



JACOBS
UNIVERSITY



Study Program Handbook

International Business Administration

Bachelor of Arts

Subject-specific Examination Regulations for International Business Administration (Fachspezifische Prüfungsordnung)

The subject-specific examination regulations for International Business Administration are defined by this program handbook and are valid only in combination with the General Examination Regulations for Undergraduate degree programs (General Examination Regulations = Rahmenprüfungsordnung). This handbook also contains the program-specific Mandatory Module and Examination Plans (Appendix 1a / 1b).

Upon graduation, students in this program will receive a Bachelor of Arts (BA) degree with a scope of 180 ECTS (for specifics see chapter 3 of this handbook).

Version	Valid as of	Decision	Details
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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

By the end of this program, students will be able to:

- critically discuss and apply modern theories of business and economics;
- explain the organizational behavior of Multinational Enterprises (MNE), Small and Medium Sized Enterprises (SME) and other organizations in various cultural and economic environments;
- advance creative solutions to real international business situations applying principles of strategy, marketing, finance, accounting, organization and human resource management;
- discuss how the political, economic, social, and technological environments affect business functions in a globalized world;
- utilize entrepreneurial thinking in a variety of situations;
- consider the ethical behavior of individuals, organizations and governments;
- use state-of-the-art technology and methods in research and business;
- work as effective members of a team and manage projects effectively;
- structure and communicate complex issues;
- communicate professionally with respect to the content and audience.

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 chair:

Dr. Tilo Halaszovich
Professor of Global Markets & Firms
Email: 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:

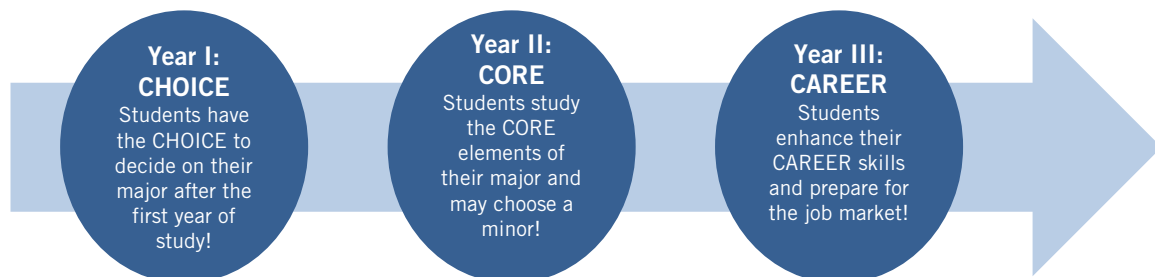


Figure 1: The Jacobs University 3C-Model

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 Unions 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.

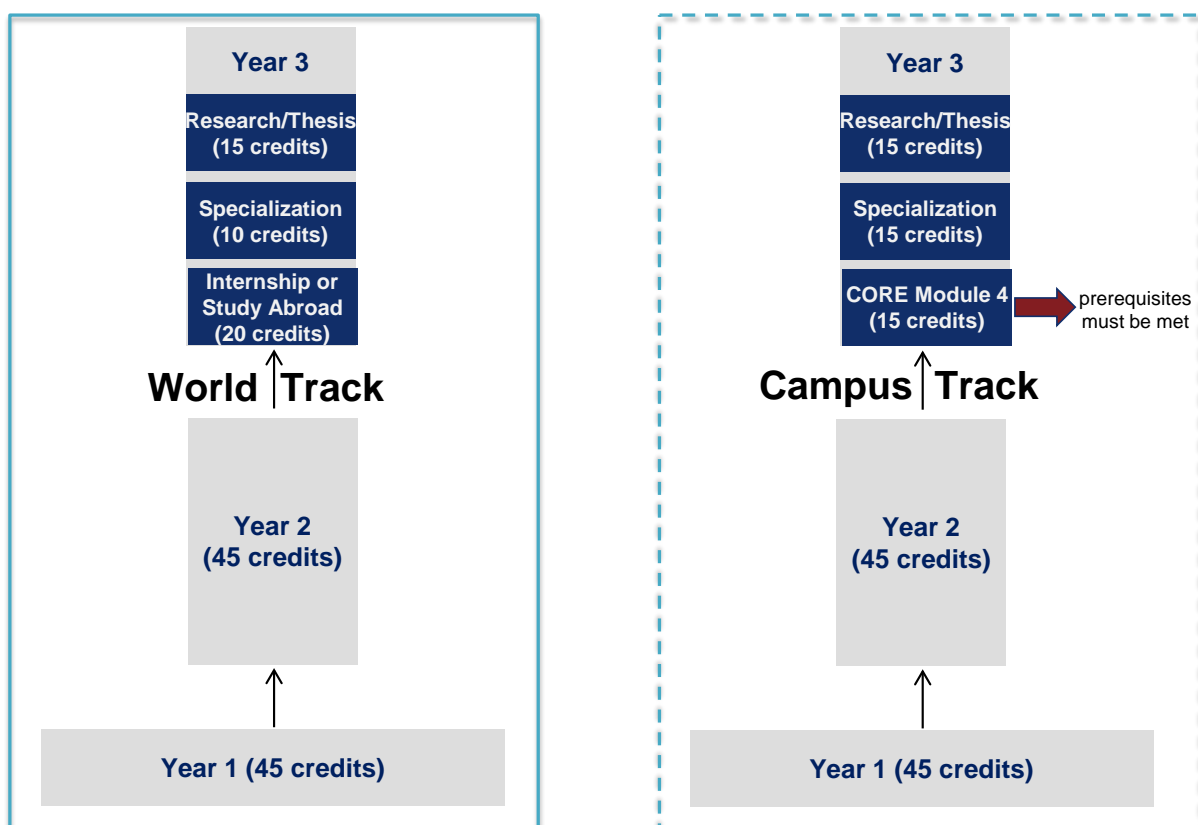


Figure 2: World Track versus Campus Track

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 2018

SEMESTER	1	2	3	4	5	6
MANDATORY BASICS	CSC-INFO Session: "CSC Services" CA01-990000		CSC-INFO Session: "World Track" CA01-990026			
MANDATORY SEMINARS	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					
MANDATORY ELECTIVE SEMINARS <small>(seminar program subject to availability)</small>			Attend 2 out of several career skills seminars and workshops in your third or fourth semester, i.e. <ul style="list-style-type: none"> ▪ Research & Contacting Employers ▪ Business Etiquette ▪ Presentation Skills ▪ Communication Skills ▪ Grad School Application Training ▪ Self-Management ▪ Time-Management ▪ Decision Making ▪ Preparing for an Interview ▪ Introduction to Project Management ▪ Career Orientation ▪ Working in Germany ▪ Stress Management 			
OTHER MANDATORY COMPONENTS				CSC-JACOBS CAREER FAIR in February, on campus CA01-990003		
CAREER RELATED STUDY PROGRAM COMPONENTS					INTERNSHIP (World Track) or STUDY ABROAD (World Track) or CAMPUS TRACK <small>(exceptional)</small>	INTERNSHIP & STUDY ABROAD EVENT

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, Lean and Project Management (CO28-FinLeanProMan)

The module Finance, Lean and Project Management deals with International Finance, Lean Management and Project Management. The finance course examines 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 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. Lean management engages with Lean Production and Lean Management This course examines the nature of organizations in a changing context and applies theories and strategies for managing change in business environment. 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 Seminar
- Design Thinking
- Contemporary Issues in Finance and Accounting
- Managerial Accounting

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 chairs 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

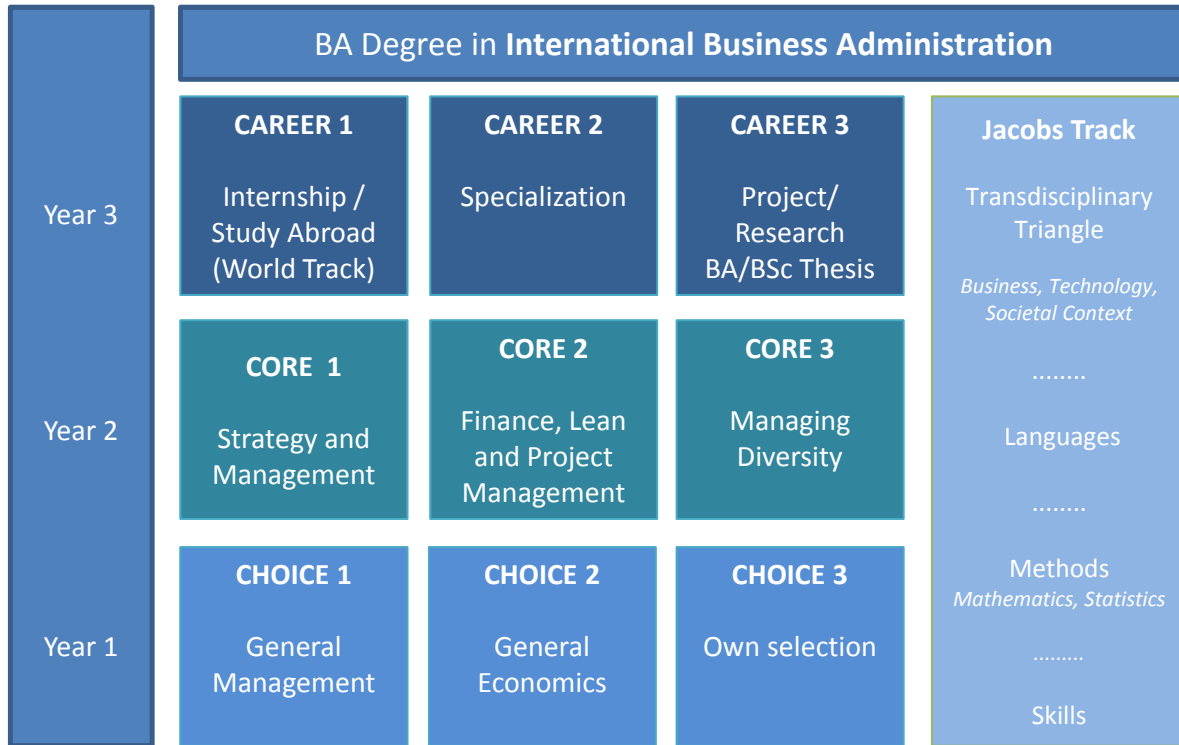
- Timing

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 chair.
- **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.

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

International Business Administration – World Track										
Matriculation Fall 2018										
Program-Specific Modules					Jacobs Track Modules (General Education)					
Type	Status ¹	Semester	Credits		Type	Status ¹	Semester	Credits		
Year 1 - CHOICE				45						20
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the IBA program.</i>										
CH12-GenMan	Module: General Management			m				15		
CH12-032201	Introduction to International Business	Seminar	m	1	5					
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	1	2,5					
CH12-930103	Financial Accounting	Seminar	m	2	5					
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5					
CH13-GenEcon	Module: General Economics			m				15		
CH13-032101	Microeconomics	Lecture	m	1	5					
CH13-032103	Economic Policy Issues I	Seminar	m	1	2,5					
CH13-032102	Macroeconomics	Lecture	m	2	5					
CH13-032104	Economic Policy Issues II	Seminar	m	2	2,5					
Module: CHOICE (own selection)			e	1/2		15				
<i>Students take one further CHOICE module from those offered for all other study programs. ²</i>										
Year 2 - CORE				45						20
<i>Take all three modules <u>or</u> replace one with a CORE module from a different study program. ²</i>										
CO31-StratMan	Module: Strategy and Management			me				15		
CO31-930224	Global E-Business	Seminar	m	3	5					
CO31-930214	International Management	Seminar	m	3	5					
CO31-930204	Strategic Management	Seminar	m	4	5					
CO28-FinLeanProjMan	Module: Finance, Lean and Project Management			me				15		
CO28-990221	Applied Project Management	Seminar	m	3	5					
CO28-930232	Lean Management (Intercession)	Seminar	m	3	5					
CO28-930242	Corporate Finance and Investment	Seminar	m	4	5					
CO32-ManDivers	Module: Managing Diversity			me				15		
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					
Year 3 - CAREER				45						5
CA02 / CA03	Module: Internship / Study Abroad			m	5		20			
CA14-IBA	Module: Project/Thesis IBA			m				15		
CA14-930305	Project IBA		m	6	5					
CA14-930306	Thesis IBA		m	6	10					
CAS-WT-IBA	Module: Specialization Area IBA			m				10		
Take 10 ECTS of specialization courses ²			me	5/6		10				
Total ECTS									180	

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² 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).

³ 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).

⁴ 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 2018										
Program-Specific Modules					Jacobs Track Modules (General Education)					
Type	Status ¹	Semester	Credits		Type	Status ¹	Semester	Credits		
Year 1 - CHOICE					45					20
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the IBA program.</i>										
CH12-GenMan	Module: General Management			m				15		
CH12-032201	Introduction to International Business	Seminar	m	1	5					
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	1	2,5					
CH12-930103	Financial Accounting	Seminar	m	2	5					
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5					
CH13-GenEcon	Module: General Economics			m				15		
CH13-032101	Microeconomics	Lecture	m	1	5					
CH13-032103	Economic Policy Issues I	Seminar	m	1	2,5					
CH13-032102	Macroeconomics	Lecture	m	2	5					
CH13-032104	Economic Policy Issues II	Seminar	m	2	2,5					
	Module: CHOICE (own selection)			e				1/2	15	
<i>Students take one further CHOICE module from those offered for all other study programs. ²</i>										
Year 2 - CORE					45					20
<i>Take all three modules <u>or</u> replace one with a CORE module from a different study program. ²</i>										
CO31-StratMan	Module: Strategy and Management			me				15		
CO31-930224	Global E-Business	Seminar	m	3	5					
CO31-930214	International Management	Seminar	m	3	5					
CO31-930204	Strategic Management	Seminar	m	4	5					
CO28-FinLeanProjMan	Module: Finance, Lean and Project Management			me				15		
CO28-990221	Applied Project Management	Seminar	m	3	5					
CO28-930232	Lean Management (Intersession)	Seminar	m	3	5					
CO28-930242	Corporate Finance and Investment	Seminar	m	4	5					
CO32-ManDivers	Module: Managing Diversity			me				15		
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					
Year 3 - CAREER					45					5
COXX	Module: Additional (4th) CORE module			m				5/6	15	
CA14-IBA	Module: Project/Thesis IBA			m				15		
CA14-930305	Project IBA		m	5	5					
CA14-930306	Thesis IBA		m	6	10					
CAS-CT-IBA	Module: Specialization Area IBA			m				15		
	Take 15 ECTS of specialization courses ²			me				5/6	15	
Total ECTS									180	

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² 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).

³ 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).

⁴ Mandatory component of the Jacobs University's Counseling and Advising Scheme.

Appendix 2 - Course Data

Course Name Introduction to International Business	Course No CH12-032201	ECTS 5
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims <p>“International Business” provides the foundation for the basic domains of business (accounting, economics, finance, management, marketing and production) in the international context in which modern businesses increasingly interact with their various stakeholders. It provides the basics to make informed and effective business decisions. This course focuses on business decision making and enforces your leadership skills with a sensitivity and knowledge of internationalization in order to be successful in the today’s global economy. Particular emphasis is given to cultural, political, legal, economical aspects. The goal is to provide a deeper understanding on globalization, cross-cultural businesses, politics and law in business, economic systems and development, international trade, business-government trade relations, regional economic integration, international financial markets and monetary systems. In the context of corporations, it provides a deeper understanding of international strategy and organizational structure, selecting and managing entry modes, developing and marketing products internationally as well as managing international operations.</p>		
Methods of Assessment		
Name	Weighting	
Class participation & Attendance	10%	
Final Exam	30%	
Harvard Business School Cases	35%	
Midterm Exam & Short Quizzes	25%	
Course Name Financial Accounting		
Course No CH12-930103		
ECTS 5		
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims <p>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.</p> <p>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.</p>		
Methods of Assessment		
Name	Weighting	
Final Exam	100%	

Appendix 2 - Course Data

Course Name Entrepreneurship and Innovation I	Course No CH12-930113	ECTS 2,5
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) Contact Time: 17,50 Private Study: 45,00	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims <p>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?).</p> <p>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.</p>		
Methods of Assessment		
Name	Weighting	
Entrepreneurs Innovators Presentation	15%	
Final Project	50%	
Motivational Illustration I	10%	
Motivational Illustration II	10%	
Research Experience Evaluation	15%	
Course Name Entrepreneurship and Innovation II		
Course No CH12-930123		
ECTS 2,5		
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) Contact Time: 17,50 Private Study: 45,00	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims <p>Innovation is THE source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring innovations to the 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.</p> <p>The focus will be on entrepreneurial firms. The course is designed to provide a deep grounding in the field of innovation for students 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?). It reviews and explores various strategies available to entrepreneurs to deliver products and services in the 21st century. Particular attention will be provided to understanding the role of a positive, change-oriented mindset and a constructive failure culture.</p> <p>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. The course will further empower students by providing first hand professional coaching and networking opportunities. Additionally, students will learn how to identify, apply and communicate a positive, change-oriented mindset by creating their own blog post about an entrepreneurial Best Practice example.</p>		
Methods of Assessment		
Name	Weighting	
Final Presentation	50%	
Initial Presentation	15%	
Panel Discussion	25%	
Report/ Research Experience	10%	

Appendix 2 - Course Data

Course Name Microeconomics	Course No CH13-032101	ECTS 5
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims 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.		
Methods of Assessment		
Name		Weighting
Final Exam		45%
Home Work		10%
Midterm Exam		45%
Course Name Macroeconomics		
Course No CH13-032102		
ECTS 5		
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims This course examines main concepts and methods of macroeconomics. Its objectives are to introduce students to different aspects of demand and supply-side policies and especially to apply theoretical considerations to real world challenges and situations. Specifically, this course provides an introduction to the analysis of aggregate output, employment and economic growth and their relationship to the policy issues of unemployment, inflation and the balance of payments. Other topics include: national accounting; aggregate income and expenditure analysis; macroeconomic models of income determination; consumption, saving and investment functions; the role of money and banks; interactions between goods and money markets in equilibrium and disequilibrium situations. 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.		
Methods of Assessment		
Name		Weighting
In Class Tests/ Report		70%
Midterm Exam		30%

Appendix 2 - Course Data

Course Name Economic Policy Issues I	Course No CH13-032103	ECTS 2,5
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) Contact Time: 17,50 Private Study: 45,00	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims 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.		
Methods of Assessment		
Name		Weighting
Active Participation		10%
Attendance		10%
Paper 1- Basics		22%
Paper 2- Design		22%
Paper 3- Formalities		9%
Paper and Presentation submission		5%
Presentation		22%
Course Name Economic Policy Issues II	Course No CH13-032104	ECTS 2,5
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) Contact Time: 17,50 Private Study: 45,00	Level CHOICE
Course Description / Content / Aims The seminar Economic Policy Issues II supplements one of the main lectures of the General Economics Module, Macroeconomics. While the Macroeconomics lecture has a focus on economic theory, the seminar applies theoretical knowledge to case studies with an emphasis on economic policy decisions and controversies. Students do not have classical lectures, but are rather required to do their own research on a specific topic in groups and present their final work in front of their peers. Students are going to be divided into a set of several consecutive rotations. At the beginning of every rotation, participants can select themselves into groups of three to four students, each of which will have the chance to select from a list of research topics. The seminar does not have its own readings but it will be following the required readings for the Macroeconomics course.		
Methods of Assessment		
Name		Weighting
Active Participation		10%
Attendance		10%
Essay		55%
Presentation		25%

Appendix 2 - Course Data



Course Name Lean Management	Course No CO28-930232	ECTS 5								
Module Affiliation CO28-FinLeanProMan Finance, Lean, and Project Management	Workload (hrs / sem) Contact Time: 11,00 Private Study: 39,00	Level Bachelor 2nd Year CORE								
<p>Course Description / Content / Aims</p> <p>The course engages with Lean Production and Lean Management. Articles will be used to highlight issues scientists and managers are confronted with in practice and theory. A special emphasis is given to developing an understanding how especially production companies are formed and shaped by ideas and concepts.</p> <p>This course examines the nature of organizations in a changing context and applies theories and strategies for managing change in business environment. The course engages with key issues effecting business life, focusing on production analysis. Topics are e.g. change management and time management. Target is to develop an understanding of the phenomenon of change and the factors which facilitate and hinder change.</p> <p>The lecture should familiarize the students with the "Lean Philosophy". The students should be shown the success factors of Lean Management, Lean Organization and Lean Office culture. They should be able to understand and apply the underlying methods. In addition, they deal critically with the application limits of lean management.</p>										
<p>Methods of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Name</th> <th style="text-align: right;">Weighting</th> </tr> </thead> <tbody> <tr> <td>Attendance and Active Participation</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Presentation 1</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Presentation 2</td> <td style="text-align: right;">40%</td> </tr> </tbody> </table>			Name	Weighting	Attendance and Active Participation	20%	Presentation 1	40%	Presentation 2	40%
Name	Weighting									
Attendance and Active Participation	20%									
Presentation 1	40%									
Presentation 2	40%									
Course Name Corporate Finance and Investment	Course No CO28-930242	ECTS 5								
Module Affiliation CO28-FinLeanProMan Finance, Lean, and Project Management	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE								
<p>Course Description / Content / Aims</p> <p>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.</p> <p>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.</p> <p>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?"</p>										

Appendix 2 - Course Data



Course Name Applied Project Management	Course No CO28-990221	ECTS 5								
Module Affiliation CO28-FinLeanProMan Finance, Lean, and Project Management	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE								
<p>Course Description / Content / Aims</p> <p>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.</p> <p>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.</p>										
<p>Methods of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Name</th> <th style="text-align: right;">Weighting</th> </tr> </thead> <tbody> <tr> <td>Active Participation & Attendance</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Final Presentation (2 Slides)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Project Deliverable</td> <td style="text-align: right;">60%</td> </tr> </tbody> </table>			Name	Weighting	Active Participation & Attendance	10%	Final Presentation (2 Slides)	30%	Project Deliverable	60%
Name	Weighting									
Active Participation & Attendance	10%									
Final Presentation (2 Slides)	30%									
Project Deliverable	60%									
Course Name Strategic Management	Course No CO31-930204	ECTS 5								
Module Affiliation CO31-StratMan Strategy and Management	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE								
<p>Course Description / Content / Aims</p> <p>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 managing brands strategically.</p> <p>Basic mastery of these tools has relevance to everyone seeking a career in business.</p> <p>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 the principals of identity based brand management.</p>										
<p>Methods of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Name</th> <th style="text-align: right;">Weighting</th> </tr> </thead> <tbody> <tr> <td>Final Assessment</td> <td style="text-align: right;">60%</td> </tr> <tr> <td>Presentation/Group Assessments</td> <td style="text-align: right;">40%</td> </tr> </tbody> </table>			Name	Weighting	Final Assessment	60%	Presentation/Group Assessments	40%		
Name	Weighting									
Final Assessment	60%									
Presentation/Group Assessments	40%									

Appendix 2 - Course Data

Course Name International Management	Course No CO31-930214	ECTS 5
Module Affiliation CO31-StratMan Strategy and Management	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE
Course Description / Content / Aims 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 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.		
Methods of Assessment		
Name	Weighting	
4 Group Presentation	40%	
Course Assignment- Take home assignment	60%	
Course Name Global E-Business		
Course No CO31-930224		
ECTS 5		
Module Affiliation CO31-StratMan Strategy and Management	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE
Course Description / Content / Aims 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. 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. 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. 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.		
Methods of Assessment		
Name	Weighting	
Business Model & Development Presentation	10%	
Case Studies	30%	
Final Exam	20%	
Midterm Exam	20%	
Two-page summaries for cases and topics	20%	

Appendix 2 - Course Data

Course Name Organization and Human Resource Management	Course No CO32-930231	ECTS 5
Module Affiliation CO32-ManDivers Managing Diversity	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE
Course Description / Content / Aims This course enables students to understand how people interact in organizations and how organizations affect them. The contents in this course include elements from organization theory, organizational design and Human Resource Management (HRM). This course transmits knowledge about the diagnosing and designing of organizations and work processes using a mix of practical inputs via case studies and theoretical reflection via the study of classic pieces in the field of organization theory. All of these aspects are important for responsible managerial work in and of organizations. This is complemented by HRM 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 necessity to combine competing views and to deal with paradoxical tensions as a fundamental problem of managing organizations. Having taken this course, students will be more reflective and effective organizational members and leaders.		
Methods of Assessment		
Name	Weighting	
Presentation/Reports	45%	
Two quizzes	55%	
Course Name Diversity and Cross-Cultural Management		
Course No CO32-930232		
ECTS 5		
Module Affiliation CO32-ManDivers Managing Diversity	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE
Course Description / Content / Aims Workforces have become very diverse: Employees must work in different countries and cultures, increasingly 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 to managed diverse teams? What does diversity bring to teams and organizations? What roles play leadership, communication and HRM in the process of managing diversity? Failing to manage diversity is likely to provoke losses as 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). In this seminar, key notions are discussed: Culture, tokenism, stereotypes, discrimination, recruitment, onboarding, intercultural training, organizational culture, or expatriation. Best practices and scientific debates are presented and illustrated with case studies, exercises and discussions of classical texts. Skills to manage diverse organizations are thereby trained practically.		
Methods of Assessment		
Name	Weighting	
In-class quizzes	55%	
Presentation/Reports	45%	

Appendix 2 - Course Data



Course Name Marketing	Course No CO32-930352	ECTS 5						
Module Affiliation CO32-ManDivers Managing Diversity	Workload (hrs / sem) Contact Time: 35,00 Private Study: 90,00	Level Bachelor 2nd Year CORE						
<p>Course Description / Content / Aims</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. It is apparent that the marketing story has not been finally told after McCarthy defined the 4 P's 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. The main objective of this course is to provide you with a sound understanding of the basic 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. Finally, you will see that regardless of your career direction, an understanding of marketing concepts will assist both your professional and personal live.</p>								
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