



# **Module handbook**

for the

**Master study programme International Business (MIB)**

**Degree: Master of Arts (M.A.)**

at the University of Applied Sciences  
Landshut

in the academic year

**Summer Term 2021 and Winter Term 2021/2022**

in accordance with the study course regulation from 25.11.2019

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## 1 First Semester

### 1.1 IM 100 International Business Environment and Strategy

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	<b>International Business Environment and Strategy</b>					
<b>Name of module engl.</b>	<b>International Business Environment and Strategy</b>					
<b>Module no.</b>	IM 100					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Burkhard Jaeger					
<b>Lecturer</b>	Assoc. Prof. Dr. D. Labauskaite, Assoc. Prof. Dr. E. Zuperkiene					
<b>Allocation to study programme</b>	1 <sup>st</sup> Semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	5 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	150 hours	60 hours	90 hours	Approx. 20 students		
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	4 SWS	2 SWS	2 SWS	-	-	-
<b>Prerequisites</b>	None					
<b>Assessment details</b>	Presentation 15 - 30 minutes (20%) and assignment 10 - 20 pages (80%)					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					

<b>Learning outcome</b>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the role and the dynamic of the most important economic areas</li> <li>• know the economic fundamentals regarding figures and numbers</li> <li>• analyse the business impact for strategy by the use of specific business sectors</li> <li>• understand the threats of trade conflicts in accordance with deglobalisation</li> <li>• apply the principles of corporate strategy development</li> <li>• design a first strategic outline in accordance with the relevant components</li> </ul>
<b>Module content/syllabus</b>	<ul style="list-style-type: none"> <li>• Introduction to International Business and Strategy .</li> <li>• Needs for new global strategies</li> <li>• World Economics and International Business</li> <li>• International Business and Global Culture</li> <li>• International Trade Agreements and Organizations</li> <li>• Global Monetary Environment</li> <li>• International Business: comparative analysis of different markets</li> <li>• Business Strategy and Innovation Management</li> <li>• International Business Organizational Strategy</li> <li>• International Business Communication strategy</li> <li>• International Business Strategy for emerging markets</li> <li>• International Business and Innovation</li> <li>• International Business and Crisis Management</li> <li>• International Business and Organisational Resilience</li> <li>• International Business Sustainability</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart
<b>Literature</b>	<p>Primary literature:</p> <ul style="list-style-type: none"> <li>• Santos, J. International Business Strategy, Society Publishing 2019</li> <li>• Motohashi, K. Global Business Strategy: Multinational Corporations Venturing into Emerging Markets (Springer Texts in Business and Economics). Tokyo: Springer Japan : Imprint: Springer 2015</li> <li>• Hitchcock, Darcy, Willard, Marsha. The business guide to sustainability: Practical strategies and tools for organizations (3rd ed.). New York, NY: Routledge 2013</li> <li>• Baumwol, William; Blinder, Alan; Solow, John: Macroeconomics Principles and Policy; Cengage 2019</li> <li>• Black, Stewart; Gregersen, Hall B: It Starts with One, Pearson 2008</li> <li>• Grant, Robert: Contemporary Strategy Analysis, Blackwell 2008</li> <li>• Mintzberg, Henry: The Strategy Process, Prentice Hall 1999</li> <li>• Needle, David: Business in Context: An Introduction to Business and its Environment, Cengage 2019</li> <li>• Rumelt, Richard; Schendel, Dan; Teece, David: Fundamental Issues in Strategy, Harvard Business School Press 1994</li> </ul>

## 1.2 IM 110 Business Ethics & CSR in Digital Business

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	<b>Business Ethics &amp; CSR in Digital Business</b>					
<b>Name of module engl.</b>	<b>Business Ethics &amp; CSR in Digital Business</b>					
<b>Module no.</b>	IM 110					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Martin Prasch					
<b>Lecturer</b>	Prof. Dr. Martin Prasch, Dr. Dennis Badeen					
<b>Allocation to study programme</b>	1 <sup>st</sup> semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	5 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	150 hours	60 hours	90 hours	Approx. 20 students		
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	4 SWS	2 SWS	2 SWS	-	-	-
<b>Prerequisites</b>	None					
<b>Assessment details</b>	Presentation 15 - 30 minutes (20 %) and assignment 10 - 20 pages (80 %)					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					

<p><b>Learning outcome</b></p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• evaluate critically the application of theories of ethics in business context,</li> <li>• identify the key features of a representative range of theories of ethics,</li> <li>• evaluate different theoretical models of stakeholder management,</li> <li>• draw out implications of the relevance of stakeholder theory of ethics and corporate social responsibility,</li> <li>• develop solutions for ethical dilemmas that address all key stakeholders in an ethically defensible manner</li> <li>• identify and evaluate the key arguments for and against the concept of corporate social responsibility,</li> <li>• apply the key elements, such as CSR checklists, reports, etc.</li> <li>• evaluate how ethics and responsibility in business are affected by organizational structures and cultures,</li> <li>• evaluate the impact of globalisation on companies behaviour and the limits of legal control,</li> <li>• evaluate the different ways in which companies have responded to unethical, even illegal issues,</li> <li>• critical comprehension of the drivers and practice of social and environmental reporting including the principles that underpin good reporting.</li> </ul>
<p><b>Module content/syllabus</b></p>	<p>The module Business Ethics and Corporate Social Responsibility contents following topics:</p> <ul style="list-style-type: none"> <li>• goals of business ethics <ul style="list-style-type: none"> <li>- Kohlberg's stages of moral development</li> <li>- improve cognitive moral development with cases and role-play</li> <li>- awareness towards consequences</li> <li>- handling complex issues</li> <li>- inventory of ethical issues in business</li> </ul> </li> <li>• theories of ethics <ul style="list-style-type: none"> <li>- different approaches to business ethics: conventional, principles, ethical test</li> <li>- ethical principles: teleological theories, deontological theories, aretaic theories</li> <li>- Venn model</li> <li>- 3 models of management ethics: immoral, moral, amoral</li> <li>- sources of a person's values</li> </ul> </li> <li>• compliance <ul style="list-style-type: none"> <li>- how to implement compliance programmes</li> <li>- exogenous factors</li> <li>- risk assessment</li> </ul> </li> <li>• CSR <ul style="list-style-type: none"> <li>- emergence of CSR</li> <li>- why it became necessary</li> <li>- different CSR models</li> </ul> </li> <li>• models of stakeholder management <ul style="list-style-type: none"> <li>- generic approach toward stakeholder</li> <li>- relationship management</li> <li>- stakeholders network</li> <li>- techniques to better understand and manage stakeholders concerns</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- implement CSR in a company</li> <li>- business performance and CSR</li> <li>• elite; what do we expect; what they deliver</li> <li>• corporate governance, corporate citizenship</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart
<b>Literature</b>	<p>Primary literature:</p> <ul style="list-style-type: none"> <li>• Storchevoy, M.: Business Ethics as Science. Palgrave, 2018</li> <li>• Samuel O.I., et. Al.: Corporate Social Responsibility and Governance. Springer, 2015</li> <li>• Griseri, Paul; Seppala Nina: Business Ethics and Corporate Social Responsibility. First Edition. Australia/New Zealand, Cengage, 2010</li> <li>• Buchholtz, Ann K.; Carroll, Archie: Business and Society : 7th edition, Australia, Cengage Learning, 2009</li> <li>• Garsten, Christina; Hernes, Tor: Ethical Dilemmas in Management: New York, Routledge, 2009</li> <li>• Cannon, Tom: Corporate Responsibility: 2nd edition, Harlow, Pearson Education, 2013</li> <li>• Fraedrich, John; Ferrell, Linda; Ferrell, O.C; Ethical Decision Making in Business: 9th edition; Australia, Cengage Learning, 2013</li> </ul>

### 1.3 IM 120 Global Operations Management

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	Global Operations Management					
<b>Name of module engl.</b>	<b>Global Operations Management</b>					
<b>Module no.</b>	IM 120					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Alexander Kumpf					
<b>Lecturer</b>	Prof. Dr. Alexander Kumpf, Prof. Dr. Thomas Peisl					
<b>Allocation to study programme</b>	1 <sup>st</sup> semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	5 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	150 hours	60 hours	90 hours	Approx. 20 students		
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	4 SWS	2 SWS	2 SWS	-	-	-
<b>Prerequisites</b>	None					
<b>Assessment details</b>	Assignment 10 - 20 pages (50 %) and business game/management simulation (50 %)					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					



<p><b>Learning outcome</b></p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• analyse the reasons for globalization and reflect the challenges companies have to face</li> <li>• analyse and assess the geography, environmental impact, political system, legal system, society, economy, technological development of a country and examine the coherences</li> <li>• create a global operations strategy, select the market entry strategy and the foreign operation mode for different case studies</li> <li>• simplify the complexity caused by the dependencies of the global engagement of multinational and global companies</li> <li>• demonstrate the ability of decision-making with concurrent targets, uncertain factors, and interdependencies</li> <li>• persuade the stakeholders of created global strategy and defined activities</li> </ul>
<p><b>Module content/syllabus</b></p>	<ul style="list-style-type: none"> <li>• introduction of international business             <ul style="list-style-type: none"> <li>- theories and models of international business</li> <li>- global marketplaces and business centres</li> <li>- legal, technological, accounting, and political environment</li> </ul> </li> <li>• international business strategies             <ul style="list-style-type: none"> <li>- international strategic management</li> <li>- global market opportunity assessment</li> <li>- strategies for analysing and entering foreign markets</li> <li>- international strategic alliances</li> </ul> </li> <li>• designing and managing global business operations             <ul style="list-style-type: none"> <li>- international marketing</li> <li>- international operations management and global sourcing</li> <li>- international Human Resource Management</li> <li>- globalization of R&amp;D</li> <li>leadership and international/national team work</li> <li>- decision making process</li> <li>- managing implementation strategy</li> </ul> </li> <li>• case studies and business/management simulation             <ul style="list-style-type: none"> <li>- market and business positions</li> <li>- implementation of global operations strategies</li> <li>- managing global operations and global supply networks</li> </ul> </li> </ul>
<p><b>Media</b></p>	<p>Blackboard, projector and PC, flipchart, internet</p>
<p><b>Literature</b></p>	<p>Primary literature:</p> <ul style="list-style-type: none"> <li>• Griffin, Ricky W.; Pustay, Michael W.: International Business – A Managerial Perspective. Pearson Education Limited 2015</li> <li>• Cavusgil, S. Tamer; Knight, Gary; Riesenberger, John R.: A Framework for International Business. Pearson Education Limited 2015</li> <li>• Abele, Eberhard; Meyer, Tobias; Näher, Ulrich: Global Production. Springer-Verlag, Berlin 2008</li> </ul> <p>Additional sources/literature:</p> <ul style="list-style-type: none"> <li>• Peng, Mike; Meyer, Klaus: International Business, 3e, Cengage 2019</li> <li>• Weston, J. Fred; Weaver, Samuel C.: Mergers and Acquisitions, The McGraw-Hill Executive MBA Series, McGraw-Hill 2001</li> <li>• Harvard Business Publishing.</li> </ul>

	<p><a href="https://cb.hbsp.harvard.edu/cbmp/pages/content/cases">https://cb.hbsp.harvard.edu/cbmp/pages/content/cases</a></p> <ul style="list-style-type: none"><li>• Corporate Annual Reports. Stock Corporations.</li><li>• The Wall Street Journal. <a href="http://www.wsj.com/europe">http://www.wsj.com/europe</a></li><li>• The Financial Times. <a href="http://www.ft.com/home/uk">http://www.ft.com/home/uk</a></li><li>• The Economist. <a href="http://www.economist.com/">http://www.economist.com/</a></li><li>• Business Simulation TOPSIM Going Global. <a href="https://topsim.com/en/">https://topsim.com/en/</a></li></ul>
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#### 1.4 IM 130 International Accounting and Management Control

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business				
<b>Degree</b>	Master				
<b>Name of module (SPO)</b>	International Accounting and Management Control				
<b>Name of module engl.</b>	<b>International Accounting and Management Control</b>				
<b>Module no.</b>	IM 130				
<b>Module language</b>	English				
<b>Module coordinator</b>	Prof. Dr. Karl Stoffel				
<b>Lecturer</b>	Prof. Dr. Karl Stoffel				
<b>Allocation to study programme</b>	1 <sup>st</sup> semester Master International Business				
<b>Frequency</b>	Summer semester				
<b>Duration</b>	1 semester				
<b>Credits</b>	5 ECTS				
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>	
	150 hours	60 hours	90 hours	Approx. 20 students	
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Project work</b>
	4 SWS	4 SWS	-	-	-
<b>Prerequisites</b>	None				
<b>Assessment details</b>	Written examination 90 minutes				
<b>Test performance</b>	Final grades				
<b>Required for pass</b>	Yes				

<b>Learning outcome</b>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• explain the different purposes of financial vs. management accounting</li> <li>• distinguish the main features of accounting according to the International Financial Reporting Standards (IFRS)</li> <li>• examine management control issues, recommend solutions and communicate them effectively</li> <li>• compose a process of corporate planning</li> <li>• assess transfer pricing methodologies and design transfer price systems for optimizing a company's tax burden</li> <li>• systematically evaluate a company's conditions for choosing appropriate performance measurements methods</li> <li>• assess their accounting knowledge and, if necessary, setup exchange networks of professionals for solving accounting issues</li> </ul>
<b>Module content/syllabus</b>	<ul style="list-style-type: none"> <li>• fundamentals of accounting</li> <li>• international financial accounting</li> <li>• information for decision-making</li> <li>• planning and budgeting</li> <li>• management control systems</li> <li>• international transfer pricing and taxation</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart
<b>Literature</b>	<p>Primary literature (all in the current edition):</p> <ul style="list-style-type: none"> <li>• Aerts, Walter/Walton Peter: Global Financial Accounting and Reporting, Hampshire/UK: Cengage.</li> <li>• Choi, Frederick D. S./Meek, Gary K.: International Accounting, Upper Saddle River, NJ/USA: Pearson.</li> <li>• Horngren, Charles T. et al.: Introduction to Management Accounting, Essex/England: Pearson.</li> <li>• Merchant, Kenneth A./Van der Stede, Wim A.: Management Control Systems. Performance Measurement, Evaluation &amp; Incentives, Harlow/UK: Pearson</li> <li>• Weber, Jürgen/Schäffer, Utz: Introduction to Controlling, Stuttgart: Schäffer-Poeschel.</li> </ul>

## 1.5 IM 140 International Financial Management

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	International Financial Management					
<b>Name of module engl.</b>	<b>International Financial Management</b>					
<b>Module no.</b>	IM 140					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Bernd Mühlfriedel, CFA					
<b>Lecturer</b>	Prof. Dr. Bernd Mühlfriedel, CFA					
<b>Allocation to study programme</b>	1 <sup>st</sup> semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	5 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	150 hours	60 hours	90 hours	Approx. 20 students		
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	4 SWS	4 SWS	-	-	-	-
<b>Prerequisites</b>	None					
<b>Assessment details</b>	Written examination 90 minutes					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					

<p><b>Learning outcome</b></p>	<p>After successful completion of this course, students should be able to:</p> <p><u>knowledge, comprehension &amp; application:</u></p> <ul style="list-style-type: none"> <li>• demonstrate a deep understanding about the importance of the international dimension for corporate financial management</li> <li>• apply their knowledge of cultural aspects to international business settings</li> </ul> <p><u>analysis, synthesis &amp; evaluation:</u></p> <ul style="list-style-type: none"> <li>• construct financial plans as the basis for investment appraisal</li> <li>• solve investment problem sets in an international company set-up by using suitable investment appraisal techniques</li> <li>• solve financing problems of international companies by analysing and evaluating appropriate sets of financing sources</li> <li>• apply their understanding of risk factors of a company in an international environment to specific problem situations and know how to protect oneself against them by applying appropriate hedging strategies and techniques</li> <li>• appraise the value of an international company by using several valuation techniques</li> <li>• relate underlying trends in digitalization and globalization to international financial management problem sets</li> <li>• evaluate investment and financing case study problems involving quantitative and qualitative tasks</li> </ul>
<p><b>Module content/syllabus</b></p>	<ul style="list-style-type: none"> <li>• international dimension for corporate economic activity and particular for corporate financial management</li> <li>• financial planning</li> <li>• investment appraisal</li> <li>• risk assessment &amp; management with particular emphasis on FOREX-related risks</li> <li>• financing decision</li> <li>• company valuation</li> <li>• financial reporting in an international company set-up</li> <li>• current topics in international financial management</li> </ul>
<p><b>Media</b></p>	<p>Beamer with laptop (Excel), visualizer, whiteboard, flipchart</p>
<p><b>Literature</b></p>	<p>Primary literature: Arnold, G. (2012): Corporate Financial Management, 5<sup>th</sup> ed. (or later)</p>

## 1.6 IM 150 Agile and Hybrid Project Management in International Environment

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	Agile and Hybrid Project Management in International Environment					
<b>Name of module engl.</b>	<b>Agile and Hybrid Project Management in International Environment</b>					
<b>Module no.</b>	IM 150					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr.-Ing. Martin Prasch					
<b>Lecturer</b>	Prof. Dr. -Ing. Martin Prasch, M. Eng. Martina Königbauer					
<b>Allocation to study programme</b>	1 <sup>st</sup> semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	5 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	150 hours	60 hours	90 hours	Approx. 20 students		
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	4 SWS	4 SWS	-	-	-	-
<b>Prerequisites</b>	None					
<b>Assessment details</b>	Written examination 90 minutes					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					

<b>Learning outcome</b>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the wider context of project work as part of companies' strategic transformation process</li> <li>• apply the phases, steps, tasks and tools of successful traditional project management</li> <li>• explain and compare how agile project management differs from traditional project management and when to recommend which approach</li> <li>• interpret and assess intercultural aspects of project work</li> <li>• design and create programme and project management charters for hybrid project management tasks</li> <li>• successfully communicate in and organize international projects</li> </ul>
<b>Module content/syllabus</b>	<ul style="list-style-type: none"> <li>• project management life cycle</li> <li>• initiation of projects in different international environments</li> <li>• setup of a traditional project map</li> <li>• organize agile project management teams</li> <li>• communication and international legal aspects of project management</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart
<b>Literature</b>	<p>Primary literature:</p> <ul style="list-style-type: none"> <li>• PMI: A Guide to the Project Management Body of Knowledge (Pmbok Guide) (2017)</li> <li>• Sutherland, J.: Scrum: The Art of Doing Twice the Work in Half the Time (2015)</li> <li>• Lientz, B.: International Project Management (2002)</li> <li>• Berkun S: Making Things Happen: Mastering Project Management (2008)</li> </ul>



## 2 Second Semester

### 2.1 IM 200 International Business Module

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	International Business Module					
<b>Name of module engl.</b>	<b>International Business Module</b>					
<b>Module no.</b>	IM 200					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Alexander Kumpf					
<b>Lecturer</b>	Depends on classes / Various					
<b>Allocation to study programme</b>	2 <sup>nd</sup> Semester Master International Business					
<b>Frequency</b>	Winter semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	30 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	900 hours	Depends on classes	Depends on classes	Approx. 20 students		
<b>Type of Teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	-	-	-	-	-	-
<b>Prerequisites</b>	None					
<b>Assessment details</b>	Assignment/presentation/written or oral examination					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					

<b>Learning outcome</b>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• evaluate the international impacts on local and global companies</li> <li>• use specific professional competences in business administration on new and complex cases</li> <li>• apply cross field and social competencies to evaluate business opportunities</li> <li>• develop alternative theoretical approaches to interpret specific business and economic related topics</li> <li>• critically compare a range of competing models of international business and intercultural behaviours</li> <li>• analyse and assess advanced and current topics in international business</li> <li>• assess the dependencies of global economies and the effect on international business</li> <li>• evaluate the key sources of business risk and define measures to reduce effects on business activities</li> <li>• analyse advanced and contemporary issues in customer dynamics, sales and marketing, leadership and international management</li> </ul>
<b>Module content/syllabus</b>	<p>Module content depends on a variety of selectable modules with advanced and contemporary issues in order to achieve</p> <ul style="list-style-type: none"> <li>• competencies in international management,</li> <li>• professional competencies in business management, and</li> <li>• cross-functional and social competencies.</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart
<b>Literature</b>	Differs in the topic. Relevant literature can be recommended by the supervisor.

### 3 Third Semester

#### 3.1 IM 301 Business Research Methods

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	Business Research Methods					
<b>Name of module engl.</b>	<b>Business Research Methods</b>					
<b>Module no.</b>	IM 301					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Alexander Kumpf					
<b>Lecturer</b>	Dr. Partick Harte					
<b>Allocation to study programme</b>	3 <sup>rd</sup> semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	2 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	60 hours	30 hours	30 hours	Approx. 20 students		
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	2 SWS	2 SWS	-	-	-	-
<b>Prerequisites</b>	None					
<b>Assessment details</b>	Presentation (15 minutes) and assignment (3 - 5 pages)					
<b>Test performance</b>	Passed/failed					
<b>Required for pass</b>	Yes					

<b>Learning outcome</b>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• know the basic principles of research and writing</li> <li>• understand the phases of research processes</li> <li>• know the methods of empirical social and business research (e.g. observation, surveys, experiments or analysis of content)</li> <li>• value the pluralism of theories and methods</li> <li>• formulate a scientific hypothesis</li> <li>• carry out a critical evaluation of literature</li> <li>• design and implement a research and conduct a research project</li> </ul>
<b>Module content/syllabus</b>	<ul style="list-style-type: none"> <li>• the research process: <ul style="list-style-type: none"> <li>– formulating a research problem</li> <li>– conceptualising a research design</li> <li>– constructing an instrument for data collection</li> <li>– writing a research proposal</li> </ul> </li> <li>• researching philosophy ontology, axiology and methodology</li> <li>• reviewing literature</li> <li>• conducting research questions and/or hypothesis</li> <li>• research ethics</li> <li>• qualitative research methods – observation, interviewing and focus groups</li> <li>• quantitative research methods – surveys and questionnaires – statistical analytic methods</li> <li>• case studies</li> <li>• assessing reliability, validity and credibility</li> <li>• reporting and writing up research</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart
<b>Literature</b>	<p>Primary literature:</p> <ul style="list-style-type: none"> <li>• Bryman, A. and Bell, E.: Business Research Methods, Oxford, Oxford University Press 2018</li> </ul> <p>Additional sources/literature:</p> <ul style="list-style-type: none"> <li>• Type 'Springer Link' into Google, go to Books beginning with A, then at landing page type research methods in business and management and you will have access to a whole range of open access resource.</li> <li>• Saunders M, Lewis P &amp; Thornhill A. Research Methods for Business Students, 8th Ed, Prentice Hall, 2019.</li> <li>• Kvale S &amp; Brinkmann S. Interviews: Learning the Craft of Qualitative Research Interviewing, 2nd Ed, Sage, 2009.</li> </ul>

### 3.2 IM 302 Postgraduate Major Project/Master Thesis

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	Postgraduate Major Project/Master Thesis					
<b>Name of module engl.</b>	<b>Postgraduate Major Project/Master Thesis</b>					
<b>Module no.</b>	IM 302					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Alexander Kumpf					
<b>Lecturer</b>	Various					
<b>Allocation to study programme</b>	3 <sup>rd</sup> semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	24 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	720 hours	0 hours	720 hours			
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	-	-	-	-	-	-
<b>Prerequisites</b>	The student must have obtained a minimum of 30 ECTS points for a topic to be issued. Pass IM301 Business Research Method.					
<b>Assessment details</b>	Assignment					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					

<b>Learning outcome</b>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• conduct an independent research project from the field of business administration</li> <li>• transfer previous knowledge to problems and challenges of the Master thesis</li> <li>• apply relevant research methods</li> <li>• discuss expert opinions critically</li> <li>• discuss the standard of knowledge in research</li> <li>• present work and findings in an academically adequate and comprehensive form</li> <li>• prove and document their findings based on scientific principles</li> <li>• explain in depth the relevant approaches and terminologies in one or more areas of the subject, describing current developments and taking up a critical position on them</li> <li>• select, apply and, if necessary, develop further methods that are suitable for solving the specialized problem in question</li> <li>• apply acquired knowledge and methods they have learnt in the course of their studies to complex and/or incompletely defined problems in a solution-oriented way</li> <li>• develop new scientific findings in the relevant study area and subject them to a critical assessment</li> </ul>
<b>Module content/syllabus</b>	Students work on an independent research project from the field of business administration or related areas.
<b>Media</b>	Blackboard, projector and PC, flipchart
<b>Literature</b>	Differs in the research topic. Relevant literature can be recommended by the supervisor.

### 3.3 IM 303 Thesis Colloquium

<b>Study programme</b>	Internationale Betriebswirtschaft/International Business					
<b>Degree</b>	Master					
<b>Name of module (SPO)</b>	Thesis Colloquium					
<b>Name of module engl.</b>	<b>Thesis Colloquium</b>					
<b>Module no.</b>	IM 303					
<b>Module language</b>	English					
<b>Module coordinator</b>	Prof. Dr. Alexander Kumpf					
<b>Lecturer</b>	Prof. Dr. Alexander Kumpf, N. N.					
<b>Allocation to study programme</b>	3 <sup>rd</sup> semester Master International Business					
<b>Frequency</b>	Summer semester					
<b>Duration</b>	1 semester					
<b>Credits</b>	4 ECTS					
<b>Workload (h)</b>	<b>Total</b>	<b>Contact hours</b>	<b>Independent study hours</b>	<b>Planned group size</b>		
	120 hours	30 hours	90 hours	Approx. 20 students		
<b>Type of teaching (SWS)</b>	<b>Total</b>	<b>Lecture</b>	<b>Seminar</b>	<b>Group work</b>	<b>Internship</b>	<b>Project work</b>
	2 SWS	-	2 SWS	-	-	-
<b>Prerequisites</b>	Exposé and Application for Master Thesis					
<b>Assessment details</b>	Presentation 30 - 45 minutes					
<b>Test performance</b>	Final grades					
<b>Required for pass</b>	Yes					

<b>Learning outcome</b>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• formulate and describe a research proposal</li> <li>• hypothesize contemporary issues or general topics</li> <li>• conceptualise a research design</li> <li>• describe major points of the research topic in an effective abstract</li> <li>• design and publish a scientific poster</li> <li>• give a short presentation and explain the contents and findings of their thesis to a non-expert academic audience</li> <li>• reply to questions from the audience related to the research topic</li> <li>• discuss issues that belong to the field of business administration in international content and are related to the topic of their theses</li> <li>• find solutions and defend their thesis in an academic discussion</li> </ul>
<b>Module content/syllabus</b>	<p>The students give a short presentation explaining aims, content and findings of their thesis. Arguments, content, methods and theories employed will be discussed with examiners and the academic audience.</p>
<b>Media</b>	<p>Blackboard, projector and PC, flipchart</p>
<b>Literature</b>	<p>Primary literature:</p> <ul style="list-style-type: none"> <li>• Kumar, R.: Research Methodology – a step-by-step guide for beginners, London, Sage 2014</li> <li>• McClain, Gary R.: Presentation, Avon, Mass., Adams Business, 2007</li> <li>• Wilder, Claudyne: Point, click &amp; wow! - the techniques and habits of successful presenters, San Francisco, Pfeiffer, 2008</li> </ul> <p>Additional sources/literature:</p> <ul style="list-style-type: none"> <li>• Baumgarth, C.: Empirische Mastertechniken, Wiesbaden 2009</li> <li>• Schwaiger, M./Meyer, A.: Theorien und Methoden der Betriebswirtschaftslehre, München 2009</li> <li>• TED talks (<a href="http://www.ted.com">www.ted.com</a>)</li> </ul>