsibility	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Markus Beckmann	
5	Contents	This course combines several perspectives on normative issues in business. First, we take a moral psychology perspective to understand how morality helps us solve certain problems, but also creates pitfalls in the modern world. Second, we develop an ethical framework for navigating contentious issues and supporting the search for constructive solutions. Third, we apply this framework to analyze how (why) social and environmental goals are (not) achieved at the macro level. We will pay particular attention to the role of markets and their regulation. Fourth, we take the perspective of the individual firm and ask whether and to what extent firms need to integrate moral issues into their value creation processes. In this context, corporate social responsibility can serve as a means to implement these moral issues. We will therefore take a closer look at CSR, its origins, development and instruments. We conclude the course by discussing various applications and cases.	
6	Learning objectives and skills	Students: <ul style="list-style-type: none"> • Are able to provide differentiated arguments on questions relevant to our society • Have skills to critically reflect current issues in business ethics and CSR • Know concepts that help to critically reflect the role of business in society • Understand the changing environment of companies • Are able to use dilemma structure as analytical tool • Understand the CSR discourse and its core concepts 	
7	Prerequisites	None	
8	Integration in curriculum	semester: 2;4	
9	Module compatibility	Modulbereich: International corporate sustainability Master of Science International Business Studies 20172	
10	Method of examination	Electronic examination (60 minutes)	
11	Grading procedure	Electronic examination (100%)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	

Module group: International Relations

1	Module name 52700	Power, order and institutions in world politics	5 ECTS
2	Courses / lectures	Vorlesung: MA-Vorl: Power, Order and Institutions in World Politics Participation in this seminar is mandatory.	5 ECTS
3	Lecturers	Prof. Dr. Almut Schilling-Vacaflor del Carpio	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>The seminar will cover the following main topics.</p> <ul style="list-style-type: none"> • International system, international organizations (e.g., UN), cooperation and global governance: theoretical perspectives and historical evolution. • The contested notions of power, order and institutions: theoretical perspectives and empirical examples: bridging the gap between academia and the practice of international affairs. • The changing nature of international power and its distribution: rising powers, transnational corporations, state and non-state actors. • Topical and new issues in international organisation/global governance: peace and security, economic and social development, human rights, the environment. 	
6	Learning objectives and skills	<p>Students who successfully complete this module will:</p> <ul style="list-style-type: none"> • acquire a good understanding of the nature of power, order, and institutions in the international system; • understand the role of key actors (US, EU, emerging powers, international organizations) and policies to govern different policy fields (e.g. migration, forests, water, security, trade) • have a good knowledge of the topical issues and debates in contemporary international relations and their possible evolution; • be able to assess critically the role and functions of key international actors and organisations in specific case studies • acquire a deep and critical understanding of the current trends in world politics 	
7	Prerequisites	None	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: International Relations Master of Science International Business Studies 20172	
10	Method of examination	Portfolio	
11	Grading procedure	Portfolio (100%) Presentation: 40% Term paper: 40% Performance assessment: 20%	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	Contact hours: 30 h	

		Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Baylis, J., 2020. <i>The globalization of world politics: An introduction to international relations</i> . Oxford University Press.

English Speaking Countries

1	Module name 54440	Issues in international political economy	5 ECTS
2	Courses / lectures	Vorlesung: Ma-Vorl: Issues in International Political Economy (IPE) (Vorlesung mit Übung)	5 ECTS
3	Lecturers	Stefan Suttner Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser	
5	Contents	This course deals with international trade policy. The focus will be on the political and economic determinants and consequences of trade liberalization as well as trade policies that increase trade barriers. The course will provide important insights into the global governance of international trade flows, the World Trade Organization and the role of the United States, China and the European Union.	
6	Learning objectives and skills	Students gain an understanding of the importance and evolution of the international trading system and how it affects multinational corporations (MNCs). Students learn about different trade policy tools, their economic consequences and their political constraints, in particular in the United States, China and the European Union. Students learn to critically assess trade-related news in the media.	
7	Prerequisites	Recommended prerequisites: <ul style="list-style-type: none"> • Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition). 	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Environment of international business Master of Science International Business Studies 20172 Module compatibility: <ul style="list-style-type: none"> • Master IBS: core course (Pflichtbereich) • Master IBS: mandatory elective for the area "English-speaking countries". Students who select English-speaking countries as an area study cannot take this module as a core course module, but must take it as part of their area studies. 	

10	Method of examination	Written examination (60 minutes) Written examination 60 min. (Klausur 60 Min.)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition. Further, course materials will be announced in the course.

1	Module name 54870	Courses exchange semester (Area studies: English speaking countries) Exchange semester courses (Area studies: English-speaking countries)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Christoph Moser	
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in English speaking countries) should fit into the module Area Studies: English Speaking Countries thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.	
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study	
7	Prerequisites	Learning agreement	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172	
10	Method of examination	In accordance with exam regulations of the exchange university	
11	Grading procedure	In accordance with grading key and credits of the course	
12	Module frequency	Every semester	
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)	

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Tbd in the course

1	Module name 53296	Economics of innovation	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Students are required to be present on the day when presentations will be held.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Markus Nagler
5	Contents	The lecture provides an introduction to economic issues of innovation and new ideas. The course first sets out general problems in the economics of innovation such as the public goods nature of ideas and the importance of innovation for economic prosperity. In the second part, the course discusses labor and personnel issues in innovation policy, for example the design of incentives for innovation. In the third part, the course analyses issues in intellectual property rights and public economics topics such as public funding of research or the role of universities.
6	Learning objectives and skills	Students know the key issues in the economics of innovation and the impacts of potential public policies to promote innovation. They are able to assess current research in the economics of innovation and are able to relate its results to fundamental policy questions in the area. Students are acquainted with important empirical approaches in the area.
7	Prerequisites	Basic microeconomics, basic econometrics
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written or oral Students will have to present one paper (potentially in groups) that picks up a topic from the lecture. In addition, students have to produce a referee report on a paper related to the topics of the lecture. I will provide a list of possible papers for both assignments in the first week of lectures.
11	Grading procedure	Written or oral (100%) Both assignments will be marked independently, with the final grade reflecting a weighted average of both single grades. Discussionpaper (50%) and Presentation (50%).
12	Module frequency	Only in summer semester

13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<ul style="list-style-type: none"> • Bryan, Kevin and Heidi Williams (2021): Markets for innovation: Market failures and public policies, Handbook of Industrial Organization 5(1):281-388, Chapter 13 • Bloom, Nicholas, John Van Reenen and Heidi Williams (2019): A Toolkit of Policies to Promote Innovation, Journal of Economic Perspectives 33(3): 163-184 • Scotchmer, Suzanne. Innovation and incentives. MIT press, 2004.

1	Module name 54382	Issues in global governance	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Es besteht Anwesenheitspflicht.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course deals with the dark side of global governance, i.e., with phenomena that are associated with a failure of global governance. These topics include but are not limited to failed states, drug trafficking, piracy, international terrorism and organized crime.
6	Learning objectives and skills	Students gain an understanding of the economic and political consequences of a failure of global governance. In general, students learn about the scope and constraints of global governance.
7	Prerequisites	Recommended prerequisites: Basic knowledge of the concepts of economics and international political economy.
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung</i>

		<i>nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written or oral (100%) 30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 54452	Issues in international trade	5 ECTS
2	Courses / lectures	Seminar: Ma-Sem: Issues in International Trade Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser	
5	Contents	This course will focus on major developments in the international trading system, on the multilateral, regional and bilateral level. Special emphasis will be given to developments in the WTO, the rule-making process and the completion of new multilateral commitments. In addition, the pursuit of regional and bilateral trade agreements will be monitored and its effects on businesses and trade flows will be examined. Finally, a thorough analysis of the trade policies pursued by developed and developing countries will be offered.	
6	Learning objectives and skills	Students gain a deeper understanding of the contemporary developments of trade policies on the multilateral, regional and country level and how it affects business and market opportunities. Special emphasis will be on the United States and the European Union.	
7	Prerequisites	Recommended prerequisites: Basic knowledge of the concepts of international economics and international political economy.	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172	
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das</i>	

		<i>Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written or oral (100%) 30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 54462	Issues in global economic governance	5 ECTS
2	Courses / lectures	Seminar: Ma-Sem: Issues in Global Economic Governance Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course deals with economical and political aspects of important international institutions that govern global finance, global trade and global economic policy coordination. It highlights that many economic challenges require international cooperation. The course will focus on key players of global economic governance like the International Monetary Fund (IMF), the World Bank, the World Trade Organization (WTO) and geopolitically important players like the United States and the European Union.
6	Learning objectives and skills	Students gain a deeper understanding of the relevance and structure of global economic governance, including important treaties, development aid and economic crisis management. The need for global economic governance led to the creation of important international institutions, which are in turn shaped by influential stake holders.
7	Prerequisites	Recommended prerequisites: Basic knowledge of the concepts of international economics and international political economy.
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172
10	Method of examination	Written or oral

		<i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written or oral (100%) 30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 54862	Area specific language courses - English speaking countries Area-specific language courses: English-speaking countries	2,5 ECTS
2	Courses / lectures	Übung: Englisch Master: English for Business Purposes	2,5 ECTS
3	Lecturers	Rachel Gracey	

4	Module coordinator	
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172
10	Method of examination	Written or oral Written examination (90 minutes) Written examination (60 minutes) Written or oral (60 minutes)
11	Grading procedure	Written or oral (100%) Written examination (100%)

12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	german spanish
16	Bibliography	

1	Module name 56911	Issues in political economy	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Es besteht Anwesenheitspflicht.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course deals with current topics in political economy and how politics and economics interact in various fields in the United States and the European Union. The course provides an introduction into the political systems and discusses the interactions between profit-maximizing firms and US and European non-market agents like the government, regulatory institutions and the public. The topics covered include but are not limited to the impact of political connections, corruption, lobbying and the revolving door on the United States of America and the European Union.
6	Learning objectives and skills	Students gain a deeper understanding of how institutions, power and economic outcomes interact with each other. There will be a focus on the different actors such as governments, NGOs and private sector representatives. Students will also learn about empirical methods used in these fields. A special emphasis will be placed on the United States, the European Union and the transatlantic area.
7	Prerequisites	Recommended prerequisites: Basic knowledge of economics, politics and econometrics.
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist</i>

		<i>abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written or oral (100%) 30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57130	International trade and labor	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. (Vorlesung mit Übung)	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This module deals with the consequences of globalization for the domestic labor market and discusses the winners and losers of trade liberalization. The module focuses on the impact of international economic integration on domestic wages, jobs and inequality, in particular in Germany and the United States.
6	Learning objectives and skills	Students are made familiar with the main relevant concepts of international trade and acquire specialized knowledge of the labor market effects of trade liberalization. Students learn about key theoretical predictions, their empirical evidence and the empirical strategies to assess their relevance. The module focuses on topics at the intersection between international trade and labor.
7	Prerequisites	Recommended prerequisites: Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition) and econometrics (e.g., Wooldridge, Jeffrey (2013), Introductory Econometrics: A Modern Approach, 5th international edition).
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written examination (60 minutes)
11	Grading procedure	Written examination (100%)

12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition. Further course materials will be announced in the course.

1	Module name 57131	Labor markets in the knowledge economy Labor Markets in the Knowledge Economy	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Labor Markets in the Knowledge Economy Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2024/25	5 ECTS
3	Lecturers		

4	Module coordinator	Prof. Dr. Markus Nagler
5	Contents	The course analyzes topics in labor economics and their connection to technological change and the knowledge economy. We will mostly discuss topics in labor economics such as labor supply and migration which are seen through a technology and knowledge economy perspective. The course is mainly based on empirical research papers: labor economics is a front-runner in the use of econometrics and data. Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2024/25.
6	Learning objectives and skills	Students know the key issues at the intersection of labor and innovation economics. They are able to assess current research in the area and are able to relate its results to fundamental policy questions. Students are acquainted with important empirical approaches in labor economics.
7	Prerequisites	Recommended: Basic microeconomics, basic econometrics
8	Integration in curriculum	semester: 3
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2024/25
10	Method of examination	Written examination (90 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in winter semester Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2024/25.
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Angrist, Joshua and Jörn-Steffen Pischke (2008). Mostly Harmless Econometrics, Princeton University Press.

Autor, David H. Why are there still so many jobs? The history and future of workplace automation. *The Journal of Economic Perspectives* 29.3 (2015): 3-30.

1	Module name 57172	Patenting for innovation	5 ECTS
2	Courses / lectures	Vorlesung: Patenting for Innovation	5 ECTS
3	Lecturers	Prof. Dr. Kathrin Möslein Joni Riihimäki Prof. Dr. Bernhard Grill	

4	Module coordinator	Prof. Dr. Kathrin Möslein	
5	Contents	<p>Intellectual Properties (Ips) in general and especially patents play an important role in innovation in any Hightech society. This topic is multi-faceted and can be accessed from different viewpoints: business, politics, legal framework, organization, etc. In this course, we will focus on:</p> <ul style="list-style-type: none"> • the introduction to Ips and patents in general, • the role of Ips and patents in research, development and (open) innovation, • the patent exploitation through licensing contracts and patent pools, the patent policies in the European Union, China and USA. 	
6	Learning objectives and skills	<p>The students:</p> <ul style="list-style-type: none"> • learn to understand the role of patenting in the innovation process, • gain deeper insights into the roles of IP in various types of businesses, study the role of IP and patents in different regions and contexts (Asia, United States, Europe). 	
7	Prerequisites	None	
8	Integration in curriculum	semester: 3	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172	
10	Method of examination	Seminar paper	
11	Grading procedure	Seminar paper (100%)	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Literature will be announced and distributed in the first sessions.	

Romanic Countries

1	Module name 54900	Courses exchange semester (Area studies: Romanic countries) Exchange semester courses (Area studies: Romance countries)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Gian Luca Gardini	
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in Romance countries) should fit into the module Area Studies: Romance Countries thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.	
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study	
7	Prerequisites	Learning agreement	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: Romance countries Master of Science International Business Studies 20172	
10	Method of examination	Variable	
11	Grading procedure	Variable	
12	Module frequency	Every semester	
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)	
14	Module duration	1 semester	
15	Teaching and examination language	german	
16	Bibliography		

1	Module name 52463	International Relations and Latin America International relations and Latin America	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Gian Luca Gardini	
5	Contents	The seminar is offered every semester by the Chair of Prof. Gardini, Ph.D. It deals with the international relations of Latin America in theoretical and empirical perspective. It particularly covers the contemporary relations of Latin America with the United States, the European Union and China as well as Latin American regionalism and attempts at economic and political integration.	
6	Learning objectives and skills	<p>The students</p> <ul style="list-style-type: none"> • acquire in-depth knowledge of political processes, economic changes and societal challenges in the context of globalization, international organization and integration processes. • understand basic theoretical approaches and link them with empirical evidence and case studies. 	
7	Prerequisites	None	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: Romance countries Master of Science International Business Studies 20172	
10	Method of examination	Seminar paper Presentation	
11	Grading procedure	Seminar paper (33%) Presentation (67%)	
12	Module frequency	Every semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	german	
16	Bibliography		

1	Module name 54882	Area specific language courses - Romance countries Area-specific language courses: Romance countries	2,5 ECTS
2	Courses / lectures	Übung: Französisch: Elementarkurs 3 Übung: Französisch: Elementarkurs 2 Übung: Französisch: Elementarkurs 4 Übung: Italienisch Elementarkurs 2 ItaliaNet A2 (Blended Learning Kurs)	5 ECTS 5 ECTS 5 ECTS 5 ECTS
3	Lecturers	Dr. Corina Petersilka Agnes Hole-Kreuzer Kévin Bouillard Paola Cesaroni-Meinzolt Anna Elisa Bologna	

4	Module coordinator	
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Romance countries Master of Science International Business Studies 20172
10	Method of examination	Written examination
11	Grading procedure	Written examination (100%)
12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	german spanish
16	Bibliography	

1	Module name 54329	Globalized economies, socio-environmental conflicts and environmental justice in Latin America Globalized economies, socio-environmental conflicts and environmental justice in Latin America	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>Latin America is an important global exporter of products from the extractive industries and the agribusiness such as beef, cocoa, coffee, copper, gold, rare minerals, pineapples and soybeans. While the production of and trade with such commodities have contributed to important revenues, the adverse environmental and human rights impacts associated with globalized economic activities have disproportionately concentrated locally, in the places of production/extraction. At the same time, Latin American states have been on the forefront of recognizing the rights of Indigenous peoples and Afro-descendent communities and many of them guarantee their citizens ample participatory rights in environmental decision-making. In this context, environmental conflicts have flourished.</p> <p>In this seminar we will aim to better understand the social and environmental impacts of different economic sectors in Latin America. We will then study existing transnational and domestic governance arrangements for addressing such impacts and analyze how they unfold on the ground. Third, we will shed light on and discuss environmental conflicts that have emerged in Latin America by focusing on specific cases. In our analysis, we will refer to and apply theories of environmental justice that distinguish between the following three dimensions: recognition, participation and distribution. Furthermore, to discuss contentious decision-making processes about the extraction and use of natural resources, we will draw on John Gaventa's power analysis framework and literature from the field of political ecology.</p>	
6	Learning objectives and skills	<ul style="list-style-type: none"> • Gain a better understanding of the relevance of globalized economic sectors and their social and environmental impacts in different Latin American contexts and regions • Achieve robust knowledge about transnational and domestic governance arrangements and implementation challenges in specific local contexts 	

		<ul style="list-style-type: none"> • Gain important insights about vulnerable actors in Latin America and their struggles for environmental justice • Learn to apply theoretical and analytical approaches to analyze empirical cases of environmental conflicts • Foster reflective thinking and critical discussions among the participants of the seminar
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Romance countries Master of Science International Business Studies 20172
10	Method of examination	Written or oral
11	Grading procedure	<p>Written or oral (100%)</p> <ol style="list-style-type: none"> 1. Participation - reading of the compulsory literature is required and short reflection text (33%) 2. Project work in a working group (33%) 3. Short presentation within the seminar and submission of a report on the selected topic of your group work (ca. 8 pages per person; 33%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 26 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Mentioned in the course syllabus

1	Module name 57463	Business and Human Rights in Latin America	5 ECTS
2	Courses / lectures	Seminar: Business and Human Rights in Latin America The participation in the seminar is mandatory.	5 ECTS
3	Lecturers	Prof. Dr. Almut Schilling-Vacaflor del Carpio	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>Human rights have been comprehensively recognized by Latin American states, including social rights, Indigenous peoples' rights, environmental rights, and new types of rights, such as the rights of nature and to "buen vivir" (good living). However, the implementation of rights in the region has often been weak and important challenges remain. The rights of Indigenous peoples, peasant communities and family farmers have in many cases been negatively affected by the extractive industries and large-scale agricultural production. The rights of workers in formal and informal sectors are also often insufficiently protected and problems of child labor and modern slavery persist in the region.</p> <p>In this course, students will first acquire knowledge on international human rights and their legal recognition and implementation in Latin America. Second, we will analyze and discuss relevant governance instruments for protecting human rights in the context of business activities. Among them are human rights impact assessments (HRIA); human rights due diligence (HRDD) systems; free, prior and informed consent processes (FPIC); and human rights-related lawsuits in national and international courts.</p> <p>For analyzing these instruments in a context-sensitive way, we will have a closer look at actor constellations, institutional environments, policy processes and contestation and conflict dynamics. Based on the gained insights, we will explore different paths for transformation towards a better protection of human rights in the context of business activities in Latin America.</p> <p>This course will consist of input provided by the lecturer, the reading and discussion of academic literature, interactive group exercises, presentations on specific cases by students and the discussion of audiovisual documents.</p>	
6	Learning objectives and skills	Participating students	

		<ul style="list-style-type: none"> - gain important knowledge about international human rights and human rights issues in Latin America - learn to analyze governance instruments for human rights (and environmental) protection in a context-sensitive way - discuss and critically reflect upon existing challenges and ways to overcome them - practice to apply important concepts and theories to concrete cases
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Romance countries Master of Science International Business Studies 20172
10	Method of examination	<p>Seminar achievement</p> <p>The presentation consists of briefly presenting a case and discussing governance instruments for protecting human rights in a specific context (ca. 15 min).</p> <p>The performance assessment refers to an assessment of the contributions in class (interactive exercises, discussion of literature, etc.).</p> <p>The short term paper is an academic essay that summarizes and discusses the case presented during the seminar (ca. 2,500 words).</p>
11	Grading procedure	<p>Seminar achievement (100%)</p> <p>Presentation: 40%</p> <p>Short term paper: 40%</p> <p>Performance assessment: 20%</p>
12	Module frequency	Every second semester
13	Workload in clock hours	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	All necessary materials will be provided via StudOn

1	Module name 57476	Sustainability challenges in the agricultural sector in the Global South	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. The participation in the course is mandatory.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio
5	Contents	<p>The agricultural sector has historically been of great importance for the geographical, social, political, and economic configuration of the countries of the Global South. This sector accounts for a considerable part of GDP, generates jobs, and is important for exports and food security. Increasingly, many areas of these countries' territories have been converted to meet the growing demand for agricultural products, such as soy, cattle and palm oil in the world market. This trend is linked to the concentration of the land and the production networks in the hands of large land-owners and multinational companies, the displacement of traditional populations, deforestation, the degradation of natural resources, the pollution of soil and water and the loss of biodiversity, among other effects.</p> <p>As various estimates predict that in 2050 the world will reach the mark of 9 billion inhabitants, with much of the growth occurring in developing countries, a further increase in production will be required in order to meet the nutritional needs of the world population. As such, reconciling agricultural production with environmental preservation and socio-economic development is one of the central challenges of the 21st century.</p> <p>This course seeks to present and discuss the structural tensions between agricultural production and the environment and the search for "sustainable development" in rural areas from the Global South, with a particular focus on Latin America and Africa, broadening the students' understanding of the relationship between agriculture, sustainability, and rural development. At the end of the course, students will be able to understand the dynamics of the agricultural sector in the Global South, the changes taking place in rural areas, and their implications for sustainability. Moreover, the students will have the opportunity to analyze and discuss strategies</p>

		and solutions to promote sustainable agricultural practices that guarantee food security, preserve natural resources, and promote the economic and social development of rural communities.
6	Learning objectives and skills	<ul style="list-style-type: none"> • Identify and understand the contradictions and dilemmas in relation to the agricultural sector in the Global South. • Analyze the interactions between agriculture, the environment and society • Understand the changes taking place in rural areas in the Global South and their implications for sustainability. • Critically analyze and discuss the concept of sustainability in the agricultural sector. • Discuss strategies to promote sustainable agricultural practices that guarantee food security, preserve natural resources, and promote the economic and social development of rural communities in the Global South.
7	Prerequisites	None.
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Romance countries Master of Science International Business Studies 20172
10	Method of examination	Written or oral
11	Grading procedure	<p>Written or oral (100%)</p> <ol style="list-style-type: none"> 1. Participation - reading of the compulsory literature is required and short reflection text (20%) 2. Presentation (40%) 3. Short written assignment (ca. 2,000 words per person; 40%).
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 26 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<p>-Altieri, M. (1987). Agroecology: the scientific basis of alternative agriculture, Boulder: West- view.</p> <p>-Clapp, J. & Fuchs, D. (eds.) (2009). Corporate Power in Global Agrifood Governance. The MIT Press Cambridge, Massachusetts.</p> <p>-Du Pisani, J. A. (2006). Sustainable development–historical roots of the concept. Environmental sciences, 3(2).</p> <p>-Esteva, G. (2010). Development. In Sachs, W (Ed.), The development dictionary, 1-23. Zed Books.</p>

-Martinez-Alier, J. (2003). *The Environmentalism of the poor: a study of ecological conflicts and valuation*. Edward Elgar Publishing.

-Monni, S, & Pallottino, M. (2015). Beyond growth and development: Buen Vivir as an alternative to current paradigms. *International Journal of Environmental Policy and Decision Making*, 1(3).

-Nightingale, A. J., Karlsson, L., Böhler, T., & Campbell, B. (2019). *Environment and Sustainability in a Globalizing World*. Routledge.

-Peet, R., Robbins, P. & Watts, M. (2011). *Global political ecology*. Routledge: New York.

-Pretty, J. N. (2008). Agricultural sustainability: concepts, principles and evidence. *Philos. Trans. R. Soc. Lond. B Biol. Sci.* v.363, 447–465.

Additional literature mentioned in the course syllabus.

Asia

1	Module name 54930	Courses exchange semester (Area studies: Asia) Exchange Semester Courses (Area Studies: Asia)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in Asian countries) should fit into the module Area Studies: Asia thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study
7	Prerequisites	Learning agreement
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172
10	Method of examination	Variable
11	Grading procedure	Variable
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	

1	Module name 57508	Digital transformation project	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Kathrin Möslein apl. Prof. Dr. Angela Roth
5	Contents	In this module, students will focus on developing and evaluating solutions for organizational challenges in the context of digital transformation. In doing so, they work together with organizations from various industries and gain in-depth experience in solving organizational problems using a systematic design science research process. Moreover, they will get familiar with empirical research methods and improve their presentation as well as writing skills.
6	Learning objectives and skills	The students <ul style="list-style-type: none"> • possess comprehensive, detailed, and specialized problem solving skills in the context of digital transformation • can independently plan and carry out design science research processes • can situationally identify, collect and analyze relevant organizational data • are familiar with the topic of digital transformation and its effects on organizational stakeholders
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172
10	Method of examination	Seminar paper Presentation
11	Grading procedure	Seminar paper (50%) Presentation (50%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	
16	Bibliography	Presented in class

1	Module name 53640	Industrielles Management Industrial management	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Kai-Ingo Voigt	
5	Contents	Die Veranstaltung bietet einen tiefgehenden Einblick in das Management industrieller Unternehmen. Betrachtet werden nicht nur bisherige theoretische und empirische Erkenntnisse, sondern insbesondere auch aktuelle Managementaufgaben und -methoden in einem Industriebetrieb. Die Erkenntnisse zum industriellen Management werden mit einem praktischen und aktuellen Schwerpunktthema verknüpft, um so einen Anwendungsbezug darzustellen.	
6	Learning objectives and skills	Die Studierenden erwerben ein umfassendes, detailliertes sowie spezialisiertes Wissen auf dem neuesten Erkenntnisstand aus dem Bereich des industriellen Managements und die Fähigkeit, strategisch zu denken. Durch die tiefgehende Analyse eines praxisrelevanten Schwerpunktthemas erhalten die Studierenden zudem einen tiefgehenden Einblick in die aktuellen Problemfelder und Herausforderungen von Industrieunternehmen. Die erworbenen analytischen und konzeptionellen Fertigkeiten befähigen die Studierenden, komplexe betriebswirtschaftliche Fragestellungen eigenständig zu bearbeiten.	
7	Prerequisites	Keine	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172	
10	Method of examination	Written examination (60 minutes)	
11	Grading procedure	Written examination (100%)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	german	
16	Bibliography	Voigt, K.-I.: Industrielles Management, Berlin u. a., 2008.	

1	Module name 54912	Area specific language courses - Asia Area-specific language courses: Asia	2,5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172
10	Method of examination	Written or oral Written or oral (60 minutes) Written examination (90 minutes)
11	Grading procedure	Written or oral (100%)
12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	german
16	Bibliography	

1	Module name 56422	Organizing for digital transformation	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Kathrin Möslein	
5	Contents	<p>The course focusses on dynamics in organizational transformation driven through information technology (IT) and consists of two parts. The first part introduces the topic from an industrial perspective and explores the re-organization of value streams in the course of the digital transformation. Teaching in this part includes contributions from a German automotive company. Students will work in a project-oriented mode for half the lecture and then present their results.</p> <p>The second part takes the perspective of academic research on the organization of the digital transformation. It introduces different theoretical frameworks to gain a deeper understanding of the phenomenon and explores its implications for global business structures. Students write a short essay to show what they have learned.</p> <p>Together, the lecture allows the students to gain theoretical knowledge on the digital transformation and acquire practical problem-solving skills as well to work effectively on innovative projects in the field.</p>	
6	Learning objectives and skills	<p>The students</p> <ul style="list-style-type: none"> • are familiar with different theories of works systems and service systems and their practical application • know more about the contribution of information technology in managing complex innovation activities • have an improved understanding of the global IT Industry and various strategies that are used • can identify and unravel the business problem in a case study and actively take part in class discussions 	
7	Prerequisites	<ul style="list-style-type: none"> • general knowledge of digital technology and their economic applications • basic understanding of simple software applications • first experience with team projects 	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172	
10	Method of examination	<p>Presentation Seminar paper Seminar paper approx. 5 pages</p>	

		Presentation approx. 30 minutes (partly in group)
11	Grading procedure	Presentation (30%) Seminar paper (70%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	None

1	Module name 56480	Research projects in international management I Research projects in international management	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>
11	Grading procedure	Seminar paper (100%)
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 56490	Research projects in international management II	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>
11	Grading procedure	Seminar paper (100%)
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57030	Managing enterprise-wide IT architectures	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Michael Amberg
5	Contents	<p>Lecture: Fundamentals of Enterprise-Wide IT Architecture Management</p> <p>The lecture Fundamentals of Enterprise-Wide IT Architecture Management provides the fundamentals of business process management and the underlying IT architecture. The course has a strong focus on concepts of business-IT-alignment e.g., service oriented architectures, cloud computing, and enterprise-wide IT systems as well as important paradigms to (re-) design enterprise IT architectures.</p> <p>Case Study Seminar</p> <p>Managers and business leaders in the field of information technology must make decisions with limited information and a swirl of business activities going on around them. They are required to evaluate options, make choices, and find solutions to the challenges they face every day. In this seminar, students will take on the perspective of a decision-maker by analyzing and discussing complex management challenges illustrated in different case studies from leading business schools.</p>
6	Learning objectives and skills	<p>Lecture: Fundamentals of Enterprise-Wide IT Architecture Management</p> <p>Students</p> <ul style="list-style-type: none"> • know about the major differences of process and workflow management, • know about the main models of IT Service Management and Business-IT Alignment, • can understand the impact of Big Data Technologies on Value Creation, • can assess and implement different types of Big Data Systems, • can explain the major differences of automated communication concepts like EDI, XML and EDIFCAT, • can assess process standardization in different environments. <p>Case Study Seminar</p> <p>Students should</p> <ul style="list-style-type: none"> • know about real-world challenges in the area of IT management, as well as methods for analyzing case studies, • be able to apply the vocabulary, theory, and methods they have learned in the lecture,

		<ul style="list-style-type: none"> • be able to develop solutions to business problems, as well as defend their solutions and discuss them critically in a group setting, • be able to present solutions to case study problems in English.
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172
10	Method of examination	<p>Case study Written examination</p> <ul style="list-style-type: none"> • Lecture: written examination (60 min. – 100%) • Case Study Seminar: Presentation (2 x 15 min. – 33,33%), class participation (33,33%) and discussion paper (2 x 1 Page– 33,33%)
11	Grading procedure	<p>Case study (50%) Written examination (50%)</p> <ul style="list-style-type: none"> • Lecture: 50% of module score • Case Study Seminar: 50% of module score
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<ul style="list-style-type: none"> • Lecture: Rood, M. A. Enterprise architecture: Definition, content, and utility, in Proceedings of the Third Workshop on: Enabling Technologies: Infrastructure for Collaborative Enterprises, 1994, pp. 106-111. • Case Study Seminar: Ellet, W. The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases. Harvard Business Review Press, 2007.

Europe

1	Module name 57127	Nachhaltigkeitskommunikation Sustainability communication	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Adrian Meier	
5	Contents	<p>Nachhaltigkeit bezieht sich auf die zukunftssichere und generationengerechte Verwendung ökologischer, sozialer und ökonomischer Ressourcen. Zum einen meint Nachhaltigkeitskommunikation das Handeln professioneller Kommunikatoren, etwa wenn Unternehmen ihr (mehr oder weniger) nachhaltiges Handeln nach Außen kommunizieren (z. B. CSR-Kommunikation, Greenwashing). Zum anderen umfasst es die Kommunikation gesellschaftlicher Akteure und Interessengruppen (z. B. Protestbewegungen, NGOs), die nachhaltiges Handeln einfordern. Schließlich sind der gesamtgesellschaftliche Diskurs um Nachhaltigkeit (bspw. zum Klimawandel) sowie die Wirkungen von Nachhaltigkeitskommunikation auf Individuen, kollektive Akteure und die Gesellschaft als Ganzes gemeint.</p> <p>In diesem Seminar nehmen wir nacheinander alle vier Perspektiven ein (Unternehmenskommunikation, Aktivismus, gesamtgesellschaftliche Kommunikation und Kommunikationswirkungen). Das Seminar verbindet dabei eine forschungsbasierte, diskursive Auseinandersetzung mit kleineren praktischen Kommunikationsprojekten.</p>	
6	Learning objectives and skills	<p>Die Studierenden</p> <ul style="list-style-type: none"> erwerben umfassendes, detailliertes und spezialisiertes Wissen im Feld der Nachhaltigkeitskommunikation, z.B. Kommunikationsstrategien über Nachhaltigkeit, Nachhaltigkeit im gesellschaftlich-politischen Diskurs und Folgen dieser Kommunikationsprozesse. erwerben durch die Auseinandersetzung mit dem Thema und die regelmäßige Diskussion mit Mitstudierenden und Fachvertretern Problemlösungs-, Kommunikations- und Medienkompetenzen. entwickeln die Fähigkeit, Prozesse und Herausforderungen der Nachhaltigkeitskommunikation zu analysieren, kritisch einzuordnen und Lösungen diskursiv zu erarbeiten. 	
7	Prerequisites	Keine. Die Anmeldung erfolgt über StudOn.	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172	
10	Method of examination	Case study	

11	Grading procedure	Case study (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	<ul style="list-style-type: none"> • Heinrich, P. (Hrsg.). (2018). CSR und Kommunikation: Unternehmerische Verantwortung überzeugend vermitteln. Springer Berlin Heidelberg. • Hoppe, I., & Wolling, J. (2017). Nachhaltigkeitskommunikation. In H. Bonfadelli, B. Fähnrich, C. Lüthje, J. Milde, M. Rhomberg, & M. S. Schäfer (Hrsg.), Forschungsfeld Wissenschaftskommunikation (S. 339–354). Springer Fachmedien Wiesbaden • Neverla, I., & Schäfer, M. S. (Hrsg.). (2012). Das Medien-Klima. VS Verlag für Sozialwissenschaften • Neverla, I., Taddicken, M., Lörcher, I., & Hoppe, I. (Hrsg.). (2019). Klimawandel im Kopf: Studien zur Wirkung, Aneignung und Online-Kommunikation. Springer Fachmedien Wiesbaden. Kümpel, A. S., • Peter, C., Schnauber-Stockmann, A., & Mangold, F. (Hrsg.). (2022). Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung: Aktuelle Studien und Befunde. Nomos.

1	Module name 55610	Courses exchange semester (Area studies: Europe) Exchange semester courses (Area studies: Europe)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in European countries) should fit into the module Area Studies: Europe thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study.
7	Prerequisites	Learning Agreement
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Variable
11	Grading procedure	Variable
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 53296	Economics of innovation	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Students are required to be present on the day when presentations will be held.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Markus Nagler	
5	Contents	The lecture provides an introduction to economic issues of innovation and new ideas. The course first sets out general problems in the economics of innovation such as the public goods nature of ideas and the importance of innovation for economic prosperity. In the second part, the course discusses labor and personnel issues in innovation policy, for example the design of incentives for innovation. In the third part, the course analyses issues in intellectual property rights and public economics topics such as public funding of research or the role of universities.	
6	Learning objectives and skills	Students know the key issues in the economics of innovation and the impacts of potential public policies to promote innovation. They are able to assess current research in the economics of innovation and are able to relate its results to fundamental policy questions in the area. Students are acquainted with important empirical approaches in the area.	
7	Prerequisites	Basic microeconomics, basic econometrics	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172	
10	Method of examination	Written or oral Students will have to present one paper (potentially in groups) that picks up a topic from the lecture. In addition, students have to produce a referee report on a paper related to the topics of the lecture. I will provide a list of possible papers for both assignments in the first week of lectures.	
11	Grading procedure	Written or oral (100%) Both assignments will be marked independently, with the final grade reflecting a weighted average of both single grades. Discussionpaper (50%) and Presentation (50%).	
12	Module frequency	Only in summer semester	

13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<ul style="list-style-type: none"> • Bryan, Kevin and Heidi Williams (2021): Markets for innovation: Market failures and public policies, Handbook of Industrial Organization 5(1):281-388, Chapter 13 • Bloom, Nicholas, John Van Reenen and Heidi Williams (2019): A Toolkit of Policies to Promote Innovation, Journal of Economic Perspectives 33(3): 163-184 • Scotchmer, Suzanne. Innovation and incentives. MIT press, 2004.

1	Module name 53492	Fallstudien und Projekte im Management I Case studies and projects in management I	5 ECTS
2	Courses / lectures	Seminar: Industry 5.0 – Germany's Future of Sustainable Industrial Value Creation with Prof. Oliver Zipse and Dr. Thomas Becker	5 ECTS
3	Lecturers	Hannah Altenburg Prof. Dr. Markus Beckmann Prof. Dr. Kai-Ingo Voigt	

4	Module coordinator	Prof. Dr. Markus Beckmann Prof. Dr. Kai-Ingo Voigt
5	Contents	During the seminar, which is supported by Prof. Oliver Zipse (CEO of the BMW Group) and Dr. Thomas Becker (VP Sustainability, Mobility of the BMW Group), the students work on current issues of sustainability in technology-oriented industrial companies in groups. The results of the student groups are presented, defended and discussed in a project report and a presentation at a final event.
6	Learning objectives and skills	The student groups develop analyses on complex sustainability management issues, especially in relation to technology-oriented industrial companies, in a largely self-directed manner. For this purpose, the students conduct empirical data collection and literature research. They decide largely independently on the methods of analysis to answer the respective question. The module aims to develop the students ability to structure and present detailed and specialised knowledge based on the current state of understanding of the respective research question. Each student group shares the results developed jointly in the seminar and defends them before Prof. Zipse, Dr. Becker, Prof. Dr. Voigt, and Prof. Dr. Beckmann.
7	Prerequisites	None
8	Integration in curriculum	semester: 3
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Seminar achievement Presentation (20 minutes presentation + 10 minutes discussion) 70% and Project report (partially in group work) 30% (3.000 words)
11	Grading procedure	Seminar achievement (100%)
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Course specific literature (will be announced during the course).

1	Module name 53030	Personalmanagement Human resources management	5 ECTS
2	Courses / lectures	Vorlesung: Personalmanagement Vorlesung Seminar: Personalmanagement - Seminar; MIM-3030	4 ECTS 1 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge Theresa Bernhard	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	1. Personalmanagement als strategischer Erfolgsfaktor der Unternehmungsführung 2. Theorien des Personalmanagements 3. Akteure des Personalmanagements 4. Bedingungen des Personalmanagement 5. Instrumente des Personalmanagement 5.1. Personalbedarfsplanung und deckung 5.2. Personaleinsatz 5.3. Personalentlohnung 5.4. Personalführung 6. Effizienz des Personalmanagement	
6	Learning objectives and skills	Die Studierenden können Probleme des Personalmanagements aus rechtlicher, ökonomischer, betriebswirtschaftlicher, organisatorischer, psychologischer und ethischer Sicht analysieren sowie Lösungsvorschläge bewerten und eigenständig entwickeln. Sie können die Auswirkungen des Personalmanagement mit Hilfe anspruchsvoller Methoden der Personalforschung prognostizieren und Gestaltungsempfehlungen ableiten Sie lernen den aktuellen internationalen Forschungsstand zum Personalmanagement kennen und sind in der Lage, theoretische und empirische Studien in diesem Bereich kritisch zu reflektieren.	
7	Prerequisites	Sehr gute Deutschkenntnisse (C1)	
8	Integration in curriculum	semester: 1;3	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172	
10	Method of examination	Presentation Report Diskussionspapier (6 Seiten, 80% der Modulnote) und Präsentation (20% der Modulnote)	
11	Grading procedure	Presentation (20%) Report (80%)	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h	

14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	Holtbrügge, D.: Personalmanagement, 8. Aufl., Berlin et al., 2022.

1	Module name 53674	Strategic problem solving in the digital age	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Harald Hungenberg Prof. Dr. Sebastian Junge	
5	Contents	<p>Durch die Einflüsse der fortschreitenden Digitalisierung stehen ganze Branchen vor dem Umbruch und deren Unternehmen vor neuen Herausforderungen. Data security, eServices, Connected mobility und eHealth sind nur einige der Schlagwörter, mit denen sich die Unternehmen beschäftigen müssen, um wettbewerbsfähig zu bleiben. Die Veranstaltung befasst sich mit den Lösungskonzepten dieser strategischen Herausforderungen und deren managementorientierter Kommunikation. Der Fokus liegt neben der Problemstrukturierung auf einer, durch Theorie gestützten, praxisnahen Problembearbeitung sowie der adäquaten Kommunikation der Problemlösung. Den Studierenden werden hierfür moderne, zielgruppenspezifische Vorgehensweisen und (Methoden-)Techniken vermittelt. Die interaktive Veranstaltung schließt die Bearbeitung einer realen Fallstudie mit abschließender Ergebnispräsentation durch Studierendenteams ein.</p>	
6	Learning objectives and skills	<p>Die Studierenden lernen fortgeschrittene Methoden und Instrumente kennen, die im Rahmen des (strategischen) Managements von Unternehmen eine große Rolle spielen und diese auf praktische Fragestellungen anwenden können. Besonderes Augenmerk liegt dabei auf fortgeschrittenen Methoden der Problemstrukturierung (z.B. System Dynamics) und Kommunikation (z.B. Stickyness). Darauf aufbauend entwickeln die Studierenden im Rahmen einer realen Fallstudie aus der Unternehmenspraxis eine Präsentation, um die von ihnen erarbeitete Problemlösung zu kommunizieren. Innerhalb dieser Kooperation lernen die Studierenden, eine aktuelle strategische Herausforderung zu einem eingegrenzten Themenbereich zu bearbeiten, einen Lösungsvorschlag zu entwickeln und diesen in einer wissenschaftlichen Diskussion zu verteidigen. Hierdurch werden fachliche und persönliche Kompetenzen entwickelt. Die Studierenden geben und erhalten im Rahmen interaktiver Präsentationen der Arbeitsergebnisse ein wertschätzendes Feedback über die erbrachte Leistung.</p>	
7	Prerequisites	<p>Die Teilnehmerzahl ist auf maximal 20 Studierende begrenzt. Der Bewerbungszeitraum wird über Homepage oder StudOn bekannt gegeben. https://www.unternehmensfuehrung.rw.fau.de/studium-lehre/aktuelle-lehre/strategic-problem-solving-in-the-digital-age/</p>	
8	Integration in curriculum	no Integration in curriculum available!	

9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Presentation (20 minutes)
11	Grading procedure	Presentation (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	Hungenberg, H.: Problemlösung und Kommunikation im Management: Vorgehensweise und Techniken, 3. Aufl., München, 2010. Hungenberg, H.: Strategisches Management in Unternehmen, 8. Aufl., Wiesbaden 2014. Minto, B.: The Pyramid Principle, London, 4. Aufl., Harlow 2009. Cialdini, R.: The Psychology of Persuasion, 2007. Heath, C. and Heath, D.: Made to Stick, 2007.

1	Module name 54942	Area specific language courses - Europe Area-specific language courses: Europe	2,5 ECTS
2	Courses / lectures	Übung: Deutsch als Fremdsprache C1/C1+: Fachsprache Wirtschaft - Online-Kurs Übung: Französisch: Elementarkurs 3 Übung: Französisch: Elementarkurs 2 Übung: Französisch: Elementarkurs 4 Übung: Italienisch Elementarkurs 2 ItaliaNet A2 (Blended Learning Kurs)	2,5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS
3	Lecturers	Dr. Julia Lazarus Dr. Corina Petersilka Agnes Hole-Kreuzer Kévin Bouillard Paola Cesaroni-Meinzolt Anna Elisa Bologna	

4	Module coordinator	
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written examination (60 minutes) Written examination (90 minutes)
11	Grading procedure	Written examination (100%) Written or oral (100%)
12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	german spanish
16	Bibliography	

1	Module name 56480	Research projects in international management I Research projects in international management	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>
11	Grading procedure	Seminar paper (100%)
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 56490	Research projects in international management II	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>
11	Grading procedure	Seminar paper (100%)
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 56911	Issues in political economy	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Es besteht Anwesenheitspflicht.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course deals with current topics in political economy and how politics and economics interact in various fields in the United States and the European Union. The course provides an introduction into the political systems and discusses the interactions between profit-maximizing firms and US and European non-market agents like the government, regulatory institutions and the public. The topics covered include but are not limited to the impact of political connections, corruption, lobbying and the revolving door on the United States of America and the European Union.
6	Learning objectives and skills	Students gain a deeper understanding of how institutions, power and economic outcomes interact with each other. There will be a focus on the different actors such as governments, NGOs and private sector representatives. Students will also learn about empirical methods used in these fields. A special emphasis will be placed on the United States, the European Union and the transatlantic area.
7	Prerequisites	Recommended prerequisites: Basic knowledge of economics, politics and econometrics.
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist</i>

		<i>abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written or oral (100%) 30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57043	Business intelligence	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Dr. Pavlina Kröckel
5	Contents	We introduce a variety of topics which will give you a kick start in the field of data science and will help you to continue the learning path in other, more advanced courses. We teach the whole data science process (based on the industry-wide accepted CRISP model) from the business and data understanding to the deployment and management steps. Students get familiar with terms like data science, machine learning, and artificial intelligence, as well as available tools and technologies. You will learn what is behind the technology that powers everything from your shopping suggestions on Amazon to automatic systems like chatbots and self-driving cars. We teach you the most used machine learning algorithms right now: decision trees, neural networks, association rules (Apriori and FP Growth), clustering algorithms (k-Means, DBSCAN).
6	Learning objectives and skills	The students <ul style="list-style-type: none"> • Can describe important business intelligence and data science concepts, tools, and algorithms • Learn how to structure a data science project • Work on a practical exercise and apply the learned algorithms on a real-world dataset • Are able to evaluate a machine learning model and decide on its goodness of fit.
7	Prerequisites	The lecture is intended for students with no prior knowledge in data analytics. Course is limited to 200 participants .
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written examination (90 minutes) A pre-requisite to attend the exam is course registration on StudOn . Course participation is limited. Thus, we cannot offer an exam for students not part of the StudOn course.
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	All relevant material will be provided during the lecture.

1	Module name 57110	Platform strategies	5 ECTS
2	Courses / lectures	Vorlesung: Platform Strategies	5 ECTS
3	Lecturers	Julian Kurtz Prof. Dr. Kathrin Möslein Nina Lugmair apl. Prof. Dr. Angela Roth	

4	Module coordinator	Prof. Dr. Kathrin Möslein	
5	Contents	<p>The course builds on the platform and network aspects in core strategy and aims to highlight the specific strategies for firms operating in multi-sided-markets. The course will cover most relevant concepts around platforms such as network effects, and how network effects impact/create new business models. Core issues around platform-mediated network firms, such as standards, pricing, envelopment, and competition dynamics will be discussed.</p> <p>The course will be taught through a set of cases that ensures that participants appreciate the multi-dimensional nature of managing in network businesses.</p>	
6	Learning objectives and skills	<p>The students</p> <ul style="list-style-type: none"> • can identify and unravel the business problem in a case study and actively take part in class discussions • can describe platform intermediation in two sided markets, platform dominance and Winner-takes-all dynamics • can develop strategies for creating platform mediated networks and understand pricing in these businesses 	
7	Prerequisites	None	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172	
10	Method of examination	<p>Written Project/practical report</p> <ul style="list-style-type: none"> • Written assignment (Individual seminar paper) approx. 3000 words • Project report approx. 1000 words (partly in group) 	
11	Grading procedure	<p>Written (50%) Project/practical report (50%)</p>	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	<p>Contact hours: 30 h Independent study: 120 h</p>	

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<p>Klemperer, P. 2005. Network effects and switching costs. In Durlauf, S.N. & Blume, L.E. (Eds.), The new palgrave dictionary of Economics, Palgrave Macmillan. Eisenmann T., Parker, G., & Van Alstyne, M. 2006. Strategies for two-sided markets. Harvard Business Review Oct. 2006. Hidding, G.J., Williams, J. & Sviokla, J.J. 2011. How platform leaders win, Journal of Business Strategy, 32, 2, 29-37. Suarez, F.F. & Kirtley, J. 2012. Dethroning an established platform, MIT Sloan Management Review, Summer 2012. The following books are suggested for the advanced reader on the basics on network economics. Shy O. 2001. The Economics of Network Industries, Cambridge University Press: Cambridge, England. Gawer A, Cusumano M. 2002. Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Harvard Business School Press: Boston, MA. Evans D, Hagiu, A, Schmalensee, R. 2006. Invisible Engines: How Software Platforms Drive Innovation and Transform Industries, MIT Press, Boston, MA. * The cases for each lecture are to be decided.</p>

1	Module name 57130	International trade and labor	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. (Vorlesung mit Übung)	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This module deals with the consequences of globalization for the domestic labor market and discusses the winners and losers of trade liberalization. The module focuses on the impact of international economic integration on domestic wages, jobs and inequality, in particular in Germany and the United States.
6	Learning objectives and skills	Students are made familiar with the main relevant concepts of international trade and acquire specialized knowledge of the labor market effects of trade liberalization. Students learn about key theoretical predictions, their empirical evidence and the empirical strategies to assess their relevance. The module focuses on topics at the intersection between international trade and labor.
7	Prerequisites	Recommended prerequisites: Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition) and econometrics (e.g., Wooldridge, Jeffrey (2013), Introductory Econometrics: A Modern Approach, 5th international edition).
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20172 Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written examination (60 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english

16	Bibliography	Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition. Further course materials will be announced in the course.
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1	Module name 57453	Branchen- und themenspezifisches Nachhaltigkeitsmanagement Industry and issue specific sustainability management	5 ECTS
2	Courses / lectures	Seminar: Perspektiven des Nachhaltigkeitsmanagements - ein Debattierseminar Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Julia Pompe Katrín Schwarzfischer	

4	Module coordinator	Prof. Dr. Markus Beckmann	
5	Contents	<p>Das Debattier-Seminar „Perspektiven des Nachhaltigkeitsmanagements“ soll die Kompetenzen der Studierenden zur kritischen Reflektion mittels Nachhaltigkeitsdebatten und der Nutzung von KI bei der Meinungsbildung stärken.</p> <p>Im Seminar definieren wir zunächst mit dem Klimawandel-Simulations-Tools „EnRoads“, welche Themen für eine nachhaltige Entwicklung besonders relevant sind. Wir zeigen anhand von „EnRoads“ und systemtheoretischer Einordnungen, dass vermeintlich „einfache“ Lösungen oft komplizierter sind und systemisch betrachtet werden müssen. Anhand des Klimasimulators werden vier Themenkomplexe abgeleitet, die für eine nachhaltige Entwicklung besonders relevant, aber auch ambivalent diskutiert werden: Kreislaufwirtschaft, Ausbau erneuerbarer Energien, CO2-Preis, Growth vs. Green Growth. Zu diesen Themen werden wissenschaftlich fundierte Grundlagen, auch über Gastvorträge, vermittelt.</p> <p>Zur Entwicklung verschiedener Themen-Perspektiven kreieren wir Rollen, die gegensätzliche Positionen zu den polarisierenden Themen haben können (z.B. für das Thema „Ausbau erneuerbarer Energien“ eine liberale Wirtschaftsministerin, ein Rentner mit Ölheizung im Eigenheim, eine Geschäftsführerin eines mittelständischen Unternehmens, eine Nachhaltigkeitsmanagerin in einem internationalen Konzern). Die Studierenden werden zufällig einer Rolle zugeteilt und bereiten Argumente für die zu dieser Rolle passende Position vor. Diese Argumente sollen ausdrücklich mithilfe von ChatGPT und SciteAI recherchiert, aber auch in Social Media gesucht werden. Im Stil eines Debattierclubs diskutieren die Studierenden in ihrer Rolle über eines der Themen. Dazu werden im Vorfeld Methodiken des Debattierens und der Rhetorik vermittelt.</p> <p>Neben der Debattenleistung sollen Studierende ihr Diskussionsthema in einem Reflexionsbericht unter Verwendung wissenschaftlicher Literatur einordnen.</p>	
6	Learning objectives and skills	<p>Am Ende des Seminars sind die Studierenden in der Lage</p> <ul style="list-style-type: none"> • Nachhaltigkeitsthemen aus unterschiedlichen Perspektiven zu analysieren und zu reflektieren; 	

		<ul style="list-style-type: none"> • methodisch fundierte und strukturierte Debatten zu führen; • ihre wissenschaftlichen Forschungskompetenzen anzuwenden; • KI-Tools kritisch und konstruktiv anzuwenden; • Soft Skills wie strukturierte Teamarbeit und professionelle Präsentationen anzuwenden.
7	Prerequisites	<ul style="list-style-type: none"> • Bereits besuchte Kurse zum Nachhaltigkeitsmanagement sind von Vorteil; • Bereitschaft zur aktiven Teilnahme an Diskussionsformaten; • Interesse an aktuellen und auch kontroversen Nachhaltigkeitsthemen; • Bereitschaft zum Perspektivwechsel und damit verbundene Einnahme verschiedener Rollen; • Motivation zur selbständigen Arbeit in einem Team.
8	Integration in curriculum	semester: 3;1;5
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	<p>Presentation Written</p> <p>Analyse eines aktuellen, kontroversen Nachhaltigkeitsthemas; Vorbereitung einer dazugehörigen, legitimen Position; Darlegung dieser in einem Debattierformat. Zusammenfassende Reflexion der Debatte im Nachgang.</p>
11	Grading procedure	<p>Presentation (70%) Written (30%)</p> <p>Dies entspricht einem Diskussionsbeitrag (70%) und einem Reflexionsbericht (30%).</p>
12	Module frequency	Only in winter semester
13	Workload in clock hours	<p>Contact hours: 30 h Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	Alle notwendigen Materialien werden über StudOn zur Verfügung gestellt.

1	Module name 54324	Climate Policy	5 ECTS
2	Courses / lectures	Seminar: Climate Policy	5 ECTS
3	Lecturers	Prof. Dr. Johan Lilliestam	

4	Module coordinator	Prof. Dr. Johan Lilliestam
5	Contents	<p>Climate change is one of the big challenges of our time, touching all aspects of the environment and of society. There is broad recognition that governments must do something about it: the implication of the Paris Agreement and its 1.5 and 2 degrees targets is the complete elimination of greenhouse gas emissions from the energy system within the next 30 to 40 years.</p> <p>This is a very complicated problem. Fundamentally this is because it means doing something that humanity has never really tried before at a planetary scale. Modern society grew on fossil fuels, and the huge benefits they offered in terms of energy that was inexpensive, easy and safe to transport, store and consume. How to manage a non-fossil world with 10 billion people, all aspiring to the Western living standards, is a question for which there is no easy answer.</p> <p>From a technical perspective, there are many answers, typically relying on a bouquet of solutions, from wind power to nuclear power, from solar heat to passive housing without any heat demand at all. The technical side of decarbonisation is difficult, but possible.</p> <p>The real nut to crack is about the strategies and governance for how to achieve such a complete transformation: the policy side of climate and energy. This is very complicated, even if we – as we do in this course – exclude the non-energy aspects of the climate transition. Arguably a government could pass a law that forbids people from using fossil fuels. But politically this is unrealistic, at least companies and people depend on fossil fuels in their daily lives. And even worse, it is not certain that it would work, because the technological alternatives may not be implementable overnight. What is to be done? For this, one needs to turn to various ideas about what a government can and should do, whether and how it should influence and steer society. On the one hand are ideas suggesting that government should play a very limited role relative to private actors and should step in only to correct “market failures”, with “market-based” interventions designed specifically around that failure. On the other hand are ideas suggesting that government needs to guide the transition more directly, including through public investments or radical reforms, designed to support the solutions determined to be the ones we want. And on the third hand, if such a hand exists, are ideas posing that the problem is our own consumption patterns</p>

		<p>and that these, and economic growth in general, are entirely incompatible with climate protection: only consuming radically less will help. Such fundamental issues come to the fore in climate and energy policy discussions and debates. This course is about all that.</p> <p>The course will meet once per week, with a reading before each class. Typically, this will be 1-3 articles, book chapters or reports on a topic related to the topic of the class, making the reading essential for the class. We will read two entire books, which will form the foundation for the seminar series, and each of the books will be the basis for essays to be written and handed in during the semester. The entire course will be the basis for the final essay, written in presence.</p> <p>All seminars will take place in Lange Gasse, room 5.155, each Monday at 13.00-14.45.</p>
6	Learning objectives and skills	<p>Students successfully finishing this course have the ability to evaluate energy and climate policy arguments made by politicians, experts, and academics with a critical eye, informed by knowledge of history, an understanding of the theoretical underpinnings and the empirically observed effects of different strategies. Students are able to understand and deconstruct the energy and climate policy debate that is currently raging in Germany, Europe and internationally, and create their own solutions. Thereby, they will be able to step into for example a research institute, an NGO or government agency involved in energy policy, policy analysis or political advocacy, and immediately be able to make an informed and creative contribution.</p>
7	Prerequisites	None
8	Integration in curriculum	semester: 1;3
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Seminar paper
11	Grading procedure	<p>Seminar paper (100%)</p> <p>The grade is based on the grades of three essays:</p> <ul style="list-style-type: none"> • Essays 1 (10%) and 2 (25%), each max 1000 words, written at home as open-book exams • Essay 3 (65% of the final grade), max 1500 words, will be written in presence as closed-book exam, on a given topic. The topic will be known to students in advance.

12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 40 h Independent study: 110 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<p>All required readings except the books will be supplied online. The books of Dryzek (Print), Nordhaus and Patt (e-books) are available from the library.</p> <p>Books</p> <p>Mandatory (as input for the essays):</p> <ul style="list-style-type: none"> • William Nordhaus (2015): The Climate Casino. Risk, uncertainty, and economics of a warming world, Yale University Press, New Haven. • Anthony Patt (2015): Transforming Energy. Solving climate change with technology policy, Cambridge University Press, New York. <p>Recommended (selected chapters are mandatory for classes):</p> <ul style="list-style-type: none"> • John Dryzek (2021): The politics of the Earth, OUP Oxford, Oxford. <p>Mandatory reading for each class</p> <p>Will be provided in online well in advance of each class.</p>

1	Module name 65985	Advanced Business Analytics Seminar Advanced business analytics seminar	5 ECTS
2	Courses / lectures	Seminar: Advanced Business Analytics Seminar WS 24-25	5 ECTS
3	Lecturers	Dr. Pavlina Kröckel	

4	Module coordinator	Dr. Pavlina Kröckel
5	Contents	<p>The problems faced by decision makers in today's competitive business environment are complex and multi-faceted, and often require skills that go beyond theoretical data science knowledge. Solving such problems effectively requires the employment of a structured approach to business problem-solving.</p> <p>Advanced Analytics is defined by Gartner as <i>"the autonomous or semi-autonomous examination of data or content using sophisticated techniques and tools, typically beyond those of traditional business intelligence (BI), to discover deeper insights, make predictions, or generate recommendations."</i></p> <p>Advanced Analytics refers to the fields of Machine Learning, Predictive Analytics, Process Mining, Text Mining, and Social Network Analysis, to name a few. It is presumed that participants are familiar with the theoretical concepts from one or more of the mentioned data science areas. The focus of the seminar is on the application of those concepts on given use cases from industry.</p> <p>This course is mostly organized as a self-study. Work will be done in groups of three to five students.</p> <p>All topics are presented and explained in the kick-off session, as well as organizational issues and other relevant information.</p> <p>Teams will have to present their progress on the chosen topic.</p>
6	Learning objectives and skills	<p>Students gain practical skills in extracting and manipulating structured and unstructured data, executing methods for descriptive, predictive, or prescriptive analysis, and effectively interpreting and presenting analytic results. Thus, students do not only get hands-on technical experience but also gain domain knowledge and learn soft-skills relevant for data scientist (e.g., teamwork, critical thinking, storytelling).</p> <p>For students without technical knowledge, we will also offer topics requiring literature review, case study analysis or conceptual design.</p> <p>Whenever possible, we assign topics that are currently important for our cooperation partners.</p>
7	Prerequisites	<p>For the technical topics:</p> <ul style="list-style-type: none"> • Students should have at least introductory level data mining and machine learning knowledge. • Preference is given to students who have taken the Business Intelligence lecture offered in the summer semester. <p>For non-technical topics: no pre-requisites.</p> <p>Registration via StudOn is required. The registration period is announced for each semester and all students who register in this</p>

		timeframe have equal chances to be admitted. Thus, an early registration does not guarantee a place in the seminar.
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	<p>Seminar achievement</p> <ul style="list-style-type: none"> • The seminar is mostly organized online. Presence (online) is expected during the kick-off lecture in the beginning of the semester, the mid-term presentations and other appointments individually arranged with the topic supervisor. • Participation in the mid-term presentation is mandatory. If this condition is not fulfilled, further participation in the seminar will not be allowed.
11	Grading procedure	<p>Seminar achievement (100%)</p> <p>The grade is based on the final presentation and participation and engagement during the semester.</p>
12	Module frequency	Every semester
13	Workload in clock hours	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Relevant literature will be given during the seminar.

1	Module name 52144	Branchen- und themenspezifisches Nachhaltigkeitsmanagement Industry and issue specific sustainability management	5 ECTS
2	Courses / lectures	Seminar: Perspektiven des Nachhaltigkeitsmanagements - ein Debattierseminar	5 ECTS
3	Lecturers	Julia Pompe Katrin Schwarzfischer	

4	Module coordinator	
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Written Presentation
11	Grading procedure	Written (30%) Presentation (70%)
12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	german
16	Bibliography	

1	Module name 57129	Kommunikation in der digitalen Arbeitswelt Communication in the digital work environment	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Adrian Meier	
5	Contents	<p>Digitale Medien und Kommunikation durchdringen nahezu alle Aspekte unseres täglichen Lebens, insbesondere in einer zunehmend digitalisierten Arbeitswelt. Diese Entwicklung bietet Unternehmen und Mitarbeiter:innen vielfältige Möglichkeiten der organisationsinternen Kommunikation, stellt sie jedoch auch vor große Herausforderungen. Digitale Technologien (z. B. AI, Social Media, Videochat, Big Data) versprechen effizientes Management und Kollaboration in (virtuellen) Teams. Allerdings konfrontieren sie Organisationsmitglieder auch mit digitalem Stress, Erreichbarkeitsdruck, Entgrenzung und Überwachung. Im Seminar beleuchten wir die Kommunikation von Organisationen im Zeitalter der Digitalisierung. Im Vordergrund steht die Frage, wie digitale Technologien die Kommunikation in der Arbeitswelt verändern. Wir betrachten hierbei sowohl die strategische organisationsinterne Kommunikation (bspw. Change- oder Führungs-Kommunikation) als auch die interpersonale Kommunikation aus Perspektive der Mitarbeiter:innen (bspw. Flurgespräche, Selbstpräsentation, Sozialkapital).</p> <p>Das Seminar verbindet wissenschaftliche Erkenntnisse der (digitalen) Organisationskommunikation und interpersonalen Kommunikation mit praktischen Anwendungsfällen. Teilnehmer:innen erlangen ein tiefes Verständnis dafür, wie digitale Technologien und Kommunikationsprozesse in Organisationen zusammenwirken, gesteuert und optimiert werden können.</p>	
6	Learning objectives and skills	<p>Die Studierenden</p> <ul style="list-style-type: none"> • erwerben grundlegendes und spezialisiertes Wissen der Organisations- und interpersonalen Kommunikation • können organisationale Chancen und Herausforderungen der Digitalisierung analysieren, einordnen und hinterfragen • üben durch Diskussionen mit Mitstudierenden und Fachvertreter:innen sowie durch praktische Fallanalysen die Fähigkeit, dieses Wissen in Organisationen strategisch anzuwenden • entwickeln die Fähigkeit, Prozesse und Herausforderungen der internen Organisationskommunikation zu analysieren, kritisch einzuordnen und Lösungen diskursiv zu erarbeiten 	
7	Prerequisites	Keine. Die Anmeldung erfolgt über StudOn.	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172	

10	Method of examination	Written or oral
11	Grading procedure	Written or oral (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	<ul style="list-style-type: none"> • Duschlbauer, T., Martin, S., & Saffarnia, P. (Eds.). (2018). Organisationskommunikation Organisational Communication: Vol. 1. Organisationskommunikation im Zeichen der Digitalisierung. Nomos. • Einwiller, S., Sackmann, S. A., & Zerfaß, A. (2020). Handbuch Mitarbeiterkommunikation: Interne Kommunikation in Unternehmen. Springer Gabler. • Lewis, L. (2019). Organizational change: Creating change through strategic communication (2nd ed.). Wiley. • Miller, K. (2015). Organizational communication: Approaches and processes (7th ed.). Cengage Learning.

1	Module name 57485	Project course: Building sustainable industry in Europe	5 ECTS
2	Courses / lectures	Projektseminar: Project course: Building sustainable industry in Europe	5 ECTS
3	Lecturers	Ioannis Milioritsas Aksornchan Chaianong Silvia Weko	

4	Module coordinator	Aksornchan Chaianong Silvia Weko
5	Contents	<p>How can European businesses develop globally competitive industries for sustainable technologies? While European firms have a head start in the “green race”, some companies and policymakers are concerned about growing competition from China, and from the US for products like electric vehicles, solar panels, batteries and more. Increasingly, governments are supporting the development of the electric vehicle industry in Europe. At the same time, there is a need to quickly decarbonize our energy systems, especially for transportation which remains heavily fossil-fuel based to address the dangerous impacts of climate change. Therefore, policies to encourage consumers to buy and use electric vehicles are also prevalent. In some cases, these different goals could come into conflict – for example, if it is cheaper to decarbonize European transport by purchasing cheaper Chinese electric vehicles.</p> <p>This course explores how European governments are supporting the transition to electric vehicles. Students will develop a research project which analyzes whether policy support is helping to both build local business and/or encourage decarbonization of the transportation sector.</p> <p>The aim of your research project will be to analyze whether support for the electric vehicle industry is effective. Once you have answered whether this policy support is effective, you will use your analysis to provide policy recommendations to your country of study.</p> <p>This will include the following steps:</p> <ul style="list-style-type: none"> • Gather information on past and current support measures for the electric vehicle industry • Perform basic descriptive statistical analysis of this data • Deliver insights on these policies’ impacts on consumer purchases of electric vehicles and on electric vehicle manufacturing and innovation

		<ul style="list-style-type: none"> • Provide evidence-based policy recommendations to the EU and European countries <p>You do not need to have a background in data analysis or policy analysis to take this course. Once you have gathered your policy data, we will provide hands-on training in descriptive statistical analysis. We then offer training in either qualitative or quantitative methods, which you will use for your project report.</p> <p>The research approach and methods will be taught in two full-day blocks (on Fridays). Students must attend these classes to learn how to complete the resesarch project.</p>
6	Learning objectives and skills	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain basic facts about electric vehicles manufacturing and use • List policies that can influence industry development and technology adoption • Apply theories about industrial policy to the case of the electric vehicle industry • Develop hypotheses about how policy support may influence industry development and technology adoption • Categorize and assess the contents of support policies • Analyze the impact of support policies on electric vehicle adoption and industry development • Create policy recommendations for how the transition to electric mobility can be accelerated • Effectively communicate policy recommendations
7	Prerequisites	Good command of English, and commitment to attend all classes.
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172 This course is only offered during the Winter Semester 2024.
10	Method of examination	Written or oral
11	Grading procedure	Written or oral (100%) The grade is based on a student presentation (50%) and a project report (50%).
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57484	Between the Global and the Local: Sustainability in Practice	5 ECTS
2	Courses / lectures	Seminar: Between the Global and the Local: Sustainability in practice (2.0 SWS, WiSe 2024) The participation in this seminar is mandatory.	5 ECTS
3	Lecturers	Dr. Anna Pedersen Prof. Dr. Almut Schilling-Vacaflor del Carpio	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>Global production, trade and consumption are becoming more and more spatially fragmented: Many of the minerals used in our smartphones and computers are sourced in Sub-Saharan Africa and manufactured in China; the chocolate we eat comes from cocoa beans grown in Ghana or the Ivory Coast; and much of the fruit in the supermarket is from Asia and South America.</p> <p>Globalised production faces a suit of sustainability challenges that are not easily understood, nor solved, as they span across countries and governance regimes.</p> <p>This course about these challenges. It is a hands-on course, where you work with a case of globalised production and consumption. During the course, you will design your own research project and learn how to formulate a research question, work across scales and map out stakeholders and supply chains.</p> <p>The course will introduce you to a range of frameworks and concepts to help you understand sustainability challenges that cut across scales, including telecoupled land system and global supply chains. You will also learn how to conduct interviews in order to generate new knowledge.</p>	
6	Learning objectives and skills	<ul style="list-style-type: none"> • Learn to design and carry out a case study • Strengthen analytical competences by applying concepts and theories to analyse different cases • Learn to identify and discuss sustainability challenges and trade-offs • Achieve a deeper understanding of the cross-scalar impacts of global production • Gain theoretical and empirical knowledge on supply chain complexities 	
7	Prerequisites	None	
8	Integration in curriculum	no Integration in curriculum available!	

9	Module compatibility	Modulbereich: Romance countries Master of Science International Business Studies 20172
10	Method of examination	Written or oral
11	Grading procedure	Written or oral (100%) Presentation: 40% Term paper: 40% (ca. 2,000 words per person) Performance assessment: 20%
12	Module frequency	Every second semester
13	Workload in clock hours	Contact hours: 30 hours Independent study: 120 hours
14	Module duration	one semester semester
15	Teaching and examination language	english
16	Bibliography	Mentioned in the course syllabus.

1	Module name 57486	Energy policy instruments	5 ECTS
2	Courses / lectures	No courses / lectures available for this module!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module!	

4	Module coordinator	Prof. Dr. Johan Lilliestam
5	Contents	<p>With the adoption of the Paris Agreement, almost all countries have committed themselves to contributing their share to limiting the global temperature to well below 2 degrees, implying a commitment to a carbon-neutral global economy by mid-century. In terms of emission reductions, one cannot say that it has gone well: globally, greenhouse gas emissions are still increasing. This is largely caused by economic growth and industrial development in emerging countries, causing a hunger for energy that is often satisfied with fossil fuels.</p> <p>In the industrialised world, however, emissions decrease (after having increased A LOT during the 20th century, of course!). In Europe, emissions have decreased by some 30% compared to 1990, and the European Union met its 2020 climate target. Evidently, it is possible to bend the emissions curve. Particularly the energy sector – responsible for some 2/3 of global greenhouse gas emissions – starts seeing radical changes, both through the rise of very cheap renewable energy technologies and efficiency measures. In Europe, at least some policy efforts appear to have worked: emissions and energy demand are decreasing, and European (together with a handful of other countries’) policies have contributed to making renewables technologically and economically viable, putting Europe and all other countries in a position where complete energy system decarbonisation may be feasible.</p> <p>In this course, we will explore the instrumentation of climate policy in the energy sector, especially on the European and national levels. This is a very controversial field, both in Brussels (e.g. Green Deal vs. emissions trading!), and in national capitals (recall debates of electric car mandates vs “technology-neutrality”, or the debacle of the German heating law!). The outcome of these debates will not only determine Europe’s climate footprint, but also its industrial future: <i>HOW</i> to decarbonise energy is one of biggest issues of our time.</p> <p>The course will centre on historical and prospective policy analysis of energy policy instruments, drawing on concepts, theories and evaluation frameworks from various disciplines, including environmental, behavioural and evolutionary economics, as well as political science. We will go far beyond the conventional economics-centred definition of “climate policy”</p>

		<p>as global treaties and carbon pricing, and look at the broad set of measures that affect the chances to decarbonise energy, with a focus on the European context and drawing lessons from successes. In this course, we will</p> <ul style="list-style-type: none"> • create solutions to take us from today’s fossil-based system to a carbon-neutral energy future in Europe, by • investigating different types of energy policy instruments, their theoretical roots, historical and expected future effects; • analysing the actual performance of these instruments through case studies of both successful and failed historical cases, in order to understand how instrument design affects success chances, but also how instruments differ in both scope and aim. <p>The course is a <i>flipped classroom</i> course, with extensive preparations needed – both reading and watching the input presentations for each class (see below) – and entirely interaction-based meetings in class. In the class meetings, we will be working together and in groups to solve case problems taken from real-world situations in European energy policy, from heat decarbonisation in Finland to wind power deployment in France, from electric car chargers in Nürnberg to building bikelanes in Amsterdam.</p> <p>The main input format for each seminar day will be presentations by students, for each block 3-5 presentations (depending on the number of students) of 15-20 minutes each, focusing either on the theoretical embedding of the class or on describing and evaluating real-world cases in which the instrument has been implemented. The presentations will be graded, making up a part of your final grade. All students will receive written feedback, as this is essential for learning and improving presentation skills.</p>
6	<p>Learning objectives and skills</p>	<p>Students understand the breadth of the climate and energy policy field, the diversity of instruments, and know how the main measure types work and interact. They are able to identify a policy and allocate it to the appropriate theoretical roots. Students are able to evaluate whether a national strategy is likely to achieve its aims, informed by knowledge of the functioning, efficiency and effectiveness of similar measures elsewhere or in the past, and can suggest alternative tools for achieving a particular energy goal. Students are able to apply knowledge about the barriers to decarbonisation in various energy sectors and the barriers addressed by specific policy measures, so as to create own proposals for decarbonisation of any energy sector or geographic context.</p>
7	<p>Prerequisites</p>	<p>None</p>

8	Integration in curriculum	semester: 1;3
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20172
10	Method of examination	Oral
11	Grading procedure	<p>Oral (100%) The grading will be based to 1/3 on your presentation grade and 2/3 of an oral exam grade. Each student will receive an individual presentation grade and feedback, but the presentation grade will also consist (25%) of the coordination of the group of presentations of each session as a whole.</p> <p>The course will end with an oral exam of 15-20 minutes, counting 2/3 towards the final grade. At this exam, each student will be given case to solve (in advance), prepare a solution, briefly summarise it and defend it. This case will be of the format “given the policies COUNTRY has in place to decarbonise SECTOR, what should it do – to complement or replace the existing policy mix – in order to reach the 2030 target and enter a path to carbon neutrality by mid-century?”</p>
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<p>There will be substantial reading required in preparation of each class, consisting both of academic literature and of primary policy texts. A book (M. Grubb: <i>Planetary Economics</i>) will accompany us throughout the semester. This book is available as an open access ebook. The full list of mandatory readings will be available on the course page.</p> <ul style="list-style-type: none"> • <ul style="list-style-type: none"> ◦ Michael Grubb (2014): <i>Planetary Economics</i>, Routledge. • <ul style="list-style-type: none"> ◦ Reading list and texts will be provided when the semester starts. • <ul style="list-style-type: none"> ◦ An initial set of suggested readings will be recommended, but students will need to do their own research of both the theory and empirics of the case studies.