



JACOBS  
UNIVERSITY



Study Program Handbook

**International Business Administration**

Bachelor of Arts

## Contents

<b>1</b>	<b>The International Business Administration (IBA)</b>	
	<b>Study Program</b>	<b>1</b>
1.1	Concept . . . . .	1
1.2	Specific Advantages of the International Business Administration Program at Jacobs University . . . . .	1
1.3	Program-Specific Qualification Aims . . . . .	1
1.4	The Jacobs University Employability and Personal Development Concept . . . . .	2
1.5	Career Options . . . . .	2
1.6	More Information and Contact . . . . .	3
<b>2</b>	<b>The Curricular Structure</b>	<b>4</b>
2.1	General . . . . .	4
2.2	The Jacobs University 3C-Model . . . . .	4
	2.2.1 YEAR 1 - CHOICE . . . . .	5
	2.2.2 YEAR 2 - CORE . . . . .	5
	2.2.3 YEAR 3 - CAREER . . . . .	5
2.3	The Jacobs Track . . . . .	8
2.4	Modularization of the International Business Administration Program . . . . .	9
2.5	The Bachelor Thesis / Project . . . . .	11
	2.5.1 Aims . . . . .	11
	2.5.2 Intended Learning Outcomes . . . . .	12
	2.5.3 Supervision . . . . .	12
	2.5.4 Registration . . . . .	12
	2.5.5 Formal Regulations for the Bachelor Thesis . . . . .	12
2.6	Structure . . . . .	14
<b>3</b>	<b>Appendix 1a/1b:</b>	
	<b>Mandatory Module and Examination Plans for World Track and Campus Track</b>	<b>15</b>
<b>4</b>	<b>Appendix 2:</b>	
	<b>Course Data for Program-Specific CHOICE and CORE Courses</b>	<b>15</b>

# **1 The International Business Administration (IBA) Study Program**

## **1.1 Concept**

The International Business Administration program covers all the essential areas of business and management with an international outlook. Students will develop strategic and practical perspectives on value creation in a globalized, culturally diverse, and technology-driven world. Topics that are emphasized include the management of international firms, the integration of information technology in all business areas, and the influence of the economic and cultural context on business activities. The program teaches an informed, comparative, and critical understanding of common business practices, problems, and values in an international, diverse context. Students will develop the analytical and social skills required to succeed as effective and responsible managers.

## **1.2 Specific Advantages of the International Business Administration Program at Jacobs University**

- The International Business Program's mission is to prepare students for their professional occupations.
- The interdisciplinary approach of Jacobs University help students to understand the complex and changing environmental forces that impact international business, and how managers and companies can effectively adapt to these forces. This includes:
  - Cross-cultural leadership and management practices
  - Entrepreneurial training and activities
  - Practical, hands-on experiences in class and due to guided research and offered internships

## **1.3 Program-Specific Qualification Aims**

- Students are enabled to work in international companies, NGOs, and governmental organisations.
- Students know work and understand the business world and interrelations between business, politics and society.
- Students know and understand work processes in various businesses.
- The program helps students to learn to work as individuals, as group members, and as group leaders in a business environment.
- Students will learn to manage diverse teams, programs to improve organizational processes and strategies to counsel in times of crisis are trained practically.
- Students gain experience from the business world for a well prepared future.
- Students will develop skills in using computers, quantitative methods, and current technology for research, composition, calculation, and presentation.

## 1.4 The Jacobs University Employability and Personal Development Concept

Jacobs University's educational concept aims at fostering employability which refers to skills, capacities, and competencies which transcend disciplinary knowledge and allow graduates to quickly adapt to professional contexts. Jacobs University defines employability as encompassing not just technical skills and understanding but also personal attributes, competencies and qualities enabling students to become responsible members of their professional and academic fields as well as of the societies they live in. Graduates of JU will be equipped with the ability to find employment and to pursue a successful professional career, which means that graduates will be able to:

- acquire knowledge rapidly, gather, evaluate and interpret relevant information and evaluate new concepts critically to derive scientifically founded judgements;
- apply their knowledge, understanding and methodological competences to their activity or profession to solve problems;
- present themselves and their ideas effectively and to negotiate successfully;
- demonstrate understanding and knowledge of business principles and processes and to manage projects efficiently and independently;
- take responsibility for their and their team's learning and development.

Graduates of JU will also be equipped with a foundation to become globally responsible citizens, which includes the following attributes and qualities:

- graduates have gained intercultural competence; they are aware of intercultural differences and possess skills to deal with intercultural challenges; they are familiar with the concept of tolerance;
- graduates can apply problem-solving skills to negotiate and mediate between different points of view and to manage conflicts;
- graduates can rely on basic civic knowledge; they are able to analyse global issues of economic, political, scientific, social or technological nature; they are able to evaluate situations and take decisions based on ethical considerations;
- graduates are able and prepared to take on responsibility for their professional community and society.

## 1.5 Career Options

Careers in a broad range of businesses, especially international and internationalizing firms with a focus on future-oriented industries, e.g. renewable energy, health, information technology, automotive and aerospace industries.

## **1.6 More Information and Contact**

For more information please contact the study program coordinator:

Dr. Tilo Halaszovich  
Professor of Global Markets & Firms  
Email: [t.halaszovich@jacobs-university.de](mailto:t.halaszovich@jacobs-university.de)  
Telephone: +49 421 200-3492

or visit our program website: <http://int-business.user.jacobs-university.de/>

## 2 The Curricular Structure

### 2.1 General

The undergraduate education at Jacobs University equips students with the key qualifications necessary for a successful academic, as well as professional career. By combining disciplinary depth and transdisciplinary breadth, supplemented by skills education and extracurricular elements, students are prepared to be responsible and successful citizens within the societies they work and live in.

The curricular structure provides multiple elements enhancing employability, transdisciplinarity, and internationality. The unique Jacobs Track, offered across all study programs, provides a broad range of tailor-made courses designed to foster career competencies. These include courses which promote communication, technology, business, (German) language, and management skills. The World Track, included in the third year of study, provides extended company internships or study abroad options. Thus students gain training on the job and intercultural experiences. All undergraduate programs at Jacobs University are based on a coherently modularized structure, which provides students with a broad and flexible choice of study plans to meet their major as well as minor study interests.

The policies and procedures regulating undergraduate study programs at Jacobs University in general can be found on the website.

### 2.2 The Jacobs University 3C-Model

Jacobs University offers study programs according to the regulations of the European Higher Education Area. All study programs are structured along the European Credit Transfer System (ECTS), which facilitates credit transfer between academic institutions. The three-year undergraduate program involves six semesters of study with a total of 180 ECTS credits. The curricular structure follows an innovative and student-centered modularization scheme - the 3C-Model - which groups the disciplinary content of the three study years according to overarching themes:

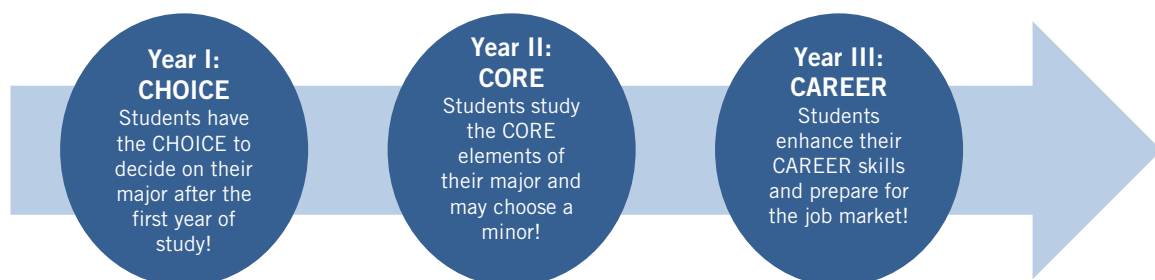


Figure 1: The Jacobs University 3C-Model

### 2.2.1 YEAR 1 - CHOICE

The first study year is characterized by a broad offer in disciplinary and interdisciplinary education. Students select three CHOICE modules from a variety of study programs. As a unique asset, our curricula allow students to select their study program freely from among the three selected CHOICE modules during their first year of study.

### 2.2.2 YEAR 2 - CORE

In the second year, students take three in-depth, discipline-specific CORE modules. One CORE module can also be taken from a second, complementary discipline, which allows students to incorporate a minor study track into their undergraduate education. Students will generally qualify for a minor if they have successfully taken at least one CHOICE module and one CORE module in a second field, and this extra qualification will be highlighted in the transcript.

### 2.2.3 YEAR 3 - CAREER

During their third year, students must decide on their career after graduation. In order to facilitate this decision, the fifth semester introduces two separate tracks. By default students are registered for the World Track.

#### 1. The World Track

In this track there are two mandatory elective options:

- **Internship**

The internship program is a core element of Jacobs University's employability approach. It includes a mandatory semester-long internship off-campus (minimum 16 weeks in full-time) which provides insight into the labor market as well as practical work experience related to the respective area of study. Successful internships may initiate career opportunities for students.

As an alternative to the regular internship, a limited number of students have the opportunity to prepare in a structured manner the formation of their own start-up in the 5th semester, and can attain 20 ECTS for this study-related achievement. Jacobs University cooperates with the City Accelerator Bremen (CAB) to which students can be admitted. There are several requirements which must be fulfilled before the 5th semester in order to be admitted to the CAB, i.e. attendance of specific seminars and workshops and the successful presentation of the business idea within the framework of a competition (pitch). The module is successfully completed, when the student / team of students have submitted the business plan to CAB.

For more information, please contact the Career Services Center (<http://www.jacobs-university.de/career-services/contact>).

- **Study Abroad**

Students can take the opportunity to study abroad at one of our partner universities. Courses recognized as study abroad credits need to be pre-approved according to the Jacobs University study abroad procedures and carry minimum of 20 ECTS credits

in total. Several exchange programs allow you to be directly enrolled at prestigious partner institutions worldwide. Jacobs University's participation in Erasmus+, the European Union's exchange program, provides an exchange semester at a number of European universities including Erasmus study abroad funding.

For more information, please contact the International Office (<http://intoffice.user.jacobs-university.de/outgoing/>).

## 2. The Campus Track

Alternatively, students may also opt to follow the Campus Track by continuing their undergraduate education at Jacobs, namely by selecting an additional CORE module during their third year and redistributing the remaining courses and modules across the third year. This opportunity can be used by students to more intensively focus on their major or to fulfill the minor requirements for a second field of interest.

In the sixth semester, all students select from a range of specialization courses within their study program and concentrate on their Bachelor thesis in the context of a Project/Thesis Module.

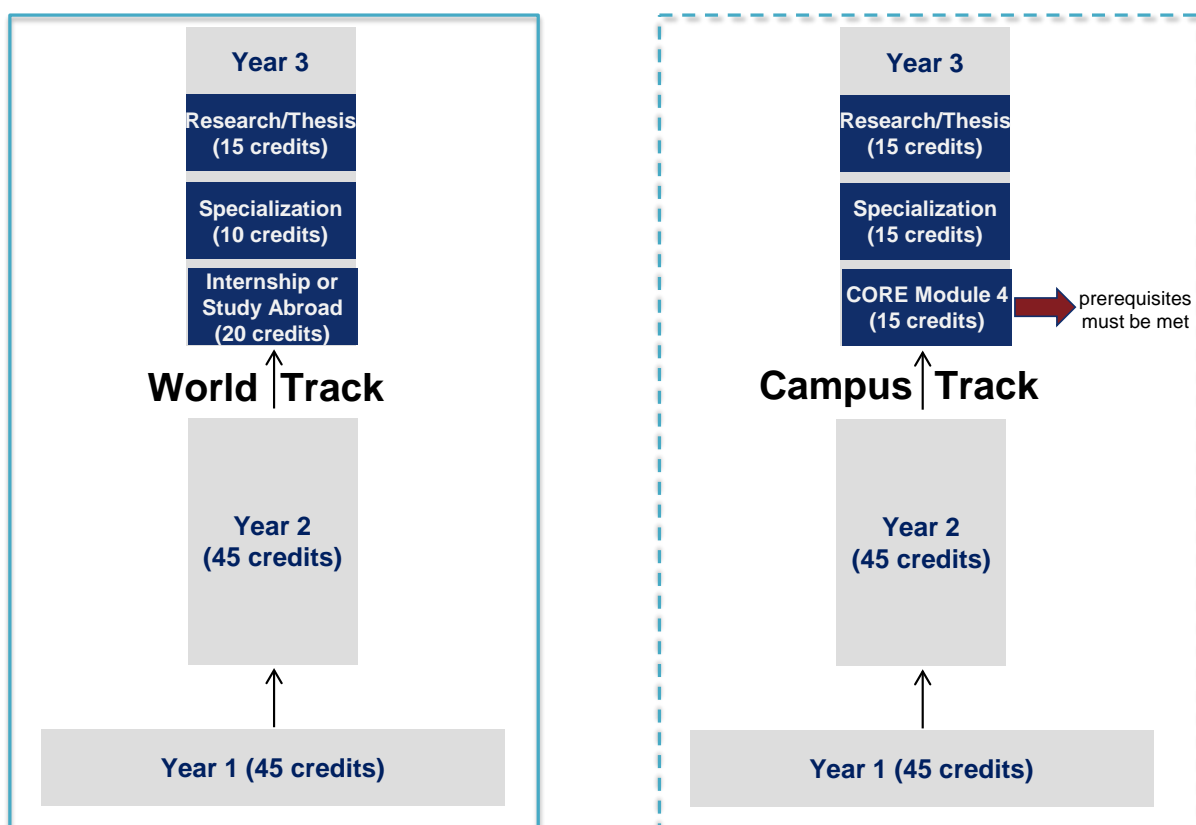


Figure 2: World Track versus Campus Track



## Career Advising

Is a mandatory component of the Jacobs University's Advising and Counseling Scheme. Further components are "Academic Advising" and "Psychological Counseling and Intercultural Services". Throughout their studies all students attend a mandatory set of career skills events. The mandatory "Career Skills Advising" prepares all undergraduate students at Jacobs University for the transition from student life to working life as well as for their future career. Skills, knowledge and information which are fundamental for participation in an internship or a semester abroad will be conveyed concurrently. Essential components include information sessions, compulsory workshops on various career-relevant topics as well as participation in the annual Jacobs Career Fair.

All undergraduate students will be automatically registered for "Career Skills Advising". However, every student has to keep track of his/her individual fulfillment of requirements and has to register on CampusNet for all workshops and sessions during the official registration period at the beginning of each semester. An overview of the sequence in which events should be attended is shown in the table below.

## CAREER ADVISING For Undergraduate Students matriculated Fall 2017

SEMESTER	1	2	3	4	5	6
<b>MANDATORY BASICS</b>	CSC-INFO Session: "CSC Services" CA01-990000		CSC-INFO Session: "World Track" CA01-990026			CSC-INFO Session "Professional Networking" CA01-990040
<b>MANDATORY SEMINARS</b>	Both seminars have to be attended in your first or second semester:  CSC-APPLICATION TRAINING CA01-990001  CSC-SUCCESS IN STUDIES, CAREER AND LIFE CA01-990031					
<b>MANDATORY ELECTIVE SEMINARS</b> (seminar program subject to availability)			Attend 2 out of several career skills seminars and workshops, i.e.  <ul style="list-style-type: none"> <li>▪ Research &amp; Contacting Employers</li> <li>▪ Business Etiquette ▪ Presentation Skills</li> <li>▪ Communication Skills ▪ Grad School Application Training ▪ Self-Management ▪ Time-Management</li> <li>▪ Decision Making ▪ Preparing for an Interview</li> <li>▪ Introduction to Project Management</li> </ul>			
<b>OTHER MANDATORY COMPONENTS</b>				CSC-JACOBS CAREER FAIR in February, on campus CA01-990003	INTERNSHIP or STUDY ABROAD or CAMPUS TRACK	INTERNSHIP & STUDY ABROAD EVENT  Online CSC-CAREER SURVEY CA01-990002

Figure 3: Career Advising

## 2.3 The Jacobs Track

The Jacobs Track, another stand-alone feature of Jacobs University, runs parallel to the disciplinary CHOICE, CORE, and CAREER modules across all study years and is an integral part of all study programs. It reflects our commitment to an in-depth methodological education, it fosters our transdisciplinary approach, it enhances employability, and equips students with extra skills desirable in your general field of study. Additionally, it integrates essential language courses.

Mathematics, statistics, and other methods courses are offered to all students within a comprehensive Methods Module. This module provides students with general foundations and transferable techniques which are invaluable to follow the study content not only in the study program itself but also in related fields.

The Skills Module equips students with general academic skills which are indispensable for their chosen area of study. These could be, for example, programming, data handling, presentation skills, and academic writing, scientific and experimental skills.

The transdisciplinary Triangle Module offers courses with a focus on at least one of the areas of business, technology and innovation, and societal context. The offerings comprise essential knowledge of these fields for students from other majors as well as problem-based courses that tackle global challenges from different disciplinary backgrounds. Working together with students from different disciplines and cultural backgrounds in these courses broadens the students horizon by crossing the boundaries of traditional disciplines.

Foreign languages are integrated within the Language Module. Communicative skills and foreign language competence foster students intercultural awareness and enhance their employability in a globalized and interconnected world. Jacobs University supports its students in acquiring and improving these skills by offering a variety of language courses at all proficiency levels. Emphasis is put on fostering German language skills, as they are an important prerequisite for students to learn about, explore, and eventually integrate into their host country. Hence, acquiring 10 ECTS credits in German is a requirement for all students. Students who meet the requirements of the German proficiency level (e.g. native speakers) are required to select courses in any other language program offered.

## **2.4 Modularization of the International Business Administration Program**

### **Year 1**

Take two mandatory modules listed below and select one further CHOICE module from a different study area.

#### **General Management (CH12-GenMan)**

The module "General Management" provides the foundation for the basic domains of business practices and management tools in the international context in which modern businesses increasingly interact with their various stakeholders. The module consists of three courses: "Introduction to International Business", "Entrepreneurship and Innovation", and "International Financial Accounting".

"International Business" provides the foundation for the basic domains of business (accounting, economics, finance, management, marketing and production). It builds the base for all other management and business courses. "Entrepreneurship and Innovation" deals with firm-internal processes and methods to start and run a business. "International Financial Accounting" explains the applications of international accounting standards. Special emphasis is placed on managing international entrepreneurship with respect to how accounting applies to global strategies and the key accounting issues that influence multinational decision making.

This module describes and analyzes the business-eco system which defines the environment for firm's activities. It further aims to teach basic practices and tools to run a business and explains firm's international driving forces. The module will also provide the basics in international accounting to understand the fundamental pillars of firm's activities. This module provides the foundation from which you may progress to higher level modules in Managing Diversity, Finance and Project Management, and Strategy and Management.

#### **General Economics (CH13-GenEcon)**

This module introduces to the functioning of economies, progressing from national to international markets. The decisions that firms, workers and consumers are making is examined in Microeconomics. Macroeconomics addresses the whole economy of a country with a view to delivering stable and sustainable economic growth. The nature of economic globalization and its many effects on firms, governments and individuals is analyzed in International Economics. A key question in all three courses of this module is when, how and why governments may want to intervene in markets in order to deliver satisfactory outcomes for society as a whole, while balancing the contradicting interests of various societal stakeholders.

**Year 2**

Take all three modules or replace one with a CORE module from a different study program.

**Strategy and Management (CO31-StratMan)**

The module "Strategy and Management" examines the process, problems, and consequences of creating, implementing, and evaluating business strategy on a global scale and within an internet-driven business-eco system.

Emphasis is given to detailed case studies of a variety of firms, global e-commerce, marketing, supply chains, networks, innovation, customer relationship management, and future developments in business models.

**Finance and Project Management (CO28-FinProMan)**

The module "Finance and Project Management" deals with Corporate Finance and Investment, Managerial Accounting and Project Management.

The finance and accounting courses examine the principles, techniques, and uses of international standards in the steering (planning and control) of business organizations in general, and in projects and in financial and investment activities.

The course surveys international financial and managerial accounting topics emphasizing the analysis of financial statements and managerial decision techniques. It exposes students to theory and techniques used for solving many different investment problems in firms and on the financial market. Real-life projects with firms will be conducted in the course "Project Management" to experience how to plan, monitor, control and proceed in projects. The course will base on the techniques if the world most famous PMI Standard.

**Managing Diversity (CO32-ManDivers)**

The module "Managing Diversity" addresses the opportunities and challenges that the diversity of human needs and resources poses for modern enterprises, especially international and internationalizing companies. Inside the firm, Leadership and Human Resource Management need to build on the latest evidence in Organizational Behavior and Cross Culture and Diversity Management in order to motivate and monitor a diverse workforce successfully and responsibly. Outside the firm, Marketing practices must reflect the differentiated needs of customers and business partners for creating unique offerings tailored to specific segments in dynamic, globalized markets. The module provides a holistic view of how companies create value from diversity.

Some CORE Modules require students to have taken a specific CHOICE Module. Please see the Module Handbook for details regarding pre-requisites.

### Year 3

In the 3rd year students follow the World Track by default:

#### 1. World Track

5th Semester

- Internship / study abroad

6th Semester

- International Business Administration Project / Thesis Module
- Program-specific Specialization Module

Exemplary course offering:

- Contemporary Research Issues in Marketing
- Current Issues of International Organization
- Innovation Lab
- Design Thinking
- Contemporary Issues in Finance and Accounting
- Quality and Risk Management Methods

#### 2. Campus Track

Students who do not enter the World Track follow the Campus Track.

5th and 6th Semester

- Program-specific Project / Thesis Module
- Program-specific Specialization Module  
(please see World Track for exemplary course offering)
- Additional CORE Module

## 2.5 The Bachelor Thesis / Project

This module is a mandatory graduation requirement for all undergraduate students. It consists of two components in the major study program guided by a Jacobs Faculty member:

1. **A Research Project** (5 ECTS)  
and
2. **The Bachelor Thesis** (10 ECTS)

The workload for the project component is about 125 hours and for the thesis component about 250 hours. The title of the thesis will be shown on the transcript.

### 2.5.1 Aims

Within this module, students apply knowledge they have acquired about their major discipline, skills, and methods to become acquainted with actual research topics, ranging from the identification of suitable (short-term) research projects, preparatory literature searches, the realization of discipline-specific research, and the documentation, discussion, and interpretation of the results. Research results obtained from the Research Project can be embedded in the Bachelor Thesis.

## 2.5.2 Intended Learning Outcomes

### 1. Research Project

This module component consists of a guided research project in the major study program. The well-defined research task must be completed and documented according to the scientific standards in the respective discipline. It involves a high degree of independence, supported by individualized instructor feedback and guidance.

### 2. Bachelor Thesis

With their Bachelor Thesis students should demonstrate mastery of the contents and methods of the major specific research field. Furthermore, students should show the ability to analyze and solve a well-defined problem with scientific approaches, a critical reflection of the status quo in scientific literature, and an original development of their own ideas.

Both, the Research Project and the Bachelor Thesis, can also have an inter- or transdisciplinary nature - with the explicit permission of the supervisor.

## 2.5.3 Supervision

Both module components can be performed with the same Jacobs faculty member, or different ones, the latter in order to allow a broader research experience. Students are required to choose a supervisor, at the latest, by the end of the drop-add period of the semester in which the module component is taken. **The selected supervisor(s) must approve the Project topic and Bachelor Thesis topic before the student starts to work towards the module component.** The respective study program coordinators will assist in the search for prospective supervisor(s).

## 2.5.4 Registration

**World Track students** register for both components, at the earliest, in their 6th semester. **Campus Track students** register for the Project component in the 5th and for the Bachelor Thesis component, at the earliest, in their 6th semester.

The registrations must be made before the end of the respective drop/add periods.

Later enrolment is possible for those students pursuing a second major or those who graduate late for other reasons. These students perform their (second) thesis earliest in the 7th semester of their studies. They have to contact the Student Records Office for individual registration.

Students are allowed to extend their thesis related work into the intersession or summer break upon approval of the thesis supervisor and Student Records. Students are not allowed to register for different Bachelor Thesis courses in the same semester.

## 2.5.5 Formal Regulations for the Bachelor Thesis

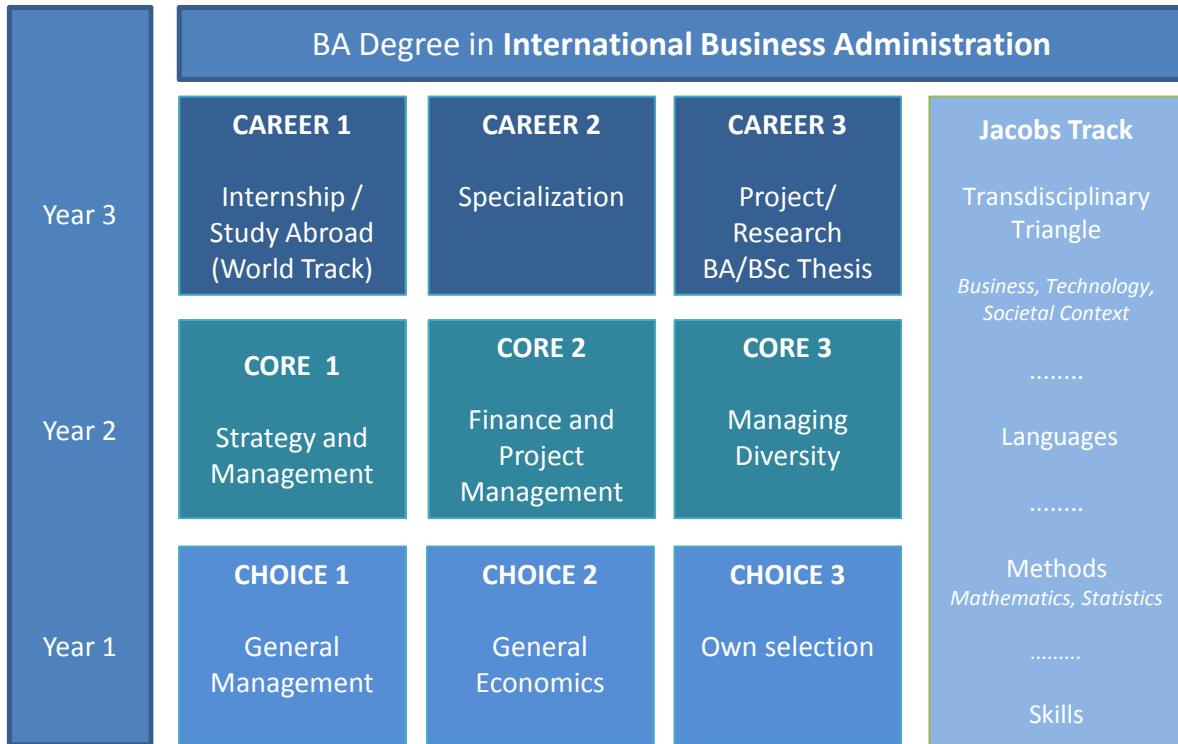
- Timing

The Thesis work has to be generated within the semester of registration. The semester period has 14 weeks.

- **Extent**  
The document must be between 15-25 pages in length, including references, but excluding appendices or supporting information. Deviations in length and format can be determined within individual study programs and should be communicated to all registered students by the study program coordinator.
- **Cover page**  
The cover page must show the title of the Bachelor Thesis, the university's name, the month and year of submission, the name of the student and the name of the supervisor.
- **Statutory Declaration**  
Each Bachelor Thesis must include a statutory declaration signed by the student confirming it is their own independent work and that it has not been submitted elsewhere. The respective form can be found on the Student Records Office website.
- **Submission**  
The Bachelor Thesis must be submitted as a hard copy (pdf-file) to the supervisor and additionally to the Student Records Office via online form on the Student Records Office website.

**Deadline for submission of the Bachelor Thesis is May 15 (unless specified otherwise by the Student Records Office).**

## 2.6 Structure



**YEAR 1** Take three CHOICE modules, one free selection  
**YEAR 2** Take three CORE modules, one CORE module can be substituted by a CORE module from a second study program to pursue a minor  
**YEAR 3** Alternatively Campus Track with a 4th CORE module instead of internship/study abroad module

Figure 4: International Business Administration Module Structure



### **3 Appendix 1a/1b: Mandatory Module and Examination Plans for World Track and Campus Track**

Jacobs University Bremen reserves the right to substitute courses by replacements and/or reduce the number of mandatory/mandatory elective courses offered.

### **4 Appendix 2: Course Data for Program-Specific CHOICE and CORE Courses**

All course data stated in the appendix is based on the previous study year and subject to change.

<b>Version</b>	<b>Valid as of</b>	<b>Decision</b>	<b>Details</b>
Fall 2017 - V1	01.09.17	AB August 17	Masterversion
Fall 2017 - V2	01.09.17	AB August 17	2.2 revised

## Appendix 1a - Mandatory Module and Examination Plan for World Track

International Business Administration – World Track													
Matriculation Fall 2017													
Program-Specific Modules					Jacobs Track Modules (General Education)								
	Type	Status <sup>1</sup>	Semester	Credits		Type	Status <sup>1</sup>	Semester	Credits				
<b>Year 1 - CHOICE</b>					<b>45</b>	<b>20</b>							
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the IBA program.</i>													
<b>CH12-GenMan</b>	<b>Module: General Management</b>			<b>m</b>	<b>15</b>	<b>JT-ME-MethodsMath</b>	<b>Module: Methods / Mathematics</b>			<b>m</b>	<b>7,5</b>		
CH12-032201	Introduction to International Business	Seminar	m	1	5	JT-ME-990103	Empirical Research Methodology	Lecture	m	1	2,5		
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	1	2,5	JT-ME-990113	Data Analysis and Statistical Inference with R	Lecture	m	2	2,5		
CH12-930103	Financial Accounting	Seminar	m	2	5	JT-ME-990104	Qualitative Research: Methods and Design	Lecture	m	2	2,5		
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5	<b>JT-SK-Skills</b>	<b>Module: Skills</b>			<b>m</b>	<b>2,5</b>		
<b>CH13-GenEcon</b>	<b>Module: General Economics</b>			<b>m</b>	<b>15</b>	JT-SK-990100	Academic and Professional Skills	Lecture	m	1	2,5		
CH13-032101	Microeconomics	Lecture	m	1	5	<b>JT-TA-TriArea</b>	<b>Module: Triangle Area</b>			<b>m</b>	<b>5</b>		
CH13-032103	Economic Policy Issues I	Seminar	m	1	2,5		Take two courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS <sup>3</sup>	me		1/2	5		
CH13-032102	Macroeconomics	Lecture	m	2	5	<b>JT-LA-Language</b>	<b>Module: Language</b>			<b>m</b>	<b>5</b>		
CH13-032104	Economic Policy Issues II	Seminar	m	2	2,5		Take two German courses (2,5 ECTS each). Native German speakers take courses in another offered language	Seminar	me	1/2	5		
	<b>Module: CHOICE (own selection)</b>			<b>e</b>	<b>1/2</b>	<b>15</b>	<b>CA01-CarAdv</b>	<b>Career Advising<sup>4</sup></b>					
<i>Students take one further CHOICE module from those offered for all other study programs.<sup>2</sup></i>													
<b>Year 2 - CORE</b>					<b>45</b>	<b>20</b>							
<i>Take all three modules <u>or</u> replace one with a CORE module from a different study program.<sup>2</sup></i>													
<b>CO31-StratMan</b>	<b>Module: Strategy and Management</b>			<b>me</b>	<b>15</b>	<b>JT-ME-MethodsMath</b>	<b>Module: Methods / Mathematics</b>			<b>m</b>	<b>7,5</b>		
CO31-930224	Global E-Business	Seminar	m	3	5	JT-ME-990203	Statistical Modeling with R	Lecture	m	3	2,5		
CO31-930214	International Management	Seminar	m	3	5		Take two Methods (mandatory) elective courses (2,5 ECTS each). <sup>2</sup>	Lecture	me	3/4	5		
CO31-930204	Strategic Management	Seminar	m	4	5	<b>JT-TA-TriArea</b>	<b>Module: Triangle Area</b>			<b>m</b>	<b>7,5</b>		
<b>CO28-FinProjMan</b>	<b>Module: Finance and Project Management</b>			<b>me</b>	<b>15</b>		Take three courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS <sup>3</sup>	me		3/4	7,5		
CO28-990221	Applied Project Management	Seminar	m	3	5	<b>JT-LA-Language</b>	<b>Module: Language</b>			<b>m</b>	<b>5</b>		
CO28-930242	Corporate Finance and Investment	Seminar	m	4	5		Take two German courses (2,5 ECTS each). Native German speakers take courses in another offered language	Seminar	me	3/4	5		
CO28-930221	Managerial Accounting	Seminar	m	4	5	<b>CA01-CarAdv</b>	<b>Career Advising<sup>4</sup></b>						
<b>CO32-ManDivers</b>	<b>Module: Managing Diversity</b>			<b>me</b>	<b>15</b>								
CO32-930232	Diversity and Cross-Cultural Management	Seminar	m	3	5								
CO32-930352	Marketing	Seminar	m	4	5								
CO32-930231	Organization and Human Resource Management	Seminar	m	4	5								
<b>Year 3 - CAREER</b>					<b>45</b>	<b>5</b>							
<b>CA02 / CA03</b>	<b>Module: Internship / Study Abroad</b>			<b>m</b>	<b>5</b>	<b>20</b>	<b>JT-SK-Skills</b>	<b>Module: Skills</b>			<b>m</b>	<b>2,5</b>	
<b>CA14-IBA</b>	<b>Module: Project/Thesis IBA</b>			<b>m</b>	<b>15</b>		JT-SK-990110	Advanced Academic and Professional Skills			<b>m</b>	<b>6</b>	<b>2,5</b>
CA14-930305	Project IBA		m	6	5		<b>JT-TA-TriArea</b>	<b>Module: Triangle Area</b>			<b>m</b>	<b>2,5</b>	
CA14-930306	Thesis IBA		m	6	10			me		6	2,5		
<b>CAS-WT-IBA</b>	<b>Module: Specialization Area IBA</b>			<b>m</b>	<b>10</b>								
	Take four specialization courses (2,5 ECTS each) <sup>2</sup>			<b>me</b>	<b>5/6</b>	<b>10</b>	<b>CA01-CarAdv</b>	<b>Career Advising<sup>4</sup></b>					
<b>Total ECTS</b>										<b>180</b>			

<sup>1</sup> Status (m = mandatory, e = elective, me = mandatory elective)

<sup>2</sup> For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

<sup>3</sup> You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).

<sup>4</sup> Mandatory component of the Jacobs University's Counseling and Advising Scheme.

## Appendix 1b - Mandatory Module and Examination Plan for Campus Track

International Business Administration – Campus Track											
Matriculation Fall 2017											
Program-Specific Modules					Jacobs Track Modules (General Education)						
	Type	Status <sup>1</sup>	Semester	Credits		Type	Status <sup>1</sup>	Semester	Credits		
<b>Year 1 - CHOICE</b>					<b>45</b>	<b>20</b>					
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the IBA program.</i>											
<b>CH12-GenMan</b>	<b>Module: General Management</b>			<b>m</b>	<b>15</b>	<b>JT-ME-MethodsMath</b>	<b>Module: Methods / Mathematics</b>		<b>m</b>	<b>7,5</b>	
CH12-032201	Introduction to International Business	Seminar	m	1	5	JT-ME-990103	Empirical Research Methodology	Lecture	m	1	2,5
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	1	2,5	JT-ME-990113	Data Analysis and Statistical Inference with R	Lecture	m	2	2,5
CH12-930103	Financial Accounting	Seminar	m	2	5	JT-ME-990104	Qualitative Research: Methods and Design	Lecture	m	2	2,5
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5	<b>JT-SK-Skills</b>	<b>Module: Skills</b>		<b>m</b>	<b>2,5</b>	
<b>CH13-GenEcon</b>	<b>Module: General Economics</b>			<b>m</b>	<b>15</b>	JT-SK-990100	Academic and Professional Skills	Lecture	m	1	2,5
CH13-032101	Microeconomics	Lecture	m	1	5	<b>JT-TA-TriArea</b>	<b>Module: Triangle Area</b>		<b>m</b>	<b>5</b>	
CH13-032103	Economic Policy Issues I	Seminar	m	1	2,5		Take two courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS <sup>3</sup>	me	1/2	5	
CH13-032102	Macroeconomics	Lecture	m	2	5	<b>JT-LA-Language</b>	<b>Module: Language</b>		<b>m</b>	<b>5</b>	
CH13-032104	Economic Policy Issues II	Seminar	m	2	2,5		Take two German courses (2,5 ECTS each). Native German speakers take courses in another offered language	Seminar	me	1/2	5
	<b>Module: CHOICE (own selection)</b>			<b>e</b>	<b>1/2</b>	<b>CA01-CarAdv</b>	<b>Career Advising<sup>4</sup></b>				
<i>Students take one further CHOICE module from those offered for all other study programs.<sup>2</sup></i>											
<b>Year 2 - CORE</b>					<b>45</b>	<b>20</b>					
<i>Take all three modules <u>or</u> replace one with a CORE module from a different study program.<sup>2</sup></i>											
<b>CO31-StratMan</b>	<b>Module: Strategy and Management</b>			<b>me</b>	<b>15</b>	<b>JT-ME-MethodsMath</b>	<b>Module: Methods / Mathematics</b>		<b>m</b>	<b>7,5</b>	
CO31-930224	Global E-Business	Seminar	m	3	5	JT-ME-990203	Statistical Modeling with R	Lecture	m	3	2,5
CO31-930214	International Management	Seminar	m	3	5		Take two Methods (mandatory) elective courses (2,5 ECTS each). <sup>2</sup>	Lecture	me	3/4	5
CO31-930204	Strategic Management	Seminar	m	4	5	<b>JT-TA-TriArea</b>	<b>Module: Triangle Area</b>		<b>m</b>	<b>7,5</b>	
<b>CO28-FinProjMan</b>	<b>Module: Finance and Project Management</b>			<b>me</b>	<b>15</b>		Take three courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS <sup>3</sup>	me	3/4	7,5	
CO28-990221	Applied Project Management	Seminar	m	3	5	<b>JT-LA-Language</b>	<b>Module: Language</b>		<b>m</b>	<b>5</b>	
CO28-930242	Corporate Finance and Investment	Seminar	m	4	5		Take two German courses (2,5 ECTS each). Native German speakers take courses in another offered language	Seminar	me	3/4	5
CO28-930221	Managerial Accounting	Seminar	m	4	5	<b>CA01-CarAdv</b>	<b>Career Advising<sup>4</sup></b>				
<b>CO32-ManDivers</b>	<b>Module: Managing Diversity</b>			<b>me</b>	<b>15</b>						
CO32-930232	Diversity and Cross-Cultural Management	Seminar	m	3	5						
CO32-930352	Marketing	Seminar	m	4	5						
CO32-930231	Organization and Human Resource Management	Seminar	m	4	5						
<b>Year 3 - CAREER</b>					<b>45</b>	<b>5</b>					
<b>COXX</b>	<b>Module: Additional (4th) CORE module</b>			<b>m</b>	<b>5/6</b>	<b>20</b>	<b>JT-SK-Skills</b>	<b>Module: Skills</b>		<b>m</b>	<b>2,5</b>
							JT-SK-990110	Advanced Academic and Professional Skills	m	6	2,5
<b>CA14-IBA</b>	<b>Module: Project/Thesis IBA</b>			<b>m</b>	<b>5</b>	<b>15</b>	<b>JT-TA-TriArea</b>	<b>Module: Triangle Area</b>		<b>m</b>	<b>2,5</b>
CA14-930305	Project IBA		m	5	5			me	5	2,5	
CA14-930306	Thesis IBA		m	6	10		Take one course from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS <sup>3</sup>				
<b>CAS-CT-IBA</b>	<b>Module: Specialization Area IBA</b>			<b>m</b>	<b>15</b>		<b>CA01-CarAdv</b>	<b>Career Advising<sup>4</sup></b>			
	Take six specialization courses (2,5 ECTS each) <sup>2</sup>			me	5/6	15					
<b>Total ECTS</b>										<b>180</b>	

<sup>1</sup> Status (m = mandatory, e = elective, me = mandatory elective)

<sup>2</sup> For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

<sup>3</sup> You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).

<sup>4</sup> Mandatory component of the Jacobs University's Counseling and Advising Scheme.

## Appendix 2 - Course Data

<b>Course Name</b> Introduction to International Business	<b>Course No</b> CH12-032201	<b>ECTS</b> 5
<b>Module Affiliation</b> CH12-GenMan General Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 1st Year CHOICE
<b>Course Description / Content / Aims</b> This course provides the basics to make informed and effective business decisions in today's global economy. It focuses on the domains of business such as international strategy and organizational structure, selecting and managing entry modes, developing and marketing products internationally as well as managing international operations. Aspects on globalization, cross-cultural businesses, politics and law in business, economic systems and development, international trade, and international financial markets will also be covered. Upon completing the course, students will know how to use a number of international business analytical tools, are experienced with case study analysis: including, PEST, CAGE, Global Footprint, International Market Selection and Modes of Entry to mention a few key ones. Global corporate social responsibility and sustainability issues will also be discussed.		
<b>Course Name</b> Financial Accounting	<b>Course No</b> CH12-930103	<b>ECTS</b> 5
<b>Module Affiliation</b> CH12-GenMan General Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 1st Year CHOICE
<b>Course Description / Content / Aims</b> Physical movements of goods leave a financial trail. Accounting is the art of capturing this trail and transforming it into meaningful information for management and other stakeholders. This course provides an introduction to accounting principles. It focuses on measuring the financial position and performance of a firm, on reporting cash flows and on analyzing financial statements. Students learn about the purpose of accounting, principle accounting procedures, sources and recording of data, the verification of accounting records, principles of financial statements, preparation, analysis and interpretation of financial statements, international accounting standards (e.g. IFRS, US GAAP), principles and policies and their differences. Special emphasis is placed on the application of accounting principles with respect to (international) entrepreneurship and the key accounting issues that influence multinational decision making.		

## Appendix 2 - Course Data

<b>Course Name</b> Entrepreneurship and Innovation I	<b>Course No</b> CH12-930113	<b>ECTS</b> 2,5
<b>Module Affiliation</b> CH12-GenMan General Management	<b>Workload (hrs / sem)</b> Contact Time: 17,50 Private Study: 45,00	<b>Level</b> Bachelor 1st Year CHOICE
<b>Course Description / Content / Aims</b> Innovation is THE source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring innovations to market is a daunting managerial challenge. This course will focus on the practices and processes that managers use to manage innovation effectively. Over two semesters several aspects will be examined of innovation: e.g. exploring, executing, leveraging and renewing innovation. The focus will be on entrepreneurial firms. The course is designed to provide a deep grounding in the field of innovation for managers and entrepreneurs whose goal is to play a leading role in innovation-driven firms. The material moves between strategic issues (what should you do?) and organizational and managerial issues (how should you get it done?).  The focus of the course is on exemplifying and experiencing the innovation process and implementation. Students have to develop business ideas and business plans. They will also be trained to present their business ideas in a pitch.		
<b>Course Name</b> Entrepreneurship and Innovation II	<b>Course No</b> CH12-930123	<b>ECTS</b> 2,5
<b>Module Affiliation</b> CH12-GenMan General Management	<b>Workload (hrs / sem)</b> Contact Time: 17,50 Private Study: 45,00	<b>Level</b> Bachelor 1st Year CHOICE
<b>Course Description / Content / Aims</b> Innovation is THE source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring innovations to market is a daunting managerial challenge. This course will focus on the practices and processes that managers use to manage innovation effectively. Over two semesters several aspects will be examined of innovation: e.g. exploring, executing, leveraging and renewing innovation. The focus will be on entrepreneurial firms. The course is designed to provide a deep grounding in the field of innovation for managers and entrepreneurs whose goal is to play a leading role in innovation-driven firms. The material moves between strategic issues (what should you do?) and organizational and managerial issues (how should you get it done?).  The focus of the course is on exemplifying and experiencing the innovation process and implementation. Students have to develop business ideas and business plans. They will also be trained to present their business ideas in a pitch.		

## Appendix 2 - Course Data



<b>Course Name</b> Microeconomics	<b>Course No</b> CH13-032101	<b>ECTS</b> 5
<b>Module Affiliation</b> CH13-GenEco General Economics	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 1st Year CHOICE
<b>Course Description / Content / Aims</b> The study of economics is concerned with the allocation of scarce resources and the associated implications for efficiency, equity, and human welfare. This course introduces the field of microeconomics, focusing specifically on the role of markets in facilitating exchange between different groups of the economy such as workers, consumers, firms, and government institutions. Topics addressed include consumer theory, the cost structures and behavior of firms in various industries, competition, monopoly, and government regulation. The course applies theoretical concepts to contemporary policy questions, such as when government intervention is justified to correct market imperfections.		
<b>Course Name</b> Macroeconomics	<b>Course No</b> CH13-032102	<b>ECTS</b> 5
<b>Module Affiliation</b> CH13-GenEco General Economics	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 1st Year CHOICE
<b>Course Description / Content / Aims</b> This course provides an introduction to the analysis of macroeconomic activity and the business cycle by focusing on macroeconomic variables such as economic growth, inflation, unemployment and the balance of payments. Based on an understanding of macroeconomic dynamics, students learn when and why governments may want to intervene in the economy with the help of fiscal and monetary policies and what these government interventions mean for various markets and economic actors. Students moreover learn how economic growth can be stimulated in the long run through supply-side policies in areas such as education, infrastructure as well as research and development. Additionally, students become acquainted with the role of money, banks and financial market regulation.		

## Appendix 2 - Course Data



<b>Course Name</b> Economic Policy Issues I	<b>Course No</b> CH13-032103	<b>ECTS</b> 2,5
<b>Module Affiliation</b> CH13-GenEco General Economics	<b>Workload (hrs / sem)</b> Contact Time: 17,50 Private Study: 45,00	<b>Level</b> Bachelor 1st Year CHOICE
<b>Course Description / Content / Aims</b> The seminars Economic Policy Issues I and Economic Policy Issues II with 2.5 credits each supplement the two main lectures of the General Economics Module, Microeconomics and Macroeconomics. While the lectures have a focus on economic theory, the seminars apply theoretical knowledge to case studies with an emphasis on economic policy decisions and controversies.		
<b>Course Name</b> Economic Policy Issues II	<b>Course No</b> CH13-032104	<b>ECTS</b> 2,5
<b>Module Affiliation</b> CH13-GenEco General Economics	<b>Workload (hrs / sem)</b> Contact Time: 17,50 Private Study: 45,00	<b>Level</b> CHOICE
<b>Course Description / Content / Aims</b> The seminars Economic Policy Issues I and Economic Policy Issues II with 2.5 credits each supplement the two main lectures of the General Economics Module, Microeconomics and Macroeconomics. While the lectures have a focus on economic theory, the seminars apply theoretical knowledge to case studies with an emphasis on economic policy decisions and controversies.		

## Appendix 2 - Course Data

<b>Course Name</b> Managerial Accounting	<b>Course No</b> CO28-930221	<b>ECTS</b> 5
<b>Module Affiliation</b> CO28-FinProjMan Finance and Project Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<b>Course Description / Content / Aims</b> Managerial accounting is a company's internal language, and is used for decision-making, production management, product design and pricing and for motivating and evaluating employees. It deals with the application of statistical tools and decision models to accounting data for the purpose of facilitating managerial control. The course Managerial Accounting comprises strategic and operative planning as well as controlling (target setting, feedback and feed-forward control, balanced scorecard). Cost allocation, full costing and cost-volume-profit analysis are the focus of managerial accounting. This course presents methods of preparing managerial accounting information, and how these methods are used by companies. Unless students understand managerial accounting, they cannot have a thorough understanding of a company's internal operations. What students learn in this course will help you understand the operations of their future employer (and enable you to be more successful at your job), and help you understand other companies you encounter in your role as competitor, consultant, or investor.		
<b>Course Name</b> Corporate Finance and Investment	<b>Course No</b> CO28-930242	<b>ECTS</b> 5
<b>Module Affiliation</b> CO28-FinProjMan Finance and Project Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<b>Course Description / Content / Aims</b> Corporate Finance is crucial to the growth of all firms. This is even more so in a global environment that is characterized by liquidity shortages and turmoil in capital markets. This course will provide students with the basics of corporate finance. It will introduce to the analytical tools and the necessary techniques for the financial management of a firm. This course further provides the foundation for the basic domains of international investments (Principles of the Financial Trading Markets, Financial Intermediation, Risk-Return Relations, Portfolio Diversification, Shares, Bonds, Options, and Future Trading) in the international financial markets. It provides the basics to make informed and effective investment decisions on financial markets. This course focuses on financial decision making in order to be successful in the today's global financial markets. Particular emphasis is given to market mechanisms, economical, and for sure, investment aspects. This course answers the questions "How do I get started with investing and how do I buy and sell securities?"		



## Appendix 2 - Course Data

<b>Course Name</b> Applied Project Management	<b>Course No</b> CO28-990221	<b>ECTS</b> 5
<b>Module Affiliation</b> CO28-FinProjMan Finance and Project Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<b>Course Description / Content / Aims</b> Well-run projects depend entirely on the foundation laid in the initial planning stages, care and precision in project organization, and excellent teamwork. This course offers a detailed look at the characteristics of projects and a hands-on team simulation of the project planning and management process. This course covers the explanation of various project phases according to the PMI standard (Project Management Institute), major and detailed tasks. It will deal with task assignment and resource allocation, budgeting, tracking, and scheduling techniques as well as with project leadership and team processes. The course will give students hands-on experiences in project management, as students have to run a project on their own in teams over the semester.		
<b>Course Name</b> Strategic Management	<b>Course No</b> CO31-930204	<b>ECTS</b> 5
<b>Module Affiliation</b> CO31-StratMan Strategy and Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<b>Course Description / Content / Aims</b> This course covers the fundamentals of both business-level and corporate-level strategy. The course is designed to introduce a wide variety of modern strategy frameworks and methodologies, including methods for assessing the strength of competition, for understanding relative bargaining power, for anticipating competitors' actions, for analyzing cost and value structures and their relevance to competition, and for assessing potential changes in the scope of the firm (diversification and vertical integration). Basic mastery of these tools has relevance to everyone seeking a career in business. It emphasis on competitive interactions, the course will explore the nature of strategy and the forces of competition that operate at the industry level, it explores generic strategies to achieve competitive advantage and provides some practice quantifying these advantages. It further examines strategic management in dynamic environments, exploring network effects, competitive dynamics and game theory. Finally the course explores cases on advanced topics such as "corporate strategy" where we shift our focus to issues such as managing diversified firms.		

## Appendix 2 - Course Data

<b>Course Name</b> International Management	<b>Course No</b> CO31-930214	<b>ECTS</b> 5
<b>Module Affiliation</b> CO31-StratMan Strategy and Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<b>Course Description / Content / Aims</b> <p>This course examines the challenges and opportunities facing global enterprises as they navigate multi-faceted and rapidly changing legal, economic, political, technological, institutional and cultural environments. The overarching themes of this course are: how can global enterprises succeed in today's world and prepare for the future? To address these questions, we examine different models of how companies expand internationally and how they resolve challenges such as maintaining a corporate identity while being locally responsive; coping with multicultural diversity; and managing economic and political risks. The course material will be explored in a variety of formats, including lectures, individual and group research, case analysis, and in-class exercises. Students will also learn management and decision-making techniques such as SWOT (Strength-Weakness-Opportunity-Threat) analyses and the Delphi Method and will learn how to conduct benchmarking as well as economic, commercial and political analyses. Upon completion of the course, students will be familiar with an array of tools and will be able to analyze and understand the strategic and operational dimensions of international management.</p> <p>This course builds on the course "Introduction to International Business" and is closely linked to the courses Strategic Management" and "Diversity and Cross-Cultural Management".</p>		
<b>Course Name</b> Global E-Business	<b>Course No</b> CO31-930224	<b>ECTS</b> 5
<b>Module Affiliation</b> CO31-StratMan Strategy and Management	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<b>Course Description / Content / Aims</b> <p>Information is a key resource in today's business operations and an important tool for decision-making. This subject is designed to expand knowledge gained from economics and international management.</p> <p>This course deals with information as a production factor, and computer based information systems from a management and economic perspective. This encompasses also an understanding of the management and organizational dimensions as well as technical dimensions of the systems as information systems literacy.</p> <p>Major challenges and concerns in an information society and in IT business will be reflected: a) the role of information in an information society, b) globalization, c) strategic business, information system investments, d) information infrastructure, and e) ethics and security.</p> <p>This subject is designed to extend knowledge gained from international marketing, international organizations and e-business. Marketing subjects to evaluate and address and specific issues associated with doing business across national boundaries using the new and constantly evolving converged digital information infrastructure. Global E-Business explores the rollout of new e-business technologies throughout the world and it applications to marketing at global, regional and local levels. Students will learn about the systems, the backgrounds why to use the systems, and opportunities and threads in an internationalized e-business environment.</p>		

## Appendix 2 - Course Data



<b>Course Name</b> Organization and Human Resource Management	<b>Course No</b> CO32-930231	<b>ECTS</b> 5
<b>Module Affiliation</b> CO32-ManDivers Managing Diversity	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<p><b>Course Description / Content / Aims</b></p> <p>This course enables students to understand people in organizations. Organizational Behavior comprises largely psychology-based knowledge about people's perception, motivation, communication, collaboration, conflict handling, learning and power relationships with others in organizational contexts. All of these aspects are important for responsible leadership in and of organizations. This is complemented by Human Resource Management as a more functional view of aligning personal and organizational needs by recruiting, deploying, rewarding and developing people inside organizations. The course places special emphasis on the opportunities and challenges of the increasing diversity of people in organizations. Having taken this course, students will be more reflective and effective organizational members and leaders.</p>		
<b>Course Name</b> Diversity and Cross-Cultural Management	<b>Course No</b> CO32-930232	<b>ECTS</b> 5
<b>Module Affiliation</b> CO32-ManDivers Managing Diversity	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<p><b>Course Description / Content / Aims</b></p> <p>In times of the demographic change, workforces become more divers: Employees have to work in different countries and cultures, more women participate in the labor market and older people are retained in the workforce as important resource. Challenges are connected to these changes: How can diverse teams work together efficiently? How can we prevent that investments (e.g., for recruiting employees with migration background) get lost before they pay off (e.g., due to employee fluctuation, due to presenteeism or absenteeism)? How can we facilitate diversity to increase product attractiveness and with that the success of an institution?</p> <p>In this seminar, key steps in this process are discussed: Recruitment, onboarding, intercultural training, HR development, organizational culture, corporate behavior and benchmarking. Best practices are reviewed and scientific evidence which mechanisms explain higher productivity of cross cultural teams are evaluated. Skills to manage diverse teams, programs to improve organizational processes and strategies to counsel in times of crisis are trained practically.</p>		

## Appendix 2 - Course Data



<b>Course Name</b> Marketing	<b>Course No</b> CO32-930352	<b>ECTS</b> 5
<b>Module Affiliation</b> CO32-ManDivers Managing Diversity	<b>Workload (hrs / sem)</b> Contact Time: 35,00 Private Study: 90,00	<b>Level</b> Bachelor 2nd Year CORE
<p><b>Course Description / Content / Aims</b></p> <p>The marketing concept is one of the most vital, yet, perhaps the most often misunderstood concept in business management. Identifying target customers and their needs and developing products, services and brands designed to fulfill these needs is the major prerequisite for a successful business endeavor. Without being able to create relevant value for a well-defined group of target customers, a company will not operate successfully in the long run. In recent years, special attention has been paid to the concept of brand management. One might even speak of a "brand management hype". However, there is even greater confusion in both theory and practice as to what the term "brand" refers and what should be covered by a sound brand management system. Despite this confusion, brands have become the most valuable assets for many companies. This becomes evident when looking at the large investments that are made to acquire brands and which are often significantly above the fair value of assets. It is apparent that the marketing story has not been finally told after the 4 P's were defined by McCarthy in the 1960's, there is much more to learn and to experience.</p> <p>This is an integrative and applications-oriented course in marketing planning and strategy with a strong focus on the field of brand management. The main objective of this course is to provide you with a sound understanding of the basic branding and marketing concepts and how they are applied in practice. You will be able to analyze markets, competitors and customers and to define relevant markets and market segments. Being introduced to the latest brand management knowledge will make you understand that a company needs to pay great attention to both internal and external target groups and their behavior. By creating your "own brand" you will understand how to practically use what you learn in this course. Finally, you will see that regardless of your career direction, an understanding of marketing concepts will assist both your professional and personal live.</p>		