



Modulhandbuch

für den

Masterstudiengang Internationale Betriebswirtschaft (MIB)

Abschlussgrad: Master of Arts (M.A.)

an der Hochschule für angewandte Wissenschaften
Hochschule Landshut

im Studienjahr

SS 2019 und WS 2019/2020

nach der 1. Änderungssatzung der Studien- und Prüfungsordnung vom 08.12.2015

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1 Erstes Studiensemester

1.1 IM 100 Wirtschaftspolitik / Theory of Economic Policy

Study Programme	Internationale Betriebswirtschaft / International Business
Degree	Master

Name of Modul (SPO)	Wirtschaftspolitik
Name of Modul engl.	Theory of Economic Policy
Modul Nr.	IM 100

Module Language	German
Modul Coordinator	Prof. Dr. Michael Leckebusch
Lecturer	Prof. Dr. Michael Leckebusch

Allocation to Study Programme	1 st Semester Master International Business
Frequency	Summer semester
Duration	1 Semester

Credits	5 ECTS			
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group size
	150 hours	60 hours	90 hours	approx. 20 students

Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	4 SWS	3 SWS	1 SWS	-	-	-

Prerequisites	None
Assessment Details	Paper and presentation as a precondition for written examination (90 Minutes)
Test Performance	Final grades
Required for pass	yes

Learning Outcome	After successful completion of this course, students should be able to: <ul style="list-style-type: none"> • know the targets of and reasons for political regulation of economic processes and being capable to apply the consequences for corporate strategies • explain and compare the peculiarities/characteristics of different economic systems. • identify and analyze the control elements of economic policy • know the policy instruments of microeconomic and macroeconomic and asses also their effects for forecasting procedures
Module Content / Syllabus	<ul style="list-style-type: none"> • Economic theory • Welfare theory • Market and competition • Market failure and prisoner's dilemma • Targets of economic policy • External economic balance • Sustainability • Growth & economic activity • Unemployment & employment • Price stability & inflation • Allocation • Areas of activity in economic policy • Financial policy • Monetary policy • Foreign exchange policy and exchange rate policy • Foreign trade policy • Development policy • Current discussion of economic policy
Media	Blackboard, projector and PC, flipchart
Literature	<ul style="list-style-type: none"> • Breyer, Friedrich: Grundlagen der Wirtschaftspolitik, 4. Auflage Mohr Siebek 2014 • 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

1.2 IM 110 Business Ethics & Corporate Social Responsibility

Study Programme	Internationale Betriebswirtschaft / International Business					
Degree	Master					
Name of Modul (SPO)	Business Ethics & Corporate Social Responsibility					
Name of Modul engl.	Business Ethics & Corporate Social Responsibility					
Modul Nr.	IM 110					
Module Language	English					
Modul Coordinator	Prof. Dr. Martin Prasch					
Lecturer	Prof. Dr. Martin Prasch, Dr. Dennis Badeen					
Allocation to Study Programme	1 st Semester Master International Business					
Frequency	Summer semester					
Duration	1 Semester					
Credits	5 ECTS					
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group Size		
	150 hours	60 hours	90 hours	approx. 20 students		
Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	4 SWS	2 SWS	2 SWS	-	-	-
Prerequisites	None					
Assessment Details	Assignment (70 %) & Presentation and Moderation (30 %)					
Test Performance	Final grades					
Required for pass	yes					

<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, • apply the key elements, such as CSR checklists, reports, etc. • 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 • 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

Media	Blackboard, projector and PC, flipchart
Literature	<ul style="list-style-type: none">• Storchevoy, M.: Business Ethics as Science. Palgrave, 2018• Samuel O.I., et. Al.: Corporate Social Responsibility and Governance. Springer, 2015• 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

1.3 IM 120 International and Intercultural Management

Study Programme	Internationale Betriebswirtschaft / International Business
Degree	Master

Name of Modul (SPO)	International and Intercultural Management
Name of Modul engl.	International and Intercultural Management
Modul Nr.	IM 120

Module Language	English
Modul Coordinator	Prof. Dr. Alexander Kumpf
Lecturer	Prof. Dr. Alexander Kumpf, Prof. Dr. Thomas Peisl

Allocation to Study Programme	1 st Semester Master International Business
Frequency	Summer semester
Duration	1 Semester

Credits	5 ECTS			
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group size
	150 hours	60 hours	90 hours	approx. 20 students

Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	4 SWS	2 SWS	2 SWS	-	-	-

Prerequisites	None
Assessment Details	Assignment (50 %) and Business Game (50 %)
Test Performance	Final grades
Required for pass	Yes

Learning Outcome	<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 • 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 and evaluate case studies and overview the coherences • analyse and evaluate the management of decision making and the interaction between stakeholders for going global • analyse the facts of a county and assess the geography, the political system, the society, and the economy of a country
Module Content / Syllabus	<ul style="list-style-type: none"> • Introduction of International Business <ul style="list-style-type: none"> • What is International Business? • Global Marketplaces and Business Centers • Legal, Technological, Accounting, and Political Environment • The International Business Environment <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • International Marketing • International Operations Management • Global Sourcing • International Human Resource Management • Leadership and International/National Team Work • Decision Making Process • Managing Implementation Strategy • Case Studies and Business Simulation
Media	Blackboard, projector and PC, flipchart

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• 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/
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1.4 IM 130 International Accounting and Management Control

Study Programme	Internationale Betriebswirtschaft / International Business				
Degree	Master				
Name of Modul (SPO)	International Accounting and Management Control				
Name of Modul engl.	International Accounting and Management Control				
Modul Nr.	IM 130				
Module Language	English				
Modul Coordinator	Prof. Dr. Patrick Dienes				
Lecturer	Prof. Dr. Patrick Dienes				
Allocation to Study Programme	1 st Semester Master International Business				
Frequency	Summer semester				
Duration	1 Semester				
Credits	5 ECTS				
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group size	
	150 hours	60 hours	90 hours	approx. 20 students	
Type of Teaching (SWS)	Total	Lecture	Seminar	Group work	Project work
	4 SWS	4 SWS	-	-	-
Prerequisites	None				
Assessment Details	Written examination (90 Minutes)				
Test Performance	Final grades				
Required for pass	yes				

Learning Outcome	After successful completion of this course, students should be able to: <ul style="list-style-type: none"> • to explain the different purposes of financial vs. management accounting • know the main features of accounting according to the International Financial Reporting Standards (IFRS) • structure management control issues, develop solutions and communicate them effectively • develop a process of corporate planning • apply transfer pricing methodologies and design transfer price systems for optimizing a company's tax burden • systematically evaluate company's conditions for deciding on appropriate performance measurements methods • assess their accounting knowledge and, if necessary, setup exchange networks of professionals for solving accounting issues
Module Content / Syllabus	<ul style="list-style-type: none"> • Fundamentals of Accounting • International Financial Accounting • Information for Decision-Making • Planning and Budgeting • Management Control Systems • International Transfer Pricing and Taxation
Media	Blackboard, projector and PC, flipchart
Literature	In the current edition <ul style="list-style-type: none"> • Aerts, Walter/Walton Peter: Global Financial Accounting and Reporting, Hampshire/UK: Cengage. • Choi, Frederick D. S./Meek, Gary K.: International Accounting, Upper Saddle River, NJ/USA: Pearson. • Horngren, Charles T. et al.: Introduction to Management Accounting, Essex/England: Pearson. • Merchant, Kenneth A./Van der Stede, Wim A.: Management Control Systems. Performance Measurement, Evaluation & Incentives, Harlow/UK: Pearson • Weber, Jürgen/Schäffer, Utz: Introduction to Controlling, Stuttgart: Schäffer-Poeschel.

1.5 IM 140 International Financial Management

Study Programme	Internationale Betriebswirtschaft / International Business
Degree	Master

Name of Modul (SPO)	International Financial Management
Name of Modul engl.	International Financial Management
Modul Nr.	IM 140

Module Language	English
Modul Coordinator	Prof. Dr. Bernd Mühlfriedel, CFA
Lecturer	Prof. Dr. Bernd Mühlfriedel, CFA

Allocation to Study Programme	1 st Semester Master International Business
Frequency	Summer semester
Duration	1 Semester

Credits	5 ECTS			
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group size
	150 hours	60 hours	90 hours	approx. 20 students

Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	4 SWS	4 SWS	-	-	-	-

Prerequisites	None
Assessment Details	Written examination (90 Minutes)
Test Performance	Final grades
Required for pass	Yes

<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
<p>Media</p>	<p>Blackboard, projector and PC, flipchart</p>
<p>Literature</p>	<p>Fundamental reading:</p> <ul style="list-style-type: none"> • Arnold, Glen (2012): Corporate Financial Management, 5th ed. <p>Further reading:</p> <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.

1.6 IM 150 Internationales Personalmanagement / International HR Management

Study Programme	Internationale Betriebswirtschaft / International Business
Degree	Master

Name of Modul (SPO)	Internationales Personalmanagement
Name of Modul engl.	International HR Management
Modul Nr.	IM 150

Module Language	German
Modul Coordinator	Prof. Dr. Valentina Speidel
Lecturer	Prof. Dr. Valentina Speidel

Allocation to Study Programme	1 st Semester Master International Business
Frequency	Summer semester
Duration	1 Semester

Credits	5 ECTS			
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group Size
	150 hours	60 hours	90 hours	approx. 20 students

Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	4 SWS	4 SWS	-	-	-	-

Prerequisites	None
Assessment Details	Written examination (90 Minutes)
Test Performance	Final grades
Required for pass	Yes

Learning Outcome	After successful completion of this course, students should be able to <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
Module Content / Syllabus	<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
Media	Blackboard, projector and PC, flipchart
Literature	<ul style="list-style-type: none"> • DGFP (Hrsg.): Internationales Personalmanagement gestalten: Bielefeld: Bertelsmann, 2012 • DGFP (Hrsg.): Expat Management – Auslandseinsätze erfolgreich gestalten, Bielefeld: Bertelsmann, 2010 • Festing, Marion / Dowling, Peter / Weber, Wolfgang / Engle, Allen D.: • Internationales Personalmanagement, Wiesbaden: Gabler, 2011, 3. Auflage • Festing, Marion /Dowling, Peter / Engle, Allen D.: International Human Resource Management, Cengage Learning Emea;2013, 6. Rev. Ed. • Holtbrügge, Dirk / Welge, Martin K.: Internationales Management: Theorien, Funktionen, Fallstudien, Stuttgart: Schäffer Poeschel, 2015, 6. Auflage • Schmeisser, Wilhelm / Krimphove, Dieter / Popp, Rebecca: International Human Resource Management and International Labour Law: A Human Resource Management Accounting Approach, München: Oldenbourg , 2013

2 Zweites Studiensemester

IM 200 International Business Module

Study Programme	Internationale Betriebswirtschaft / International Business					
Degree	Master					
Name of Modul (SPO)	International Business Module					
Name of Modul engl.	International Business Module					
Modul Nr.	IM 200					
Module Language	English/German					
Modul Coordinator	Prof. Dr. Alexander Kumpf					
Lecturer	Prof. Dr. Alexander Kumpf					
Allocation to Study Programme	2 nd Semester Master International Business					
Frequency	Winter semester					
Duration	1 Semester					
Credits	30 ECTS					
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group Size		
	900 hours	depends on classes	depends on classes	approx. 20 students		
Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	-	-	-	-	-	-
Prerequisites	None					
Assessment Details	Assignment/Group presentation / Written or oral examination					
Test Performance	Final grades					
Required for pass	Yes					

Learning Outcome	After successful completion of this course, students should be able to: <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 asses advanced and actual topics in international business • asses 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
Module Content / Syllabus	Module content depends on a varies of selectable modules with advanced and contemporary issues in <ul style="list-style-type: none"> • international management • leadership • sales and marketing • additional electives can be elected
Media	Blackboard, projector and PC, flipchart
Literature	Differs by the topic. Relevant literature can be recommended by the supervisor.

3 Drittes Studiensemester

3.1 IM 301 Business Research Methods

Study Programme	Internationale Betriebswirtschaft / International Business
Degree	Master

Name of Modul (SPO)	Business Research Methods
Name of Modul engl.	Business Research Methods
Modul Nr.	IM 301

Module Language	English
Modul Coordinator	Prof. Dr. Alexander Kumpf
Lecturer	N.N.

Allocation to Study Programme	3 rd Semester Master International Business
Frequency	Summer semester
Duration	1 Semester

Credits	2 ECTS			
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group Size
	60 h	30 h	30 h	approx. 20 students

Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	2 SWS	2 SWS	-	-	-	-

Prerequisites	None
Assessment Details	Group presentation
Test Performance	passed/failed
Required for pass	Yes

Learning Outcome	After successful completion of this course, students should be able to: <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
Module Content / Syllabus	<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
Media	Blackboard, projector and PC, flipchart
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

3.2 IM 302 Postgraduate Major Project/Master Thesis

Study Programme	Internationale Betriebswirtschaft / International Business
Degree	Master

Name of Modul (SPO)	Postgraduate Major Project/Master Thesis
Name of Modul engl.	Postgraduate Major Project/Master Thesis
Modul Nr.	IM 302

Module Language	English
Modul Coordinator	Prof. Dr. Alexander Kumpf
Lecturer	N. N.

Allocation to Study Programme	3 rd Semester Master International Business
Frequency	Summer semester
Duration	1 Semester

Credits	23 ECTS			
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group Size
	690 h	0 h	690 h	

Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	-	-	-	-	-	-

Prerequisites	The student must have obtained a minimum of 30 ECTS points for a topic to be issued.
Assessment Details	Assignment
Test Performance	Final grades
Required for pass	Yes

Learning Outcome	<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
Module Content / Syllabus	Students work on an independent research project from the field of business administration or related areas.
Media	Blackboard, projector and PC, flipchart
Literature	Differs by the research topic. Relevant literature can be recommended by the Supervisor.

3.3 IM 303 Thesis Colloquium

Study Programme	Internationale Betriebswirtschaft / International Business
Degree	Master

Name of Modul (SPO)	Thesis Colloquium
Name of Modul engl.	Thesis Colloquium
Modul Nr.	IM 303

Module Language	English
Modul Coordinator	Prof. Dr. Alexander Kumpf
Lecturer	Prof. Dr. Alexander Kumpf, N. N.

Allocation to Study Programme	3 rd Semester Master International Business
Frequency	Summer semester
Duration	1 Semester

Credits	5 ECTS			
Workload (h)	Total	Contact Hours	Independent Study Hours	Planned Group Size
	150 h	45 h	105 h	approx. 20 students

Typ of Teaching (SWS)	Total	Lecture	Seminar	Group work	Internship	Project work
	3 SWS	-	3 SWS	-	-	-

Prerequisites	Application for Master Thesis
Assessment Details	ELN (Presentation & Colloquium)
Test Performance	Final grades
Required for pass	yes

Learning Outcome	After successful completion of this course, students should be able to: <ul style="list-style-type: none"> • formulate and describe the research proposal • conceptualising the research design • describe the major points of the research topic in an effective abstract • design and publish a scientific poster • 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
Module Content / Syllabus	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.
Media	Blackboard, projector and PC, flipchart
Literature	<ul style="list-style-type: none"> • McClain, Gary R.: Presentation, Avon, Mass., Adams Business, 2007 • Wilder, Claudyne: Point, click & wow! - the techniques and habits of successful presenters, San Francisco, Pfeiffer, 2008 • Kumar, R.: Research Methodology – a step-by-step guide for beginners, London, Sage 2014 • Baumgarth, C.: Empirische Mastertechniken, Wiesbaden 2009 • Schwaiger, M./Meyer, A.: Theorien und Methoden der Betriebswirtschaftslehre, München 2009