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IM 100 Wirtschaftspolitik / Theory of Economic Policy

<p>Module Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 1st Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: German • Module Coordinator: Prof. Dr. Burkhard Jaeger • Lecturer: Prof. Dr. Burkhard Jaeger • Credits: 5 ECTS • Presence Hours: 4 class hours per week • Type of Teaching: Lecture, seminar, group work • Workload: 150 h • Contact Hours: 60 h • Independent Study Hours: 90 h • Prerequisites: None • Assessment Details: Written examination (90 Minutes) • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • know the targets of and reasons for political regulation of economic processes. • know the peculiarities/characteristics of different economic systems. • know the control elements of economic policy. • know the instruments of microeconomic and macroeconomic and also their effects.
<p>Module Content / Syllabus</p>	<ul style="list-style-type: none"> • Economic theory <ul style="list-style-type: none"> - Welfare theory - Market and competition - Market failure and prisoner's dilemma • Targets of economic policy <ul style="list-style-type: none"> - External economic balance - Sustainability - Growth & economic activity - Unemployment & employment - Price stability & inflation - Allocation • Areas of activity in economic policy <ul style="list-style-type: none"> - Financial policy - Monetary policy - Foreign exchange policy and exchange rate policy - Foreign trade policy - Development policy • Current discussion of economic policy
<p>Literature</p>	<ul style="list-style-type: none"> • Feld, L., Frey, B.S. : Demokratische Wirtschaftspolitik. Theorie und Anwendung, 4. Auflage, München • Krugman, Paul: Internationale Wirtschaft, 8. Auflage, 2009 • Klump, Rainer: Wirtschaftspolitik, 3. Auflg., 2013 • Röpke, W. : Jenseits von Angebot und Nachfrage, 2009 • Müller-Armack, A. : Wirtschaftslenkung und Marktwirtschaft, 1990

IM 110 Business Ethics & Corporate Social Responsibility

<p>Module Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 1st Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: English • Module Coordinator: Dr. Jens Potten • Lecturer: Dr. Jens Potten • Credits: 5 ECTS • Presence Hours: 4 class hours per week • Type of Teaching: Lecture, seminar, group work • Workload: 150 h • Contact Hours: 60 h • Independent Study Hours: 90 h • Prerequisites: None • Assessment Details: Assignment (80 %) and Group presentation (20 %) • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to</p> <ul style="list-style-type: none"> • evaluate critically the application of theories of ethics in business context, • identify the key features of a representative range of theories of ethics, • evaluate different theoretical models of stakeholder management, • draw out implications of the relevance of stakeholder theory of ethics and corporate social responsibility, • identify and evaluate the key arguments for and against the concept of corporate social responsibility, • evaluate how ethics and responsibility in business are affected by organizational structures and cultures, • evaluate the impact of globalisation on companies behaviour and the limits of legal control, • evaluate the different ways in which companies have responded to unethical, even illegal issues, • get an overview on the drivers and practice of social and environmental reporting including the principles that underpin good reporting.
<p>Module Content / Syllabus</p>	<p>The module Business Ethics and Corporate Social Responsibility contents following topics:</p> <ul style="list-style-type: none"> • Goals of Business Ethics <ul style="list-style-type: none"> - Kohlberg's stages of moral development - Improve cognitive moral development with cases and role-play - Awareness towards consequences - Handling complex issues - Inventory of ethical issues in business • Theories of Ethics <ul style="list-style-type: none"> - Different approaches to business ethics: Conventional, Principles, Ethical Test - Ethical principles: teleological theories, deontological theories, aretaic theories - Venn model - 3 models of management ethics: immoral, moral, amoral - Sources of person's values • Compliance

	<ul style="list-style-type: none"> - How to implement compliance programs - Exogenous factors - Risk assessment • CSR <ul style="list-style-type: none"> - Emergence of CSR - Why it became necessary - Different CSR models: Carroll's pyramid, Tripple bottom line, • Models of stakeholder management <ul style="list-style-type: none"> - Generic approach toward stakeholder - Relationship management - Stakeholders network - Techniques to better understand and manage stakeholders concerns - Implement CSR in a company - Business performance and CSR • Elite; what do we expect; what they deliver • Corporate Governance, Corporate Citizenship
<p>Literature</p>	<ul style="list-style-type: none"> • Griseri, Paul; Seppala Nina: Business Ethics and Corporate Social Responsibility. First Edition. Australia/New Zealand, Cengage, 2010 • Buchholtz, Ann K.; Carroll, Archie: Business and Society : 7th edition, Australia, Cengage Learning, 2009 • Garsten, Christina; Hernes, Tor: Ethical Dilemmas in Management: New York, Routledge, 2009 • Cannon, Tom: Corporate Responsibility: 2nd edition, Harlow, Pearson Education, 2013 • Fraedrich, John; Ferrell, Linda; Ferrell, O.C; Ethical Decision Making in Business: 9th edition; Australia, Cengage Learning, 2013

IM 120 International and Intercultural Management

<p>Module Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 1st Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: English • Module Coordinator: Prof. Dr. Alexander Kumpf • Lecturer: Prof. Dr. Alexander Kumpf / Prof. Dr. Thomas Peisl • Credits: 5 ECTS • Presence Hours: 4 class hours per week • Type of Teaching: Lecture, seminar, group work • Workload: 150 h • Contact Hours: 60 h • Independent Study Hours: 90 h • Prerequisites: None • Assessment Details: Assignment (70 %) and Group presentation (30 %) • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to</p> <ul style="list-style-type: none"> • understand and describe the basic relevant theories for international business • understand the reason for globalization and the challenges the companies have to face • understand the characteristics, the differences and the similarities of the emerging markets, developing economies, and the advanced economies • define a globalization strategy, select a market entry strategy and a foreign operation mode for a company depending on the organisation, the structure, the market situation and the selected country • analyse and evaluate case studies and overview the coherences • simplify the complexity caused by the dependencies of the global engagement of multinational and international companies and can manage new work situations in global context quickly • analyse the facts of a county and assess the geography, the political system, the society, and the economy of a country • analyse and evaluate the country, the commercial, the cross-cultural and the currency risks and define a strategy how to avoid the potential risks for the company • understand and describe the basic relevant theories for intercultural communication • understand the effects of the cultural impact on human behaviour • interpret symbols, rituals and gestures appropriately in an intercultural context • transfer and apply their knowledge in intercultural work situations

**Module Content /
Syllabus**

- Introduction of International Business
 - What is International Business?
 - Global Marketplaces and Business Centers
 - Legal, Technological, Accounting, and Political Environment
- The International Business Environment
 - International Trade and Investment
 - International Monetary System and the Balance of Payments
 - Foreign Exchange and International Financial Markets
 - Formulation of National Trade Policies / Exporting and Countertrade
 - International Cooperation Among Nations
- International Business Strategies
 - International Strategic Management
 - Global Market Opportunity Assessment
 - Strategies for Analyzing and Entering Foreign Markets
 - International Strategic Alliances
 - Exporting and Countertrade
 - Foreign Direct Investment and Collaborative Ventures
 - Licensing, Franchising, and Other Contractual Strategies
- Managing International Business Operations
 - International Marketing
 - International Operations Management
 - Global Sourcing
 - International Human Resource Management
- Intercultural Management
 - Communication Concepts
 - What is Culture
 - The Role of Culture
 - Ethics and Social Responsibility in International Business
 - International Organization Design and Control
 - Leadership and Employee Behavior in International Business
- Case Studies (e.g. Harvard Business Cases)
- Business Simulation (e.g. CAPSIM GlobalDNA)

Literature	<ul style="list-style-type: none">• Griffin, Ricky W.; Pustay, Michael W.: International Business – A Managerial Perspective. Pearson Education Limited 2015• Cavusgil, S. Tamer; Knight, Gary; Riesenberger, John R.: A Framework for International Business. Pearson Education Limited 2015• Abele, Eberhard; Meyer, Tobias; Näher, Ulrich: Global Production. Springer-Verlag, Berlin 2008• House, Robert; Hanges, Paul; Javidan, Mansour; Dorfman, Peter; Gupta, Vipin: Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies. Sage Publications Inc. 2004• Chhokar, Jagdeep; Brodbeck, Felix; House, Robert: Culture and Leadership Across the World: The GLOBE Book of In-depth Studies of 25 Societies (Lea's Organization and Management). Lawrence Erlbaum Associates Taylor&Francis Group 2008• Peng, Mike: Global Business, 2e, Cengage 2011• Weston, J. Fred; Weaver, Samuel C.: Mergers and Acquisitions, The McGraw-Hill Executive MBA Series, McGraw-Hill 2001• The Hofstede Centre. http://geert-hofstede.com/• Harvard Business Publishing. https://cb.hbsp.harvard.edu/cbmp/pages/content/cases• Corporate Annual Reports. Stock Corporations.• The Wall Street Journal. http://www.wsj.com/europe• The Financial Times. http://www.ft.com/home/uk• The Economist. http://www.economist.com/• CAPSIM GlobalDNA. http://www.capsim.com/
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IM 130 International Accounting and Management Control

<p>Module Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 1st Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: English • Module Coordinator: Prof. Dr. Hanns Robby Skopp, Prof. Dr. Patrick Dienes • Lecturer: Prof. Dr. Hanns Robby Skopp, Prof. Dr. Patrick Dienes • Credits: 5 ECTS • Presence Hours: 4 class hours per week (each part two hours per week) • Type of Teaching: Lecture, seminar, group work • Workload: 150 h • Contact Hours: 60 h • Independent Study Hours: 90 h • Prerequisites: None • Assessment Details: Written examination (90 Minutes) - International Management Accounting and Control - 50 %, International Financial Accounting - 50 % • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of part 1 “International Management Accounting and Control” of this course, students are able to</p> <ul style="list-style-type: none"> • explain the various types of management accounting and control (by international comparison) • understand the additional challenges of international management accounting and control • use specific instruments as well as design organizational structures and processes for an international management accounting and control unit • manage complexity of strategic decisions of international dimension. <p>After successful completion of part 2 “International Financial Accounting” of this course, students are able to</p> <ul style="list-style-type: none"> • understand and use the accounting regulations according to German Handelsgesetzbuch (HGB) • understand the main features of accounting according to the International Financial Reporting Standards (IFRS) and analyse the financial reports of international enterprises • understand the main features of accounting in a cross-border operating enterprises <p>Finally, students understand the correlation between management accounting and financial reporting, so they can analyse and appreciate the consequences of decisions in a company.</p>

<p>Module Content / Syllabus</p>	<p>Part 1: "International Management Accounting and Control" This part of the module consists of four main topics as follows:</p> <ul style="list-style-type: none"> • Management accounting and control by international comparison • Specific challenges and tools of international management accounting, e.g. in the fields of culture, currency conversion, cross-border transfer pricing and tax planning • Control, reporting and organization: value-oriented control of foreign subsidiaries, requirements for reporting and organizational structure as well as implications from IFRS • Strategic decisions of international dimension <p>Part 2: "International Financial Accounting" This part of the module consists of three main topics as follows:</p> <ul style="list-style-type: none"> • Inclusion, evaluation and disclosure of selected balance sheet items according to German Handelsgesetzbuch (HGB) • Main features of the International Financial Reporting Standards (IFRS), especially in comparison to German Handelsgesetzbuch Basic knowledge of consolidated financial reporting
<p>Literature</p>	<p>Part 1: "International Management Accounting and Control"</p> <ul style="list-style-type: none"> • Choi, Frederick D. S./Meek, Gary K.: International accounting, Pearson, Upper Saddle River, NJ/USA u.a. 2011. • Gray, Sidney J./Salter, Stephen B./Radebaugh, Lee H.: Global Accounting and Control: A Managerial Emphasis, 1. Auflage, Wiley, New York, NY/USA, 2001. • Funk, W./Rossmannith, J. (Hrsg.): Internationale Rechnungslegung und Internationales Controlling. Herausforderungen – Handlungsfelder – Erfolgspotenziale, 2., überarbeitete Auflage, Wiesbaden 2011. • Hoffjan, A.: Internationales Controlling, Stuttgart 2009. • Welge, M. K./Holtbrügge, D.: Internationales Management. Theorien, Funktionen, Fallstudien, 5., überarbeitete Auflage, Stuttgart 2010. • Weber, Jürgen/Schäffer, Utz: Introduction to controlling, SchäfferPoeschel, Stuttgart 2008. <p>Part 2: "International Financial Accounting"</p> <ul style="list-style-type: none"> • IDW (Hrsg.), International Financial Reporting Standards (IFRS), IDW Textausgabe einschließlich International Accounting Standards (IAS) und Interpretationen. Die amtlichen EU-Texte Englisch-Deutsch, IDW, Düsseldorf, 2011 • Audit Comitee Institute KPMG (Hrsg.) Insights into IFRS 2012/2013, o.A., 2012

IM 140 International Financial Management

<p>Modul Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 1st Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: English • Module Coordinator: Prof. Dr. Bernd Mühlfriedel, CFA • Lecturer: Prof. Dr. Bernd Mühlfriedel, CFA • Credits: 5 ECTS • Presence Hours: 4 class hours per week • Type of Teaching: Lecture, seminar, group work • Workload: 150 h • Contact Hours: 60 h • Independent Study Hours: 90 h • Prerequisites: None • Assessment Details: Written examination (90 Minutes) • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • demonstrate a deep understanding about the importance of the international dimension for corporate financial management • understand the importance of sound financial planning as the basis for investment appraisal • make investment decisions in an international company set-up by using suitable investment appraisal techniques • understand the risk factors of a company in an international environment and know how to protect oneself against them by applying appropriate hedging strategies and techniques • know and properly evaluate suitable financing sources for an international company • determine the value of an international company by using several valuation techniques • understand the financial reporting requirements of an international company and the main differences between German GAAP and IFRS
<p>Module Content / Syllabus</p>	<ul style="list-style-type: none"> • International dimension for corporate economic activity and particular for corporate financial management • Financial planning • Investment appraisal • Risk assessment & management with particular emphasis on FOREX-related risks • Financing decision • Company valuation • Financial reporting in an international company set-up • Current topics in international financial management

Literature	<ul style="list-style-type: none">• Fundamental reading:<ul style="list-style-type: none">- Arnold, Glen (2012): Corporate Financial Management, 5th ed.• Further reading:<ul style="list-style-type: none">- Bekaert, G. / Hodrick, R. (2011): International Financial Management, 2nd ed.- Bösch, M. (2014): Internationales Finanzmanagement – Rahmenbedingungen, Investition, Finanzierung und Risikomanagement.- Brealey, R.A. / Myers, S.C. / Allen, F. (2007): Principles of Corporate Finance, 9th ed.- Ernst, D. / Häcker, J. (2011): Applied International Corporate Finance, 2nd ed., pp. 65-168, 245-308, 359-516.- Levi, M. D. (2005): International Finance, 4th ed., pp. 1-13, 307-321, 346-372.- Madura, J. / Fox, R. (2007): International Financial Management.- Shapiro, A. / Moles, P. (2014): International Financial Management, 10th ed.
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IM 150 Internationales Personalmanagement / International HR Management

<p>Module Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 1st Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: German • Module Coordinator: Prof. Dr. Valentina Speidel • Lecturer: Prof. Dr. Valentina Speidel • Credits: 5 ECTS • Presence Hours: 4 class hours per week • Type of Teaching: Lecture, seminar, group work • Workload: 150 h • Contact Hours: 60 h • Independent Study Hours: 90 h • Prerequisites: None • Assessment Details: Written examination (90 Minutes) • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to</p> <ul style="list-style-type: none"> • demonstrate a deep understand about the meaning and the barriers of intercultural models • understand the employment process, the international payment definition and the drafting of an employment contract • understand the roll of leadership under consideration the international and the intercultural aspects • understand the international concept of employee development • identify, analyse and evaluation specific topics of human resource management with international aspects
<p>Module Content / Syllabus</p>	<ul style="list-style-type: none"> • Differences between national and international HR Management • Intercultural challenges (GLOBE-Study, Hofstede's intercultural dimensions, Perlmutter's EPG model) • International staffing • International payment definition and the drafting of an employment contract • International performance appraisal and concept of international employee development • International aspects of leadership • Managing diversity
<p>Literature</p>	<ul style="list-style-type: none"> • DGFP (Hrsg.) Integriertes Personalmanagement in der Praxis: Prozesse und professionelle Standards, Bielefeld: Bertelsmann, 2011, 2. Auflage • DGFP (Hrsg.) Internationales Personalmanagement gestalten: Bielefeld: Bertelsmann, 2012 • FESTING / DOWLING / WEBER / ENGLE Internationales Personalmanagement, Wiesbaden: Gabler, 2011, 3. Auflage • HOLTBRÜGGE / WELGE Internationales Management: Theorien, Funktionen, Fallstudien Stuttgart: Schäffer Poeschel, 2015, 6. Auflage • SCHMEISSER / KRIMPHOVE Internationale Personalwirtschaft und internationales Arbeitsrecht, Berlin: Oldenbourg (Cornelsen), 2010

IM 200 International Business Module

<p>Module Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 2nd Semester Master International Business • Duration: 1 semester • Frequency: Winter semester • Module Language: English/German • Module Coordinator: Prof. Dr. Alexander Kumpf • Lecturer: Several • Credits: 30 ECTS • Presence Hours: several class hours per week • Type of Teaching: Lecture, seminar, group work • Workload: 900 h • Contact Hours: depends on classes • Independent Study Hours: depends on classes • Prerequisites: None • Assessment Details: Assignment/Group presentation/Written or oral examination • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • apply alternative theoretical approaches to interpret specific business and economic related topics • critically compare a range of competing models of international business and of intercultural behaviours • analyse and assess advanced and actual topics in international business • assess the dependencies of global economies and the effect on international business • evaluate the key sources of business risk and define measures to reduce effects on business activities • analyse advanced and contemporary issues in customer dynamics, sales and marketing, leadership and international management
<p>Module Content / Syllabus</p>	<p>Module content depends on a varies of selectable modules with advanced and contemporary issues in</p> <ul style="list-style-type: none"> • international management • leadership • sales and marketing • additional electives can be elected
<p>Literature</p>	<p>Differs by the topic. Relevant literature can be recommended by the supervisor.</p>

IM 301 Business Research Methods

<p>Module Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 3rd Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: English • Module Coordinator: Prof. Dr. Alexander Kumpf • Lecturer: N.N. • Credits: 2 ECTS • Presence Hours: 2 class hours per week (block seminar possible) • Type of Teaching: Lecture, seminar, group work • Workload: 60 h • Contact Hours: 30 h • Independent Study Hours: 30 h • Prerequisites: None • Assessment Details: Group presentation • Grading System: passed / failed
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • know the basic principles of research and writing • understand the phases of research processes • know the methods of empirical social and business research (e.g. observation, surveys, experiments or analysis of content) • value the pluralism of theories and methods • formulate a scientific hypothesis • carry out a critical evaluation of literature • design and implement a research and conduct research project
<p>Module Content</p>	<ul style="list-style-type: none"> • The research process <ul style="list-style-type: none"> – Formulating a research problem – Conceptualising a research design – Constructing an instrument for data collection – Writing a research proposal • Research philosophy ontology, axiology and methodology • Reviewing literature • Forming research questions and/or hypothesis • Research ethics • Qualitative research methods – observation, interviewing and focus groups • Quantitative research methods – surveys and questionnaires – statistical analytic methods. • Case studies • Assessing reliability, validity and credibility • Reporting and writing up research

Literature	<ul style="list-style-type: none">• Bryman, A. and Bell, E.: Business Research Methods, Oxford, Oxford University Press 2015• Adams. J., Khan, H.A.T. and Raeside, R.: Research Methods for Business and social Science Students, London, Sage 2014.• Saunders, M. N. K. and Lewis, P.: Research Methods for Business, Harlow, Pearson Education Ltd 2015• Kumar, R.: Research Methodology – a step-by-step guide for beginners, London, Sage 2014
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IM 302 Postgraduate Major Project/Master Thesis

<p>Modul Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 3rd Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: English • Module Coordinator: Prof. Dr. Alexander Kumpf • Lecturer: Several • Credits: 23 ECTS • Presence Hours: None • Workload: 690 h • Contact Hours: 0 h • Independent Study Hours: 690 h • Prerequisites: The student must have obtained a minimum of 30 ECTS points for a topic to be issued. • Assessment Details: Assignment • Grading System: 1.0 - 5.0
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • conduct an independent research project from the field of business administration • transfer previous knowledge to problems and challenges of the master's thesis • apply relevant research methods • discuss expert opinions critically • discuss the standard of knowledge in research • present their work and findings in an academically adequate and comprehensive form • prove and document their findings on scientific principles • explain in depth the relevant approaches and terminologies in one or more areas of their subject, describing current developments and taking up a critical position on them • select, apply and, if necessary, develop further methods that are suitable for solving the specialized problem in question • apply knowledge they have acquired and methods they have learnt in the course of their studies to complex and/or incompletely defined problems in a solution-oriented way • develop new scientific findings in their subject area and subject them to a critical assessment
<p>Module Content / Syllabus</p>	<p>Students work on an independent research project from the field of business administration or related areas.</p>
<p>Literature</p>	<p>Differs by the research topic. Relevant literature can be recommended by the Supervisor.</p>

IM 303 Thesis Colloquium

<p>Modul Basics</p>	<ul style="list-style-type: none"> • Allocation to Study Programme: 3rd Semester Master International Business • Duration: 1 semester • Frequency: Summer semester • Module Language: English • Module Coordinator: Prof. Dr. Alexander Kumpf • Lecturer: Prof. Dr. Alexander Kumpf, N.N. • Credits: 5 ECTS • Presence Hours: 3 class hours per week (block seminar possible) • Type of Teaching: Seminar, group work • Workload: 150 h • Contact Hours: 45 h • Independent Study Hours: 105 h • Prerequisites: None • Assessment Details: Group presentation • Grading System: passed / failed
<p>Learning Outcome</p>	<p>After successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • formulate the research proposal and describe the research proposal • conceptualising the research design • give a short presentation and explain the contents and findings of their thesis to a non-expert academic audience • reply to questions from the audience • discuss issues that belong to the field of business administration in international content and are related to the topic of their theses • motivate their solutions and defend their thesis in academic discussion
<p>Module Content / Syllabus</p>	<p>The students give a short presentation explaining aims, contents and findings of their thesis. Arguments, contents, methods and theories employed will be discussed with examiners and the academic audience.</p>
<p>Literature</p>	<ul style="list-style-type: none"> • McClain, Gary R.: Presentation, Avon, Mass., Adams Business, c2007 • Wilder, Claudyne: Point, click & wow! - the techniques and habits of successful presenters, San Francisco, Pfeiffer, c2008 • Kumar, R.: Research Methodology – a step-by-step guide for beginners, London, Sage 2014