

Course Descriptions - Bachelor Programmes taught in English

as of March 2019

International Business Administration (B.A.)

International Business Administration, Focus on Renewable Energy
(B.A.)

International Business Administration, Focus on Finance (B.A.)

International Business Administration, Focus on E-Business (B.A.)

International Business Administration, Focus on Communication
Management (B.A.)

Business Information Systems (B.Sc.)

AKM – “Auslandskompetenzmodell”/ Foreign Expertise Module
(open to all programmes)

Some important information before you read on...

- All information in the course descriptions is subject to change without notice.
- Not all courses are offered each semester, and not all courses are open to exchange students. Please refer to each semester's **COURSE LIST** (separate document) to find out which courses are available to you. The course descriptions in this document simply serve as a reference for you because they contain detailed information about each class.
- AKM modules are open to all programmes. They are offered every summer semester and the detailed course content may vary each semester from the descriptions provided here. Detailed information will be provided shortly before the semester begins.
- Descriptions for courses at our Campus in Dresden (Hotel Academy Dresden) are provided in a separate sheet
- Spaces in each class are limited. You may therefore not be able to attend one or more courses you initially select. You may need to revise your course selection after consulting SRH Hochschule Berlin as well as your home university.
- If chosen from different programmes or semesters/year groups, there is a possibility that the courses' schedules will overlap. Therefore, we recommend that you choose courses of the same study programme, the same semester and the same year group. Exact course schedules will be released during orientation.
- Exchange students should consult with their home university if they have any questions regarding the course selection.
- In order to gain the outlined ECTS credits for a course, you are required to pass all examinations of the course. Additionally, you must fulfill the minimum attendance requirement.
- The International Office will inform you via email about any additional matters regarding the courses and course selection process.

List of Abbreviations

M-22	International Business Administration, B.A.
M-23	International Business Administration with Focus Renewable Energy, B.A.
M-24	International Business Administration with Focus Finance, B.A.
M-25	International Business Administration with Focus E-Business, B.A.
M-26	International Business Administration with Focus Communication Management, B.A.
M-27	Business Information Systems, B.Sc.
AKM	Auslandskompetenzmodell / Foreign Expertise Module (open to all programmes in summer)

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SRH-IBA-01 Principles of Management	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, with Focus Finance, with Focus Communication Management
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Total Workload	125 hours (56 h in class, 69 h private study)
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>Analytical framework</p> <ul style="list-style-type: none"> • Subject, method and history of BA • Types and functions of companies and markets • Constitutive decisions <ul style="list-style-type: none"> - Choice of legal form - Corporate relationships - Choice of site • Principles of corporate management <ul style="list-style-type: none"> - Stakeholder groups - Corporate goals - Planning, decision-making and control <p>Strategic management</p> <ul style="list-style-type: none"> • Origin, definition and elements of strategic management • Situation analysis using SWOT • Sources of competitive advantages within the market • Theoretical approaches within strategic management <p>Primary activities according to Porter</p> <ul style="list-style-type: none"> • Marketing/Sales <ul style="list-style-type: none"> - Marketing planning - Marketing mix: product, price, communication and distribution policy - Marketing and sales as part of Customer Relationship Management • Logistics/procurement/production <ul style="list-style-type: none"> - Supply Chain Management - Procurement, materials management and warehousing - Production types, processes and strategies (goods and services) • Finance <ul style="list-style-type: none"> - Financing decisions, - Investment decisions <p>Secondary activities according to Porter</p> <ul style="list-style-type: none"> • Accounting <ul style="list-style-type: none"> - Internal accounting - Controlling with balanced scorecard

	<ul style="list-style-type: none"> - External accounting • Human Resource Management and Organisation <ul style="list-style-type: none"> - Role of HRM within the company - HRM functions – recruitment process, staff appraisal, remuneration - Structural and procedural organisation
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SRH-IBA-02 Principles of Economics	
Study Programme	International Business Administration, with Focus Renewable Energy, with Focus Finance, with Focus E-Business, with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-
Number of Assigned ECTS Credits	5
Total Workload	125 hours (56 h in class, 69 h private study)
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>The course will provide a basic understanding of economic interrelations. In doing so, students will make use of the array of economic tools and formal theoretical assumptions in order to understand abstract models and replicate them in a theory-driven manner. As a result, they will recognise the importance to be attributed to the underlying assumptions with regard to theoretical results and empirical evidence.</p> <p>Based on the micro-economic theory of the firm, theory of household consumption and market theory, students will learn how to think in an abstract and networked manner and acquire the technical basis for the purpose of mathematical and graphical solutions. In micro-economics, students will learn about the influencing factors on corporate decision-making with regard to prices, costs and profit, and household decision-making with regard to preferences, usage and consumption, as well as the interplay between supply and demand, including price and demand elasticities, and learn how to calculate optimisations. In addition, economic content such as perfect competition, efficiency and economies of scale will also be taught.</p> <p>The initial basis will be from the area of macroeconomics with regard to national accounts macroeconomic aggregates, the economy and growth, inflation, and fiscal and monetary policy. The fact that competition may be perfect will be discussed based on the theory of market failure and examples for externalities, merit goods and public assets, but the reasons for the failure of the state will also be explained. State opportunities to shape policy will be discussed based on the labour market and employment policy and economic and social policy, and issues regarding international foreign trade and protectionism will be addressed, with the relevant European and international organisations highlighted.</p>

SRH-IBA-03 Financial Accounting	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, Focus Finance, with Focus E-Business, with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-

Number of Assigned ECTS Credits	5
Total Workload	125 hours (56 h in class, 69 h private study)
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>The module involves a detailed outline of the principles of accounting which, in addition to balance sheet theories, covers the functions of the annual financial statements and accounting obligations, including the scope of the annual financial statements and generally accepted accounting principles.</p> <p>This involves consolidation in accounting as well as preparing the annual financial statements. The principles of balance sheet recognition and valuation are dealt with and valuation approaches are another key component. There is also a focus on the treatment in the balance sheet of items such as goodwill, receivables and deferred income. Equity for partnerships as well as for stock corporations and the balance sheet result will be looked at in depth, as will the different types of liabilities and provisions.</p> <p>Building on the principles of accounting, the principles of International Financial Reporting Standards will be introduced. The focus here is on the function as well as the institutional framework, the normative foundations as well as the framework. In addition, accounting and valuation principles will be covered and analysed with regard to the accounting of long-term financial assets and current assets, as well as equity and debt. In addition to the theoretical basis of these subject areas, the principles learnt will be applied within the framework of practice-oriented examples and/or exercises. The consolidated accounting area includes the most important provisions regarding consolidation obligations and consolidated companies, the various consolidation types stipulated by law (full and pro rata consolidation and equity valuation), as well as other components of consolidated financial statements (segment reporting and cash flow statement).</p>

SRH-IBA-04 Economics in Depth: Current Business Questions	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, Focus Finance, with Focus E-Business, with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	IBA03 – Principles of Economics
Number of Assigned ECTS Credits	5
Total Workload	125 hours (56 h in class, 69 h private study)
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>The basic understanding for economic and economic policy-related developments and their impact & interdependencies on companies will be enhanced in the economic consolidation module. In doing so, students will learn how to understand current developments and reason them in a consistent manner, doing so in a multi-disciplinary manner and using the array of economic tools acquired to date. Thanks to the self-study part, a student's individual research and reasoning skills for the underlying positions will be developed as their relevance for business action must be set out. Students will be able to reason which options and solutions may be suitable in order to deal with the various economic and economic policy-related challenges in a future-oriented manner.</p>

M-2203/M-2303/M-2403/M-2503/M-2603/M-2703 Marketing	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (IBA: 2. semester, BIS: 3. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> • Introduction to marketing (vocabulary, history, trends) • Introduction to the process of marketing management • Consumer behaviour in an international context • Market research (process, methods, challenges of international market research projects) • Strategic marketing (aims, situation analysis, strategic options) • Operational marketing (brand and product policy, pricing policy, communication policy, distribution policy) • Institutional perspectives on marketing (B2B-, B2C-, Service Marketing) • Conception and evaluation of a marketing strategy • Selected international case studies and projects on current topics in marketing

M-2204/M-2504/M-2710 Economic Policy	
Study Programme	International Business Administration, International Business Administration with Focus E-Business, Business Information Systems
Semester	Usually offered during spring/summer semester (2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category/Requirements for Credit Award	Position Paper and Written Examination
Module Content	<p>Economic Policy:</p> <ul style="list-style-type: none"> • Introduction to Economic Policy (history, formation of states, goals and pillars of economic policy) • Market failure (external effects, asymmetric information, public goods and natural monopolies) • State failure (Arrow 's paradox, median voter theorem, rent-seeking and bureaucracy) <p>Fiscal and Monetary Policy:</p> <ul style="list-style-type: none"> • Redistribution through taxes, tax regulations, justice standards, introduction to monetary policy • What impact does expansive fiscal and monetary policy have? • Actors of fiscal and monetary policy in Germany <p>Environmental Policy:</p> <ul style="list-style-type: none"> • Courses of action for dealing with pollution

	<ul style="list-style-type: none"> • What options exist on a national and international level to ensure sustainability in economic activity? • Environmental policy actors (international organizations, governmental and non-governmental organizations) <p>Social Policy:</p> <ul style="list-style-type: none"> • Social security systems in comparison; fair distribution of income and wealth • What are the differences between systems of social insurance and what challenges do social security systems face? • Actors of social policy on a national and European level <p>Labour Market:</p> <ul style="list-style-type: none"> • Functioning of labour markets • What are the reasons for unemployment? • Actors of labour market policy (Federal Government, Federal Employment Agency) <p>Structure of the Market:</p> <ul style="list-style-type: none"> • Long-term sectoral and technological development trends • What are the drivers for structural change? • Actors of structural change
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M-2205/M-2305/M-2405/M-2505 Internal Accounting /M-2705 Managerial Accounting	
Study Programme	International Business Administration, International Business Administration with IS Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, Business Information Systems
Semester	Usually offered during fall/winter semester (IBA: 3. Semester, BIS: 5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> • Cost calculation method (cost centre accounting, cost classification, activity-based costing, target costing) • Profit and loss accounting (contribution margin accounting, cost of sales and total cost methods) • Calculations for decision-making (break-even analysis, product programming, pricing decisions) • Auditing (standard cost accounting, marginal costing)

M-2206/M-2306/M-2406/M-2506/M-2606/M-2706 Organisational Behaviour and Human Resource Management	
Study Programme	International Business Administration, International Business Administration with IS Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester (IBA:3. Semester, BIS: 5. semester)
Enrolment Prerequisites	-
Teaching language	English
Number of Assigned ECTS-Credits	5

Testing Category / Requirements for credit award	Written Examination
Module Content	<p>The module “Organisational Behaviour and HRM” intensifies managerial knowledge from a strategic and operational aspect. In this process behavioural aspects of social systems are addressed. Furthermore human resources and organisation are brought into a business context, whereby references to theoretical and practical aspects are made.</p> <ul style="list-style-type: none"> • What is Organisational Behaviour? • Three Levels of Research: individual, group, organisational system • Diversity in Organisations • Attitudes and Job Satisfaction • Emotions and Moods • Personality and Values • Perception and Individual Decision Making • Motivation Theories and Concepts • Foundations of Group Behaviour • Understanding Team Work • Communication • Leadership • Power and Politics • Conflict and Negotiation • Foundations of Organizational Structure • Organizational Culture • Foundations of HRM • Human Resource Policies and Practices • Organizational Change and Stress Management

M-2207/M-2607 Dynamics in Business and Society	
Study Programme	International Business Administration, International Business Administration with IS Communication Management
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Oral Examination
Module Content	<ul style="list-style-type: none"> • Introduction to and further study of sectoral and intrasectoral structural change. • Scenario analysis <ul style="list-style-type: none"> ○ Tools ○ Examples ○ Evaluation of the scenario process • Lecture to introduce themes • Case studies • Group project • A sectoral or intrasectoral change theme is selected and analysed

M-2208/M-2308/M-2408/M-2508/M-2608/M-2707 Law I	
Study Programme	International Business Administration, International Business Administration with IS Renewable Energy, International Business Administration with Focus

	Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> Basics of German Commercial Law as an example of continental European law Linking Economics and Law using the continental European style Case Study: General aspect of Civil Code especially the transaction doctrine, general and particular aspects of the Law of Obligations, especially the Contract and Company Law and the Law of Credit Protection Private Business Law, Commercial Law and Public Law in continental European style Employment Law, Competition Law (in Europe) Corporate Governance and Crime Due Diligence

M-2209/M-2309/M-2409/M-2708 Financial Accounting

Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during spring/summer semester (4. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> Purpose and tasks of financial accounting and its role in the overall context of business accounting Book keeping: Accounting for transactions in industrial, commercial and service enterprises taking into account sales tax, wages and payroll accounting, annual closing entries and preparation of annual financial statement Accounting under IFRS and HGB / U.S. GAAP Annual financial statements including balance sheet, income statement, cash flow statement and statement of equity Features of consolidated financial statements Accounting-based company analysis

M-2210/M-2310/M-2410/M-2510/M-2709 Law II

Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, Business Information Systems
Semester	Usually offered during spring/summer semester (4. semester)
Enrolment Prerequisites	-
Teaching Language	English

Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Oral Examination
Module Content	<ul style="list-style-type: none"> Principles of Company Law, in particular German Law in comparison with European systems German Law with references to European Law Communication Law (in particular Internet Law) Press and Copyright Law within European context Liability issues in Internet Law Aspects of International Tax Law

M-2211/M-2311/M-2511/M-2611/M-2711 Corporate Finance

Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during spring/summer semester (IBA: 4. semester) and fall/winter semester (BIS: 5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> Methods of investment appraisal (static and dynamic) Capital market theory and capital costs Forms of finance (equity and debt financing, mezzanine financing, leasing, internal financing) Long-term financial planning (esp. financial structure decisions and dividend policy) Short-term financial planning (esp. cash budgeting and working capital management) Financial risk management (in particular interest rate and currency hedging) Optional special topics of corporate finance (international corporate financing, mergers & acquisitions, investor relations management)

M-2212/M-2312/M-2412/M-2512 Management Accounting

Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> The concept of controlling Situating controlling in the corporate governance system of a company Provision of data <ul style="list-style-type: none"> Internal and external financial accounting as basic systems

	<ul style="list-style-type: none"> ○ Financial ratios and financial ratio systems ○ Reporting ● Planning and Control <ul style="list-style-type: none"> ○ Operational planning and control (budgeting and budget control) ○ Tactical planning and control (investment decisions, make-or-buy decisions, target costing, benchmarking) ○ Strategic planning and control (situating controlling in the overall context of strategic management, selected instruments of strategic planning and control, e.g. product lifecycle analysis, success factors analysis, SWOT analysis, Balanced Scorecard) ● Organisation of Controlling
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M-2213/M-2413/M-2613 Business Game	
Study Programme	International Business Administration, International Business Administration with Focus Finance, International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation
Module Content	<ol style="list-style-type: none"> 1. Game Introduction: The business game is introduced to students: process, contents and the starting situation. Teams are formed and game materials distributed. 2. Information Phase: Groups will work with materials provided. 3. Devising the Strategy: The current situation is discussed, group aims and interests are determined and possible ways of meeting the game's objectives are discussed. 4. Interaction Phase: The game begins. Groups enter into play and interact with each other. 5. Conference Phase: At the end of the game the representatives of the conduct a conference-style discussion in which comments, concerns and solutions are presented. 6. Game Evaluation

M-2214/M-2414/M-2614 Business Plan / M-2717 Business Model Generation	
Study Programme	International Business Administration, International Business Administration with Focus Finance, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Project report (grading pass/fail)
Module Content	<ul style="list-style-type: none"> ● Basics of business start-up (characteristics of successful entrepreneurs, motives, fundamentals, social entrepreneurship, etc.) ● Importance of Business Plans ● Business plan modules ● Product/business idea generation ● Feasibility studies <ul style="list-style-type: none"> ○ Market research and market/competitive analysis

	<ul style="list-style-type: none"> ○ Strategy development (basic, competition, target customers and marketing strategy) ○ Service and product portfolio ○ Marketing and sales policy ○ Management, staff, organization and controlling ○ Opportunity and risk analysis ○ Financial planning (investment plan, liquidity planning, profitability statement, budgeted balance sheet) <ul style="list-style-type: none"> ● Business plan types such as Business Model Generation
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M-2215/M-2515 Innovation Management	
Study Programme	International Business Administration, International Business Administration with Focus E-Business
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Seminar Paper
Module Content	<p>The course gives an overview of the leadership and the management of innovation in enterprises. The following topics are covered:</p> <ul style="list-style-type: none"> ● Definitions, characteristics and typology of innovations ● Components of innovating, such as business models, organizational structures, processes and procedures, products and technologies ● Technology and product life cycles ● Timing innovations ● Innovation in different industries and sectors ● Objectives of innovation/ economic importance and support and funding for innovation ● The scope and tasks of innovation management ● Innovation as a management task; developing innovation strategies ● Innovation processes and their organizational integration; IT support ● Innovation processes - the early stages (Fuzzy Front End, creation of innovations) ● Innovation processes - the late phases (process control, success evaluation) ● Implementation of innovation projects ● Conditions that support innovation: corporate culture, leadership, knowledge management, promoters and barriers in innovation activity ● Co-operations ● Approaches to innovation: interactive value creation, open innovation and customer integration ● Innovation along the value chain ● Creativity and innovation methods ● Examples of innovative organisational and system solutions from different fields of value creation and industries

M-2216/M-2416/M-2516/M-2616 International Economic Policy and Business Perspectives	
Study Programme	International Business Administration, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	-

Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Position Paper and Oral Examination
Module Content	<p>Economic Policy</p> <ul style="list-style-type: none"> • Introduction and brief review of economic, growth and competition policy <p>Foreign Trade Theory and Policy</p> <ul style="list-style-type: none"> • Commodities trade, comparative cost advantages, foreign direct investments • What impact does the globalisation of international trade have on nation states? • Introduction to the actors in the international trading system <p>European Integration</p> <ul style="list-style-type: none"> • European domestic market and European monetary policy • What impact does economic integration have on the member states? • Actors of the European Union (Parliament, Council, Commission and ECB) <p>International Business Strategies and Organisation</p> <ul style="list-style-type: none"> • International strategic planning • Integration of national and global strategies • Organisational structure <p>Process of Internationalisation</p> <ul style="list-style-type: none"> • Brief review of opportunities and challenges of internationalising for business activities, e.g. marketing and HRM • Market entry and servicing strategies, from direct export to joint ventures and M&A • Global and multi-market strategies

M-2217/M-2317/M-2517/M-2617 Leading and Managing Organisations

Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment prerequisites	-
Teaching language	English
Number of Assigned ECTS-Credits	5
Testing Category / Requirements for credit award	Written Examination
Module Content	<p>The module “Leading and Managing Organisations and People” intensifies managerial knowledge from a strategic and operational aspect. In this process behavioural aspects of social systems are addressed. Furthermore leadership and management are brought into a business context, whereby references to theoretical and practical aspects are made.</p> <ul style="list-style-type: none"> • The Nature and Importance of Leadership • Sectoral Similarities and Differences in Leadership • Leadership Theory: A Critical Review • Leadership and Vision • Leadership and Purpose • Leadership and Values • Leadership and Strategy • Leadership and Empowerment

	<ul style="list-style-type: none"> • Leadership and Engagement • Multiple Intelligences of Leadership • The Assessment and Development of Leadership • Leadership Brand: Sustaining Leadership Excellence
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M-2218/M-2318/M-2518/M-2618/M-2713 Service Management and Quality Management	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during spring/summer semester (6. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>Service management:</p> <ul style="list-style-type: none"> • Importance and characteristics of services • Service models • The customer as the central player in services • Consumer behaviour in service industries • Strategic planning in the service industries • Service design • Services marketing • Operations management of services • Process management • Human resource management in service industries • The internationalisation of services <p>Quality management:</p> <ul style="list-style-type: none"> • Quality as a management responsibility <ul style="list-style-type: none"> ◦ Cultural differences in the understanding of 'quality' • Organising for quality, organisational structure and processes • Quality in the different activities of the value chain in a company • QM systems and models <ul style="list-style-type: none"> ◦ National and international norms and certificates • QM Tools <ul style="list-style-type: none"> ◦ 6-Sigma ◦ Kaizen ◦ Statistical process control • Service quality

M-2219/M-2319/M-2419/M-2519/M-2619/M-2721 Academic Writing	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (IBA: 1. semester, BIS: 2. semester)
Enrolment Prerequisites	-
Teaching Language	English

Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Seminar Paper
Module Content	<ul style="list-style-type: none"> • philosophy of science • working with MS-Office (especially MS-Word and MS-Excel) • academic writing techniques (e.g. acquiring and processing information)

M-2220/M-2320/M2420/M-2520/M-2620 Fundamentals of Mathematics

Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> • Mathematical functions, types of functions and their specific properties and applications • Differential calculus for functions of one variable • Business and economics applications of functions with one variable and differential calculus • Functions with several variables • Differential calculus of functions with several variables • Business and economics applications for functions with several variables and differential calculus

M-2221/M-2321/M-2421 Information Systems

Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance
Semester	Usually offered during summer/spring semester (2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>Foundations of Computer Science</p> <ul style="list-style-type: none"> • Basic theoretical computer science, number systems, data formats, encoding, signal information • Fundamentals of computer technology hardware, components, physical and technical foundations • Fundamentals of operating systems and software • History of computer science and computer engineering <p>Foundations of Computer Science in Business, Media Computer Science</p> <ul style="list-style-type: none"> • Data and formats for text, image, sound and moving image • Data transportation and storage in business context, strategies and techniques. <p>Security, redundancy</p>

	<p>Networks and Internet</p> <ul style="list-style-type: none"> • Networks: LAN and WAN, Intranet and Internet, OSI model, TCP/IP, establishing a network • Internet services, HTTP, FTP, domains, name-server, ISP • History of the Internet <p>Web and Social Media</p> <ul style="list-style-type: none"> • Protocols and services for the web, web technologies/protocols • Web site development: introduction to HTML and CSS • Web design: Introduction to web design, CI-conformity, usability • Introduction to Content Management Systems • Big Data, Data Visualization, Cloud Computing, Principles and Techniques • Web 2.0 (social web): Introduction to use in business • Development of information technology, inter- network use, technological development in different countries
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M-2222/M-2322/M-2422/M-2522/M-2622/M-2723 Statistics I	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<ul style="list-style-type: none"> • Characteristics, values and scales • Empirical frequency distributions and their representation • Location parameters • Scattering parameters • Concentration analysis (absolute and relative) • Features of bivariate correlation analysis • Regression analysis, least squares method • Time series analysis • Index numbers

M-2223/M-2323/M-2423/M-2423 Statistics II / M-2724 Statistics II Using R	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, Business Information Systems
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	IBA: Fundamentals of Mathematics, Statistics I; BIS: Mathematics for Computer Sciences, Statistic I
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	Probability theory:

	<ul style="list-style-type: none"> • Definitions and axioms • Addition and multiplication theorem • Conditional probability, independence of events • Total probability, Bayes theorem <p>Theoretical distributions:</p> <ul style="list-style-type: none"> • Concept of random variables • Discrete distributions • Continuous distributions • Central limit theorem, approximation of the distributions by the normal distribution <p>Estimation and testing procedures:</p> <ul style="list-style-type: none"> • Sampling • Point estimate process • Confidence intervals (for two independent samples) • Parameter tests (independent for two samples, Chi-squared test, t-test) • Analysis of Variance (optional)
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M-2224/M-2324/M-2424/M-2524/M-2624/M-2725 Quantitative and Qualitative Business Research	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during summer/spring semester (IBA: 6. Semester, BIS: 4. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Seminar Paper and Oral Examination
Module Content	<ul style="list-style-type: none"> • Theoretical distribution models (binomial, Poisson, normal distribution) • Sampling theory and sampling distribution • Confidence intervals • Parameter test for one and two samples • Chi-squared test • Analysis of variance (ANOVA) • Understand statistics programmes, preferably, R' • Forms of qualitative questionnaires and interviews • Use of qualitative empirical program tools

M-2225/M-2325/M-2425/M-2525/M-2625/M-2726 Personal Development	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (IBA: 1. semester, BIS: 2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5

its	
Testing Category / Requirements for Credit Award	Presentation
Module Content	<p>In this module students will develop the basic skills required to successfully complete their studies and be prepared for a competitive working environment. Students will discover various ways of learning, come to know their optimal learning conditions and be able to critically assess themselves. Students will interactively explore different learning media and techniques and reflect upon their own experiences. Students acquire skills for independent learning organization and examination preparation, as well as task prioritization, break management and assessment of their performance curve over the course of the day.</p> <p>The second focus of the module is the importance of successful project management and time management for both academic life and supervision of projects. Students learn about success factors and pitfalls of projects in order to identify and reflect upon their own role and responsibility within projects. They learn the concept of defining SMART goals, establish a project plan and monitor outcomes.</p> <p>A third focus of the module is the ability to successfully present on a topic. Students learn about structuring presentations in a didactically meaningful way and the basics of visualization. They learn to adjust to different audiences and contexts. Core elements of good rhetoric in presentation situations are taught and are put into practice by students.</p>

M-2226/M-2426/M-2526/M-2626 Social Competence I	
Study Programme	International Business Administration, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester and summer/spring semester (2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation
Module Content	<p>In this module students are confronted with the basics of successful verbal and non-verbal communication and conflict management. They come to understand general characteristics of communication and different models of successful communication (Watzlawick, Schulz von Thun, etc.).</p> <p>Students reflect upon their own communication behaviour and will practice understandable and goal-oriented communication via role playing and small group work (e.g. active listening, feedback, rules, etc.). Special features of intercultural communication and theoretical models (e.g. Hofstede) are discussed on the basis of concrete situations. Students work with their own typical role behaviour in conflict situations and reflect upon both conflict promoting and conflict preventing behaviour.</p> <p>In the context of role-playing and small group tasks, students constructively learn to address conflicts and lead goal-orientated discussions.</p> <p>Exercises addressing group dynamics complement theoretical input to the phase-related development of teams and allow the students to acquire the basic skills needed for successful teamwork.</p>

M-2227/M-2327/M-2427/M-2527/M-2627 Social Competence II	
Study Programme	International Business Administration, International Business Administration with IS

	Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management
Semester	Usually offered during summer/spring semester (4. semester)
Enrolment Prerequisites	Social Competence I
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Oral Examination (Role play and Moderation task) (grading pass/fail)
Module Content	<ul style="list-style-type: none"> • In this module students deal with basic rules of conduct, or “business etiquette” which will later serve them both privately and professionally to allow them to meet the general expectations of social behaviour in different social groups. Students learn basic rules of group interaction and applicable rules of courtesy for situations such as being a host or guest in both national and international context. • Fundamentals of rhetoric include some of the aspects of business etiquette and form the basis of negotiation and moderation. Rhetoric provides students a guide for optimal communication and both study and practice of results-based communication. Knowledge of speech science and speech training are an integral part of rhetoric training, as well as psychology; this offers students a theoretical background. Rhetoric is taught not only with regard to the monologue, but also dialogue, integrating elements of dialectics. • Negotiation is taught to students as a fundamental part of business with concentration on meeting situations and how interests can be balanced aiming for the satisfaction of all parties involved. This is an important part of strategic communication that can be directly implemented in many professional situations. • In moderation students learn the important elements of strategic communication. Learning techniques necessary for effective communication and forms of conversation that require mediation, support and guidance will be the primary focus. The quality of moderation impacts the quality and outcome of conversation. • Practice with and application of business etiquette, negotiation and facilitation techniques in different situations provide students important skills for their future professional life. • Selected situations such as case studies and role-play will support the process of knowledge transfer and offer references for practical situations. • This module builds upon the first module within the three areas of business etiquette, negotiation and facilitation techniques, in that for example it considers intercultural communication in terms of business etiquette or negotiation

M-2228/M-2328/M-2428/M-2528/M-2628/M-2728 English	
Study Programme	International Business Administration, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester
Enrolment Prerequisites	Students are assessed and are assigned to the appropriate level
Number of Assigned ECTS Credits	5
Testing Category / Requirements	The final grade consists of two components:

for Credit Award	50% Course work 50% Written Examination
Module Content	During in-class hours students will be challenged to meet the outlined goals for their pre-determined level. The following exercises and techniques will be used: <ul style="list-style-type: none"> • Grammar and Vocabulary explanation and exercises • Various conversation and pronunciation exercises • Exercises to improve audio-visual comprehension • Writing of various types of texts • Reading comprehension and work on different texts

M-2229/M-2329/M-2429/M-2529/M-2629/M-2729 German

Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester
Enrolment Prerequisites	Students are assessed and are assigned to the appropriate level
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	The final grade consists of two components: 50% Course work 50% Written Examination (grading pass/fail)
Module Content	During in-class hours students will be challenged to meet the outlined goals for their pre-determined level. The following exercises and techniques will be used: <ul style="list-style-type: none"> • Grammar and Vocabulary explanation and exercises • Various conversation and pronunciation exercises • Exercises to improve audio-visual comprehension • Writing of various types of texts • Reading comprehension and work on different texts

M-2230/M-2330/M-2430/M-2530/M-2630/M-2730 Spanish

Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester
Enrolment Prerequisites	Students are assessed and are assigned to the appropriate level
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	The final grade consists of two components: 50% Course Work 50% Written Examination (grading pass/fail)
Module Content	During in-class hours students will be challenged to meet the outlined goals for their pre-determined level. The following exercises and techniques will be used: <ul style="list-style-type: none"> • Grammar and Vocabulary explanation and exercises • Various conversation and pronunciation exercises • Exercises to improve audio-visual comprehension • Writing of various types of texts

	<ul style="list-style-type: none"> • Reading comprehension and work on different texts
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M-2231/M-2331/M-2431/M-2531/M-2631/M-2731 Study Project	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus E-Business, International Business Administration with Focus Communication Management, Business Information Systems
Semester	Usually offered during summer/spring semester (IBA: 4. Semester, BIS: 6. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Project report (grading pass/fail)
Module Content	<ul style="list-style-type: none"> • Improved knowledge of project management tools (building on module Personal Techniques) • Evaluation tools for the definition and measurement of project success Content varies with respect to the chosen study project: <ul style="list-style-type: none"> • Research or practical project: introduction to the chosen research topic and project implementation including documentation of results • Social project: development of suitable methods for critical reflection, evaluation and documentation of the project • Case studies: Introduction to different case studies

M-2232/M-2332/M-2432/M-2632 Company Project	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy, International Business Administration with Focus Finance, International Business Administration with Focus Communication Management
Semester	Usually offered during summer/spring semester (4. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Project report (grading pass/fail)
Module Content	<ul style="list-style-type: none"> • Sector Studies • Corporate, competition and structure analysis using different instruments, such as: <ul style="list-style-type: none"> o value-chain analysis o SWOT Analysis o BCG and GE matrix analysis o Five Forces Analysis

IBA modules with main focus on Renewable Energies:

M-2304 Photovoltaic Systems	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy
Semester	Usually offered during spring/summer semester (potentially also during fall/winter semester) (1. semester)
Enrollment Prerequisite	None

Language of Instruction	English
Number of assigned ECTS-Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>The module gives an overview of technologies in the field of photovoltaic facilities as well as the use of these technologies in the power industry. Advantages and challenges for energy suppliers will be discussed. Environmental issues during the production of photovoltaic cells and the potential for carbon dioxide reduction will also be reviewed. The contribution of photovoltaic systems to the international energy supply will be analyzed.</p> <p>Physical fundamentals</p> <ul style="list-style-type: none"> • Solar radiation on Earth • Spectrum of radiation • Absorption, reflexion, and shadowing effects • Photovoltaic effect • Electrochemical Hydrogen production <p>Photovoltaic Technologies</p> <ul style="list-style-type: none"> • Photovoltaics on the basis of inorganic semiconductors • Photovoltaics on the basis of organic semiconductors • electrical description of solar cells and modules • energy storage (batteries, fuel cells) <p>Utilization in the power industry</p> <ul style="list-style-type: none"> • Isolated application and grid-connected facilities • Investments, operational costs, electricity costs, cost effectiveness • Ecological analysis, life cycle analysis • Case examples and reference facilities • National and international service capacity with case examples

M-2307 Concentrated Solar Power and Geothermal Power	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy
Semester	Usually offered during fall/winter semester (potentially also during spring/summer semester) (2. semester)
Enrollment Prerequisite	None
Language of Instruction	English
Number of Assigned ECTS Credits	5
Exam Type / Requirement for Credits	Written Exam
Module Content	<p>The module provides an overview of the technologies in the area of concentrated solar thermal energy and geothermal energy and their application in the electricity industry field. The advantages and challenges for the electricity supply and the energy suppliers will be discussed, as well as the environmental aspects and the reduction potential of CO₂ emission. The contribution to the electricity supply will be analyzed in a worldwide context (e.g., Desertec project).</p> <p>Physics Fundamentals</p> <ul style="list-style-type: none"> • Concentration of solar radiation • Geothermal energy and temperature gradient • Existence of geothermal energy resources • Maxwell-Faraday Principle for the generation of electricity by use of a thermal engine <p>Technologies</p>

	<ul style="list-style-type: none"> • Types of solar thermal energy collectors (linear and parabolic collectors) • Solar power plants (trough concentrator power plants, solar tower power plants) • Geothermal power plants • Energy reservoirs and energy network <p>Applications in the Electricity Industry</p> <ul style="list-style-type: none"> • Integration in electricity grids • Investments, operating costs, costs of electric current production, efficiency • Ecological analysis, life-cycle analysis • Case studies and reference installations • National and international utilisation potentials with case studies (e.g., Desertec)
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M-2313 Wind and Water Power	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy
Semester	Usually offered during spring/summer semester (potentially also during fall/winter semester) (2. semester)
Enrollment prerequisites	none
Teaching language	English
Number of assigned ECTS-Credits	5
Testing Category / Requirements for credit award	exam
Module Content	<p>The module provides an overview of the technologies in the area of wind and water power utilisation and their application in the electricity industry field. The advantages and challenges for the electricity supply and the energy suppliers will be discussed, as well as the environmental aspects and the reduction potential of CO₂ emission. The contribution to the electricity supply will be analyzed in a worldwide context.</p> <p>Physics fundamentals</p> <ul style="list-style-type: none"> • Evolution and yield of wind and water energy • Wind speed distribution • Calculation of performance • Electric engines <p>Technologies</p> <ul style="list-style-type: none"> • Drag device and lift device to utilise wind energy • Construction types of wind turbines, onshore and offshore wind parks • Types of water turbines • Technical facilities for water power utilisation (pouring bodies of water, pump storage station) <p>Applications in the electricity industry</p> <ul style="list-style-type: none"> • Integration in electricity grids • Investments, operating costs, costs of electric current production, efficiency • Ecological analysis, life-cycle analysis • Case studies and reference installations • National and international utilisation potentials with case studies

M-2314 Bioenergy	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy
Semester	Usually offered during the fall/winter semester (3. semester)

Enrollment prerequisites	None
Teaching language	English
Number of assigned ECTS-Credits	5
Type of exam/ Requirements for credit award	written examination
Module Content	<p>The module gives an overview about the technology in the field of bioenergy and its practice in the power industry. Advantages and challenges for the electricity power supply and for the energy provider will be debated. Environmental aspects and CO2 potential savings for the climate protection will be discussed. The electricity power supply contribution in an international context will be analysed.</p> <p>Physical fundamentals</p> <ul style="list-style-type: none"> • Biomass sources • Hard, liquid and gaseous bioenergy sources • Fundamentals of thermo-chemical transformation of biomass (gasification, pyrolysis, carbonization) • Fundamentals of physical-chemical conversion of biomass for obtaining vegetable oils and oil esters • Fundamentals of bio-chemical conversion of biomass (anaerobic degradation, aerobic degradation, alcoholic fermentation) <p>Technologies</p> <ul style="list-style-type: none"> • Biomass power station • biogas plants • Combined heat and power • biomass fuels <p>Application in the electricity industry</p> <ul style="list-style-type: none"> • Integration in electricity and heating networks • Investments, operating expenses, electricity production costs, heat generation costs, efficiency • Environmental analyses, life cycle analysis • case studies and reference assets • Service capacity national und international with case studies

M-2315 Energy Economics	
Study Programme	International Business Administration, International Business Administration with is Renewable Energy
Semester	Usually offered during spring/summer semester (2. semester)
Enrollment prerequisites	None
Teaching language	English
Number of assigned ECTS-Credits	5
Type of Exam / Requirements for credit award	Presentation
Module Content	<p>The module clarifies the understanding of market functions in different conditions particularly in the field of energy economics, commands basic thoughts in national economic cycles, exemplifies long-term structural progression of developed national economies as well as forms understanding of structure and dimension of the international economic integration and financial as well as trade interactions regarding to the energy business sector.</p> <ol style="list-style-type: none"> 1. Generating Electric Power <ul style="list-style-type: none"> • Generating mix • Type of generating Plants 2. Market structure and models

	<ul style="list-style-type: none"> • Transmission distribution and production of electricity • Pool model • System Operator, Market Operator, Market Regulator • Single European electricity market • Market Coupling & Common price Coupling algorithm <p>3. Organization of electricity markets</p> <ul style="list-style-type: none"> • Forward Markets; • Day ahead Market; • Intra Day Market; • Balancing Market <p>4. Regulatory policies</p> <ul style="list-style-type: none"> • EU Renewable Energy Policy • Power trading platform and Renewable support mechanism <p>5. Transmission and distribution network services</p> <ul style="list-style-type: none"> • Network Code on Capacity Allocation • Congestion Management <p>6. Market failure</p> <ul style="list-style-type: none"> • Externalities • Asymmetric information • Public goods • Natural monopolies <p>7. State failure</p> <ul style="list-style-type: none"> • Arrow 's paradox • Median voter theorem • Rent-seeking • Bureaucracy <p>8. International collective action</p> <ul style="list-style-type: none"> • Negotiations on energy and environmental agreements • Types of policies, measures, and instruments • Protagonists of international negotiations (EU, G8, BRIC, NGO's)
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M-2316 Heat Supply and Energy Efficiency	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy
Semester	Usually offered during the spring/summer semester (4. Semester)
Enrollment prerequisites	None
Teaching language	English
Number of assigned ECTS-Credits	5
Type of exam/ qualification awarding of workload	Written Exam
Contents of module	<p>The module gives a review about the technologies for heat and cold activation and appliance. Measures for conservation of energy and energy efficiency will be discussed in different contexts. Environmental issues and the importance of energy efficiency for climate protection will be discussed. Application potential in an international context will be analysed.</p> <p>Physical basics</p> <ul style="list-style-type: none"> • Thermo dynamic basics of heat • Energy flow in buildings, operating figures • Absorption, emission und transmission <p>Technologies</p> <ul style="list-style-type: none"> • Solar thermal technologies for heat generation

	<ul style="list-style-type: none"> • near-surface geothermal energy, heat pumps • Power-heat cogeneration • Cooling systems and climatisation <p>Appliances</p> <ul style="list-style-type: none"> • Island asset for heating of buildings and hot water supply • Long-distance heat supply by grids • Capital expenditures, operational costs, electric current actual costs, cost effectiveness • Ecological analysis, life cycle analysis • Case studies and signifier asset • Service capacity national and international with case studies
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M-2321 Information Systems and Smart Energy	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy
Semester	Usually offered during the fall/winter semester (5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination
Module Content	<p>Foundations of Computer Science</p> <ul style="list-style-type: none"> • Basic theoretical computer science, number systems, data formats, encoding, signal information • Fundamentals of computer technology hardware, components, physical and technical foundations • Fundamentals of operating systems and software • History of computer science and computer engineering <p>Foundations of Computer Science in Business, Media Computer Science</p> <ul style="list-style-type: none"> • Data and formats for text, image, sound and moving image • Data transportation and storage in business context, strategies and techniques. Security, redundancy <p>Networks and Internet</p> <ul style="list-style-type: none"> • Networks: LAN and WAN, Intranet and Internet, OSI model, TCP/IP, establishing a network • Internet services, HTTP, FTP, domains, name-server, ISP • History of the Internet <p>Web, Social Media and Smart Energy</p> <ul style="list-style-type: none"> • Protocols and services for the web, web technologies/protocols • Web site development: introduction to HTML and CSS • Web design: Introduction to web design, CI-conformity, usability • Introduction to Content Management Systems • Big Data, Data Visualization, Cloud Computing, Principles and Techniques • Web 2.0 (social web): Introduction to use in business • Development of information technology, inter- network use, technological development in different countries • Smart Home • Smart metering • E-Mobility • Virtual Power Plant

M-2326 Sustainability Management	
Study Programme	International Business Administration, International Business Administration with Focus Renewable Energy
Semester	Usually offered during the fall/winter semester (5. semester)
Enrollment prerequisites	None
Teaching language	English
Number of assigned ECTS-Credits	5
Type of Exam / Requirements for credit award	Seminar paper (grading pass/fail)
Module Content	<ul style="list-style-type: none"> • Processes of climate change • Sustainable behavior and economy • Ecosystems • Economic growth and environmental problems • Alternatives on economic growth • Environmental Psychology: Normative, motivational and cognitive factors • Risk presentation and perception • Decision making • Socio-ecological dilemma • Global commons • Cases, e.g. energy autonomous communities, Energiewende Germany, transitiontown

M-2316 Heat Supply and Energy Efficiency	
Study Programme	International Business Administration, International Business Administration Focus Renewable Energy
Semester	Usually offered during the spring/summer semester (4. Semester)
Enrollment prerequisites	None
Teaching language	English
Number of assigned ECTS-Credits	5
Type of exam/ qualification awarding of workload	Written Exam
Contents of module	<p>The module gives a review about the technologies for heat and cold activation and appliance. Measures for conservation of energy and energy efficiency will be discussed in different contexts. Environmental issues and the importance of energy efficiency for climate protection will be discussed. Application potential in an international context will be analysed.</p> <p>Physical basics</p> <ul style="list-style-type: none"> • Thermo dynamic basics of heat • Energy flow in buildings, operating figures • Absorption, emission und transmission <p>Technologies</p> <ul style="list-style-type: none"> • Solar thermal technologies for heat generation • near-surface geothermal energy, heat pumps • Power-heat cogeneration • Cooling systems and climatisation <p>Appliances</p> <ul style="list-style-type: none"> • Island asset for heating of buildings and hot water supply • Long-distance heat supply by grids • Capital expenditures, operational costs, electric current actual costs, cost effectiveness

	<ul style="list-style-type: none"> • Ecological analysis, life cycle analysis • Case studies and signifier asset • Service capacity national and international with case studies
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IBA modules with main focus on Finance:

M-24 FI01 Investment and Finance I	
Study Programme	International Business Administration with Focus Finance
Semester	Usually offered during fall/winter semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)
Module Content	<ul style="list-style-type: none"> • Introduction to finance and financial markets (vocabulary, history and trends) • Finance and investment and society (corporate social responsibility) • Introduction to the investment environment, <ul style="list-style-type: none"> ○ Asset modules and financial instruments ○ Mutual funds and other investment companies ○ International aspects • Introduction to mathematical finance <ul style="list-style-type: none"> ○ Risk and market efficiency ○ Probability ○ Pricing methodologies and arbitrage (assumptions of mathematical finance) <p>Primary Themes</p> <ul style="list-style-type: none"> • Risk management • Financial statement analysis • Risk and return: <ul style="list-style-type: none"> ○ Portfolio selection ○ Diversification (risk and return measures) ○ Modern portfolio theory ○ Optimal risky portfolios ○ Index models ○ International diversification <p>Secondary Themes</p> <ul style="list-style-type: none"> • Time value of money <ul style="list-style-type: none"> ○ Present value ○ Opportunity cost of capital • Equilibrium in capital markets <ul style="list-style-type: none"> ○ Capital asset pricing model ○ Mean-variance analysis • Security analysis, arbitrage pricing, neoclassical finance • Financial institutions and policy

M-24 FI02 Investment and Finance II	
Study Programme	International Business Administration with Focus Finance

Semester	Usually offered during summer/spring semester (2. semester)
Enrolment Prerequisites	Finance module
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)
Module Content	<ul style="list-style-type: none"> • Efficient markets • Equilibrium in capital markets: capital asset pricing model, mean-variance analysis • Financial institutions and policy, risk management <p>Primary Themes</p> <ul style="list-style-type: none"> • Financial statement analysis (with international differences) • Time value of money: present value and opportunity cost of capital • Risk and return: portfolio selection, diversification (risk and return measures), modern portfolio theory, optimal risky portfolios, index models, international diversification <p>Secondary Themes</p> <ul style="list-style-type: none"> • Behavioural finance and technical analysis, empirical evidence on security returns • Security analysis, arbitrage pricing, neoclassical finance • Forward and futures contracts, swaps, options, option valuation, real options, allocation

M-24 FI03 Risk Management	
Study Programme	International Business Administration with Focus Finance
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	Statistics module
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)
Module Content	<ul style="list-style-type: none"> • Introduction: review of modern portfolio theory, EMH and behavioural finance, key concepts in probability and statistics • Monte Carlo simulation and VAR validation and ex-tremes: Monte Carlo simulations, GARCH volatility models, back testing, extreme value theory <p>Primary Themes</p> <ul style="list-style-type: none"> • Liquidity risk and leverage: liquidity risk, impact of leverage, hedge funds and their risk measures • Credit risk: systems addressing credit risk, credit metrics, credit rating systems, CDOs, CMOs and other structured finance • Operational risk: managing operational risk, calculating OP-Risk VAR • Regulatory environment <p>Secondary Themes</p> <ul style="list-style-type: none"> • Value at risk: risk measures for various asset modules, historical VAR,

	<p>parametric VAR, time-scaling, VAR tools</p> <ul style="list-style-type: none"> • Multifactor models
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M-24 FI04 Behavioural Economics and Finance	
Study Programme	International Business Administration with Focus Finance
Semester	Usually offered during summer/spring semester (4. semester)
Enrolment Prerequisites	Finance module
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Position Paper and Oral Examination
Module Content	<ul style="list-style-type: none"> • Financial markets: behavioural finance, price movements, investor sentiments • Decision-making under risk and uncertainty: expected utility theory, anomalies in expected utility theory • Alternatives to expected utility theory: prospect theory • Socially-oriented behaviour: social interactions, anomalies in experimental games, models of social preferences • Emotions and decision making: nature and role of emotions, emotions and the brain, emotions and risk • Culture and decision making <p>Primary Themes</p> <ul style="list-style-type: none"> • Introduction to behavioural economics <ul style="list-style-type: none"> ○ standard economic models ○ market failure (external effects, asymmetric information, public goods and natural monopolies) ○ evaluating economic theories ○ history of behavioural economics ○ methodology and data sources • Bounded rationality: <ul style="list-style-type: none"> ○ the emergence of bounded rationality ○ formal models and rationality issues ○ weaknesses of standard economic models ○ reason-based choices, judgement biases, and heuristics <p>Secondary Themes</p> <ul style="list-style-type: none"> • Intertemporal choice: present preferences, biased preferences, self-control problems, future utility • Beliefs: reciprocity, guilt aversion

	<ul style="list-style-type: none"> • Motivation crowding-out effects: monetary incentives, control • Peer effects: conformity • Libertarian paternalism: consumption decisions, charity, health, retirement saving • Marketing financial products
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M-24 FI05 Taxation	
Study Programme	International Business Administration with Focus Finance
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	Finance and Accounting modules
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)
Module Content	<ul style="list-style-type: none"> • Fundamentals of international taxation <ul style="list-style-type: none"> ○ Principles of taxation ○ Principles of fiscal policy ○ Problems of international double taxation ○ Methods to mitigate double taxation ○ Principles of EU law ○ Reasoning of European Court of Justice <p>Primary Themes</p> <ul style="list-style-type: none"> • Tax Treaty Law: interpret treaties based on OECD and UN model tax conventions, business income, divi-dends, interest and royalties, elimination of double taxation, tax treaty comparison • Business and charging Value Added Tax <p>Secondary Themes</p> <ul style="list-style-type: none"> • Transfer pricing and (re)organization of cross-border corporations: cross-border mergers, demergers, ex-change of shares, EU merger directive, accounting

M-24 FI06 International Finance Management	
Study Programme	International Business Administration with Focus Finance
Semester	Usually offered during summer/spring semester (6. semester)
Enrolment Prerequisites	Finance module
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)

Module Content	<ul style="list-style-type: none"> • Introduction to global capital markets • What drives globalization? <ul style="list-style-type: none"> ○ Multinational corporations ○ International goods markets ○ International financial markets ○ Benefits of international trade ○ Capital flows ○ Global rates or return • The global Capital Asset Pricing Model (CAPM): global diversification, global equity investment strategies <p>Primary Themes</p> <ul style="list-style-type: none"> • Currencies and exchange rates: market structure, tri-angular arbitrage, real exchange rates, exchange rate systems, role of central banks, spot rates, forward rates • Measuring and managing exchange rate risk: hedging, exchange rate swaps, futures, managing transaction exposure • Economics of financial instruments risk: financial con-tracts and information frictions • Currency crises <ul style="list-style-type: none"> ○ Currency risks and opportunities in fixed ex-change rate re-gimes ○ Exchange rate regimes ○ Government intervention ○ Optimal currency areas ○ Speculative attacks ○ Fundamental country analysis ○ Sovereign crises <p>Secondary Themes</p> <ul style="list-style-type: none"> • Exchange rate determination: PPP, determinants of supply and demand, long-run dependence on productivity and inflation • Covered and uncovered interest rate parity conditions: trading strate-gies, arbitrage, carry trade and international equity portfolios
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IBA modules with main focus on E-Business:

M-25 BAEB01 E-Business and Entrepreneurship	
Study Programme	International Business Administration with Focus E-Business
Semester	Usually offered during fall/winter semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)

Module Content	<p>The module E-Business and Entrepreneurship provides business essentials for the internet economy, especially for e-businesses (start-ups and small and medium-sized companies). The concept of electronic business bases on innovative digital communication and information technologies. Business and technological knowledge is introduced and integrated in business applications and systemic solutions. Mostly, contents cover basic concepts, business modelling, and usage scenarios from the e-business sector.</p> <ul style="list-style-type: none"> • Characteristic features and economical specifics of digital goods • E-business / social media technologies • Technical solutions (RFID, augmented reality) • E-business models & entrepreneurial skills • Security issues, law and data safety • Electronic commerce and online shops • Online marketing (SEO, SEM, Facebook) • CRM • Data mining and business intelligence • Social media solutions for entrepreneurs • Electronic collaboration • CMS
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M-25 BAEB02 Web-based Services, Cloud Computing & Programming	
Study Programme	International Business Administration with Focus E-Business
Semester	Usually offered during spring/summer semester (2. semester)
Enrolment Prerequisites	Module BAEB01 or equivalent
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Practical Work
Module Content	<ul style="list-style-type: none"> • Technological, organizational and economic fundamentals of cloud computing • Recent technological developments in cloud computing and web based services • Cloud solutions and improvements of social media scenarios for entrepreneurs • Operation modes of cloud computing • Cost benefit analysis to evaluate new technologies (innovations) • Selection criteria to search for appropriate web services

M-25 BAEB03 E-Business Cases	
Study Programme	International Business Administration with Focus E-Business
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Case studies (grading pass/fail)

Module Content	In this module recent case studies from local and international businesses are introduced, analyzed and evaluated within given parameters. First, accessible case resources are used and discussed to show how case studies are constructed (e.g. from Salesforce, Harvard Business Review etc.). The common steps of planning, conceptualization, realization and implementation of e-business solutions and entrepreneurship solutions are highlighted. Building on this stand, students evolve via recent issues (on usability or web 2.0 technologies). They carry out their own researches and surveys and finally present their findings.
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M-25 BAEB04 Business Planning and Business Model Generation	
Study Programme	International Business Administration with Focus E-Business
Semester	Usually offered during spring/summer semester (4. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation (grading pass/fail)
Module Content	<p>Founder's fundamentals (motivational aspects, financial planning, social entrepreneurship, market niches and as-sets, etc.) Importance of business plans and their modules</p> <ul style="list-style-type: none"> <input type="checkbox"/> Generating product and business ideas <input type="checkbox"/> Feasibility analysis <input type="checkbox"/> Market research & competitor analysis <input type="checkbox"/> Corporate portfolio <input type="checkbox"/> Marketing & distribution, controlling <input type="checkbox"/> Management, Human resources <input type="checkbox"/> Finance & accounting <input type="checkbox"/> Specifics of e-businesses <input type="checkbox"/> Personal founder skills

M-25 BAEB05 Creating Demands: Driving Growth Using Traditional, Social and Viral Marketing and Sales	
Study Programme	International Business Administration with Focus E-Business
Semester	Usually offered during spring/summer semester (4. semester)
Enrolment Prerequisites	Marketing module
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation
Module Content	<p>Theoretical seller / buyer relationship models</p> <ul style="list-style-type: none"> • Market research options for e-businesses • Selling strategies for e-businesses and e-shops • Relevant prospecting and extrapolation techniques for e-businesses and e-shops • Handling objections and negotiation skills

M-25 BAEB06 Brand and Communication Management	
Study Programme	International Business Administration with Focus E-Business
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	Marketing module
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Require-	Written examination (1,5h)

ments for Credit Award	
Module Content	The module provides an overview of different e-business associated brand and communication management approaches and their application in e-business associated companies. It also focusses on setting up diverse strategies to implement a concise and fitting communication strategy for the companies. Next to those firms which solely focus on e-shops and direct e-sales, firms with mixed sales strategies are included to compare different stages and interdependencies of the chosen overall business strategy. According to "Entrepreneur" one of the top five reasons for fails in the e-business sector is a bad or missing marketing or communication strategy. Here, the module provides essential and practical knowledge for successful businesses.

IBA modules with main focus on Communication Management:

M-26 BAC01 Fundamentals of Communication Management	
Study Programme	International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1h)
Module Content	<p>The first focus module of the programme introduces communication management as a procedural field of organizations by providing a multidisciplinary combination of contents from communication sciences, organizational studies and management. Technological change and organisational development as well as actors' reaction towards these transformations are also a building block of the module. Among the most important pieces of content are:</p> <ul style="list-style-type: none"> - Theoretical aspects and models of communication science - Relevant approaches of media effects research - Analytical settings and procedures - Organisational theory - Organisational psychology and learning - Knowledge management - Evolvement of the mass media system - Communication as management process - Functional perspective of communication management - Famous studies, research efforts and personal profiles <p>The module's scope is to provide a background and resource to learn and follow up communication procedures within a company. Students should then be able to understand, evaluate and renew the strategic lines of communication within an organisation.</p>

M-26 BAC02 Corporate Communication	
Study Programme	International Business Administration with Focus Communication Management
Semester	Usually offered during summer/spring semester (2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1.5 h)

Module Content	<p>The corporate communication module introduces to all relevant fields of a company's internal and external communication to reach relevant stakeholders (employees, suppliers, consumers, political decision makers, competitors, etc.). The module also covers the analysis and evaluation of theories and issues relating to corporate strategy and more specifically the subsequent implications for corporate communications. Among other topics the module provides</p> <ul style="list-style-type: none"> - An introduction to the basic questions and relevant problem areas of corporate communications - Crucial information for specialized economic activities and important communication theories. - Knowledge of principles and concepts within important segments of corporate communications (employees, customers, general public).
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M-26 BAC03 Law II (Copyright & Media Law)	
Study Programme	International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	Law module
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1.5 h)
Module Content	<p>The Law I course introduces students to fundamentals of the legal system and commercial law topics such as the difference between common and civil law, contract law, law of obligations, employment law, etc. The Law II course builds on this knowledge and covers specific law topics that are relevant to the study programs main subject, i.e. corporate communication. The aim is to enable students to discuss theoretical and practical legal questions in relation to corporate communication specific problems. Therefore, the following legal topics are discussed from a national and international perspective:</p> <ul style="list-style-type: none"> - intellectual property rights - trademark law - internet and media law - company law - corporate governance law - unfair competition law - consumer contract law - privacy law <p>The class thereby combines theoretical, i.e. doctrinal approaches with applied, i.e. case study approaches. The aim of the case studies is to expose students to implementation strategies for these legal issues within a corporate communication setting.</p>

M-26 BAC04 Press & Public Relations	
Study Programme	International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written report (press / PR work)

Module Content	<p>This focus module shows similarities and differences of two siblings, namely journalism and public relations. Essential for both fields is an artisanal orientation, whereas they differ in terms of their self-conception. Students will gain a thorough understanding of their interplay, the functional and systemic specifics and learn how to apply different formats and tools, among them:</p> <ul style="list-style-type: none"> - Enhancement of textual skills (print, online, various audiences) - Restrictive and special codes - Diction and 'pen' of authors - Use journalistic text formats (commentary, report, news, etc.) with a special focus on visual and audio formats - Esteem freedom of the press - Political and economic aspects of the mass media system (e.g. consolidation, concentration) - Understand Public Relations as functional part of corporate communication - Know about basic PR tools and their use - Theoretical modelling - Public sphere and multiple publics - Transparency and control in the online media sector
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M-26 BAC05 Communication- and Campaign Planning

Study Programme	International Business Administration with Focus Communication Management
Semester	Usually offered during spring/summer semester (4. semester)
Enrolment Prerequisites	Modules BAC01 & BAC02 or equivalent
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation of campaign outline and campaigning examples (professional email design, landing page etc.)
Module Content	<p>In today's business environment, budgets are carefully allocated and results rigorously evaluated, with a need for efficient strategies and rigid plans to support business objectives. This module is designed to teach students how to create and manage concise and comprehensive IMC campaigns, from the initial situation analysis and objective setting to budgeting and implementation. Among the most important issues are:</p> <ul style="list-style-type: none"> - Budgeting - Orchestration of multimedia channels - Strategic planning - Ethics of campaigning - Reporting

M-26 BAC06 CRM and Consumer Behaviour

Study Programme	International Business Administration with Focus Communication Management
Semester	Usually offered during spring/summer semester (4. semester)
Enrolment Prerequisites	Modules BAC01 & BAC02 or equivalent
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written paper (10 pages, 3000 words)

Module Content	<p>The CRM module introduces the area of customer relationship management and consumer behaviour, allowing students to appreciate the complexities of CRM implementation and impact of CRM on business strategies. The main topics are:</p> <ul style="list-style-type: none"> - Introduction to relationship marketing - Theoretical marketing aspects revisited - Service dominant logic vs. goods dominants logic - Strategic dimension and operative implementation of relationship marketing - Controlling of marketing tasks - Institutional features of relationship marketing - Approaches of consumer behaviour - Activating processes and cognitive variables (e.g. involvement, knowledge, learning) - Influencing factors (e.g. peer groups, cultural patterns) - Recent research and practice implications
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M-26 BAC07 Content Creation and Visualization	
Study Programme	International Business Administration with Focus Communication Management
Semester	Usually offered during fall/winter semester (5. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation of content strategy
Module Content	<p>The Content Creation and Visualization module's goal is to influence, inspire, and move to action the unique group of people a company has chosen to reach. For this students learn how to create, structure, and communicate multimedia content for corporate communication tasks. The main topics are:</p> <ul style="list-style-type: none"> - Find kinds and patterns of exciting and relevant content - Think of content as a basic from of user relevant data - Review existing content and store it in databases - Create new content (textual, audio, visual) - Report and control content use by targeted audiences

Modules of Business Information Systems (B.Sc.):

M-27 BS04 Introduction to Business Information Systems	
Study Programme	Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Assignment and Written Examination (1h)

Module Content	<p>Information System Management:</p> <ul style="list-style-type: none"> • Introduction to Globalization • Knowledge worker • Current waves of digitalization <p>Fundamentals of computer networking including:</p> <ul style="list-style-type: none"> • Internet • Intranet • Extranet <p>Computer Ethics:</p> <ul style="list-style-type: none"> • Privacy law • Data and information confidentiality • Passwords and security <p>Computer Hardware and Software:</p> <ul style="list-style-type: none"> • Hardware components • Application Software • System Software • Computer budgeting • Legacy Hardware • Legacy Software
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M-27 BS12 Taxation and Audit	
Study Programme	Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)
Module Content	<p>Introduction to Taxation</p> <ul style="list-style-type: none"> • European Taxation systems • Taxation laws • Introduction to Auditing • Auditing techniques • Auditing ethics • Auditing formulas

M-27 BS14 Cloud Computing, Virtualization and Server Management	
Study Programme	Business Information Systems
Semester	Usually offered during summer/spring semester (2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation
Module Content	<ol style="list-style-type: none"> 1. Introduction to cloud computing 2. Cloud computing deployment and service models 3. Introduction to virtualization 4. Virtualization models and their uses 5. Computer networking 6. Internet and cloud computing

	7. Role of a perfect network model in an organization
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M-27 BS18 Fundamentals of Algorithms	
Study Programme	Business Information Systems
Semester	Usually offered during summer/spring semester (2. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Position Paper and Oral Examination
Module Content	Algorithm <ul style="list-style-type: none"> • The Role of Algorithms in Computing Foreign Trade Theory and Policy. • Algorithms as a technology • Analyzing algorithms • Growth of Functions • Probabilistic Analysis and Randomized Algorithms • Sorting in Linear Time • Direct-address tables

M-27 BS22 Mathematics for Computer Science	
Study Programme	Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written Examination (1,5h)
Module Content	Mathematical functions, types of functions and their specific properties and applications <ul style="list-style-type: none"> • Propositional Logic in Computer Programs • Mathematical Data Types • States and Transitions • Business and economics applications of functions with one variable and differential calculus • Functions with several variables • Differential calculus of functions with several variables • Business and economics applications for functions with several variables and differential calculus

M-27 BS27 Project Management	
Study Programme	Business Information Systems
Semester	Usually offered during fall/winter semester and summer/spring semester (1. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	The final grade consists of two components: 50% Course work 50% Written Examination (1h)

Module Content	<p>What is a project</p> <ul style="list-style-type: none"> • The process group • Lifecycle of a project • Project management lifecycle • Project methodologies including: <ul style="list-style-type: none"> • Waterfall • Agile • Starting project • Project communication
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Approximately offered from the academic year 2018-19:

M-27 BS15 Information Security Management	
Study Programme	Business Information Systems
Semester	Usually offered during summer/spring semester (4. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Project report
Module Content	<p>Information protection fundamentals</p> <ul style="list-style-type: none"> • Information policy development • Mission statement • Standards for information security • Classification of information • Security awareness • Security awareness program

M-27 BS16 Web Application using HTML 5 and CSS	
Study Programme	Business Information Systems
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Seminar paper
Module Content	<p>The course gives an overview of the leadership and the management of innovation in enterprises. The following topics are covered:</p> <ul style="list-style-type: none"> • HTML foundations • Text Elements • Links & Objects • Tables • CSS Introduction • HTML attributes • CSS styling texts • The box model • Page layout • Layout properties

M-27 BS19 IT Governance

Study Programme	Business Information Systems
Semester	Usually offered during fall/winter semester (3. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Report
Module Content	<ul style="list-style-type: none"> • Introduction to IT Governance • COBIT • ENISA • ITIL • ISO 27001 • Role of IT Governance in strategy forming • How to Implement best Governance policies at organizational level • Who is responsible for what • How the responsibilities are delegated according to different IT Governance standards • Engagement and role of the Leadership

M-27 BS20 E-Commerce	
Study Programme	Business Information Systems
Semester	Usually offered during spring/summer semester (4. semester)
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Examination (1,5 h)
Module Content	<ul style="list-style-type: none"> • Introduction to E-Commerce • E-Commerce Infrastructure • Building of E-Commerce Presence • E-Commerce Security and Payment System • E-Commerce Business Strategies • E-Commerce for Marketing and Advertising • E-Commerce for Government • E-Commerce for Citizens • Mobile Commerce

AKM modules, open to all programmes offered in summer:

Please note that the specific content of each focus module (Social Sciences, Political Sciences, History, Applied General Studies, ...) may vary each summer semester. The presented contents are examples from previous semesters. Specific information will be provided shortly before the semester begins.

AKM Standards and Values: The Growth of Civilization (Social Studies)	
Study Programme	Open to all programmes
Semester	Summer/spring semester
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Presentation (30-minutes) and 15 minute discussion (33.3%) Class participation (33.3%) Oral Exam (33.3%)

	*You must pass all three parts to pass the class
Module Content	In this course, students gain knowledge about demography, globalization and different models of society. They explore philosophical analysis of interactions between the individual and the society. Students answer the following questions: How does digital technology and globalization develop and change society? Who are the important contributors in business and science? Which values and standards are prioritized differently today?

AKM Freedom and Security: The Clash of Politics (Politics and Society)	
Study Programme	Open to all programmes
Semester	Summer/spring semester
Enrolment Prerequisites	-
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written exam
Module Content	<p>Course content (subject to change):</p> <ul style="list-style-type: none"> • 30 Years' War • Bretton Woods system • Conflict dynamics • International security in the 21st Century • Peace and economic prosperity • International relations

AKM Conflict and Progress: The flow of history (History)	
Study Programme	Open to all programmes
Semester	Summer/spring semester
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category / Requirements for Credit Award	Written exam
Module Content	<p>Andreas von Mettenheim, retired ambassador, tries in his class "Conflict and Progress: The flow of history", together with his students, to answer questions like what history means to us in modern day to day life and what shaped our contemporary world, going from antique Athens to today's European Union.</p> <p>Course content:</p> <ul style="list-style-type: none"> • Democracy from Athens to now • Europe before WWI • Europe before WWII • Imperialism/colonialism • Cold War • European unity, common currency

AKM Sustainability (Applied General Studies)	
Study Programme	Open to all programmes
Semester	Spring/summer semester
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5

Testing Category/Requirements for Credit Award	Written exam
Module Content	<p>The complex environmental and social challenges of the 21st century often require rethinking the roles of government and business in society. Rapid technological innovation and changes in the natural environment threaten existing societal and business models while at the same time presenting unprecedented opportunities for coordinated and innovative action. This course will explore the interplay of public institutions and private actors around key challenges and drivers of change, including climate change, urbanization, and waste and water management.</p> <p>Course content (subject to change):</p> <ul style="list-style-type: none"> • Climate change case study • Sustainable transportation • A fair future and a world in balance • European strategies for partnership • Global Marshall Plan <p>Excursions to GIZ, RNE</p>

AKM Fine Arts	
Study Programme	Open to all programmes
Semester	Spring/summer semester
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category/Requirements for Credit Award	Oral exam
Module Content	<p>Course content:</p> <ul style="list-style-type: none"> • Questions about art and society • Contemporary art in Europe and China • Architecture • The global art market • Art in public spaces <p>Excursions to: Hamburger Bahnhof Museum für Gegenwart and Gemäldegalerie im Kulturforum and various spaces for public art and architecture in Berlin</p>

AKM Metropolis and the Public Sphere	
Study Programme	Open to all programmes
Semester	Spring/summer semester
Enrolment Prerequisites	-
Teaching Language	English
Number of Assigned ECTS Credits	5
Testing Category/Requirements for Credit Award	Oral exam
Module Content	<p>Otto Langel teaches this course with a focus on urbanization as a result of industrial production, from rural to urban desirability, public policies for megacities, and green trends for the metropolis. The class excursions are to research institutes for urbanization, exhibits, and seminars in Berlin.</p>