



Friedrich-Alexander-Universität
School of Business,
Economics and Society

Master's degree program

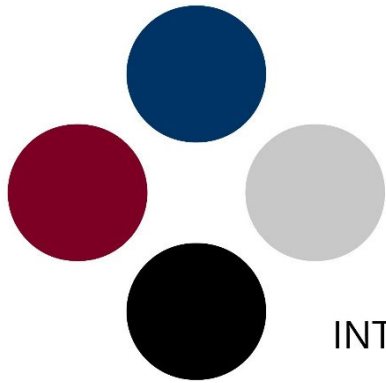
International Business Studies

Module handbook –
summer semester 2026

wiso.fau.de/mibs

**Advanced
knowledge**





MIBS

MASTER OF SCIENCE IN
INTERNATIONAL BUSINESS STUDIES

Master in International Business Studies						
		1	2	3	4	
		ECTS	ECTS	ECTS	ECTS	ECTS
Core Courses (Kernbereich) (60 out of 85 ECTS/60 aus 85 ECTS)		60	20	20	20	
Modulbereich: Environment of international business		10				
Issues in international political economy		5				
International and european trade law		5				
Modulbereich: Foundations of international management		10				
Foundations of international management I		5				
Foundations of international management II		5				
Modulbereich: International strategic management		10				
Business strategy		5				
Advanced methods of management research IV		5				
Modulbereich: International functional management		10				
International marketing		5				
Global operations strategy		5				
Modulbereich: International information management		10				
E-Business projects and innovation		5				
Service innovation		5				
Modulbereich: Soft skills		10				
Managing intercultural relations		5				
International management solutions		5				
Modulbereich: International finance and change management		10				
International finance		5				
Change Management		5				
Modulbereich: International corporate sustainability		10				
Business ethics and corporate social responsibility		5				
Regeneration and sustainable development		5				
Modulbereich: International relations		10				
Power, order and institutions in world politics		5				
Elective Courses (Wahlbereich)						
Modulbereich: Area studies (1 Area out of 4) *		30	10	10	10	
Modulbereich: English speaking countries (English)**		30				
Area specific language courses – English speaking countries*						
Courses exchange semester (Area studies: English speaking countries)****						
Free specialisation module (Area studies: English speaking countries)***						
Modulbereich: Latin America (Spanish, French)**		30				
Area specific language courses – Latin America						
Courses exchange semester (Area studies: Latin America)****						
Free specialisation module (Area studies: Latin America)***						
Modulbereich: Asia (English)**		30				
Area specific language courses – Asia*						
Courses exchange semester (Area studies: Asia)****						
Free specialisation module (Area studies: Asia)***						
Modulbereich: Europe (German)**		30				
Area specific language courses - Europe*						
Courses exchange semester (Area studies: Europe)****						
Free specialisation module (Area studies: Europe)***						
Further elective modules can be listed in the module handbook. Each area offers different module handbook courses subject to availability. Please review the modules down below.						
Masterthesis		30				30
Masterthesis		30				
SWS						
ECTS		120	30	30	30	30

Language courses

*MIBS students can take up to 10 ECTS of language courses. This means students are free to integrate either 0 ECTS, 5 ECTS, or 10 ECTS of language courses into their Area Studies.

Requirements for language courses being counted as ECTS are the following:

Minimum language level English: C1, all other languages: 5 ECTS minimum A2, 5 ECTS minimum B1.

Example: In case a language courses at the A2 level is taken in any language other than English, only the first 5 ECTS count towards the Area Studies, e.g. German A2.1 can be integrated, while the course German A2.2 will not count; however, German B1.1 would count again.

** You can choose among all courses mentioned for your area in the Module Handbook (30 ECTS). Out of those 30 ECTS, you can take up to 10 ECTS of language courses.

Students can take up to 10 ECTS in languages. Alternatively, other courses of the respective area can be used as substitutes for the language courses.

*** You can choose among all other courses offered at our university that are accepted by the respective program coordinator. These courses are called Free Specialisation Modules (FSM). A detailed explanation can be found at the end of this document. **FSM are not available for students who started their studies in the winter term 2024/25 or later.**

**** You can take courses at one of our partner universities or other universities (up to 30 ECTS). Of those 30 ECTS, up to 10 ECTS can be language courses that are accepted by the program coordinator or other departments (through learning agreements).

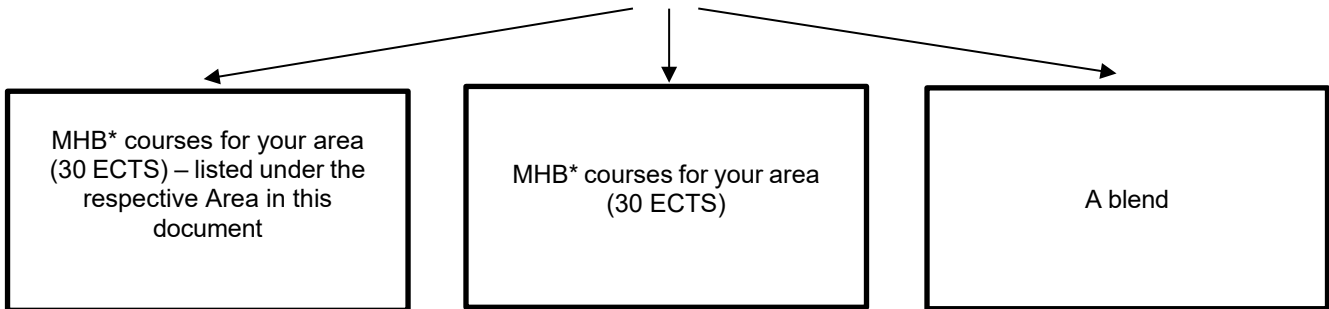
**Information concerning the selection of courses in the
Area Studies(30 ECTS)**

For students with start of studies in winter term 2024/25 or later

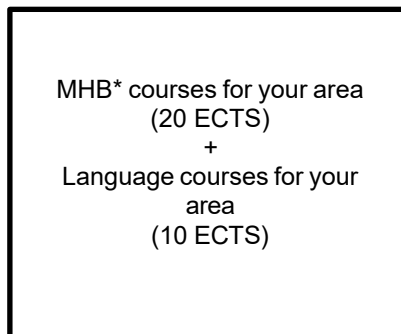
Generally, a minimum of 20 ECTS from courses listed in the MHB* in the respective Area Studies have to be achieved.

A maximum of 10 ECTS can be achieved in languages.

As long as those prerequisites are fulfilled, various combinations of MHB courses, FSM and language courses are possible:



Example for a blend:



*MHB = Module Handbook

**Information concerning the selection of courses in the
Area Studies(30 ECTS)**

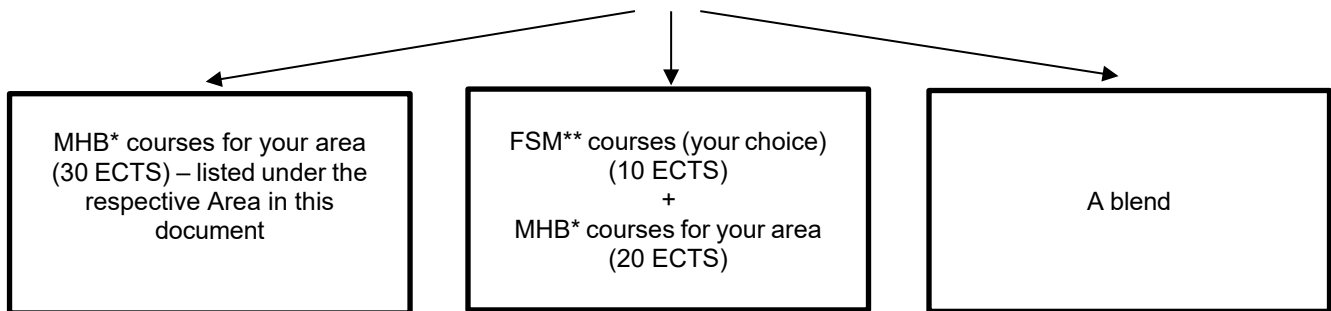
For students with start of studies in winter term 2020/21 until winter term 2023/24

Generally, a minimum of 10 ECTS from courses listed in the MHB* in the respective Area Studies have to be achieved.

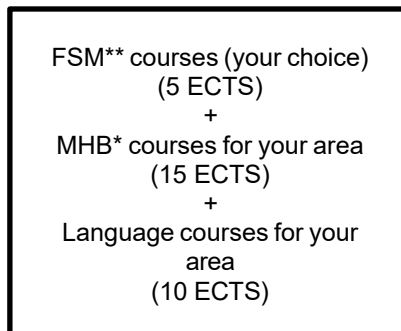
A maximum of 10 ECTS can be achieved in FSM**.

A maximum of 10 ECTS can be achieved in languages.

As long as those prerequisites are fulfilled, various combinations of MHB courses, FSM and language courses are possible:



Example for a blend:



*MHB = Module Handbook

**FSM = Free Specialization Module

**Information concerning the selection of courses in the
Area Studies(30 ECTS)**

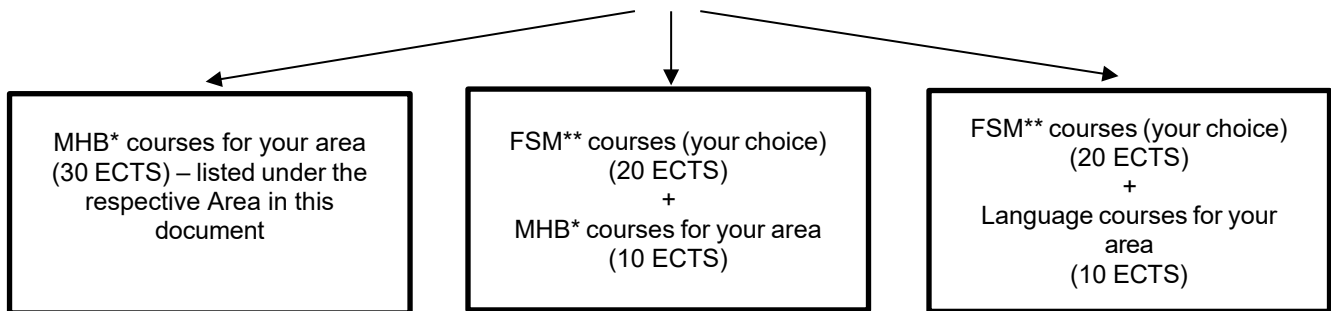
For students with start of studies before winter term 2020/21 (2019, 2018, 2017, etc.)

Generally, a minimum of 10 ECTS from courses listed in the MHB* in the respective Area Studies have to be achieved.

A maximum of 20 ECTS can be achieved in FSM**.

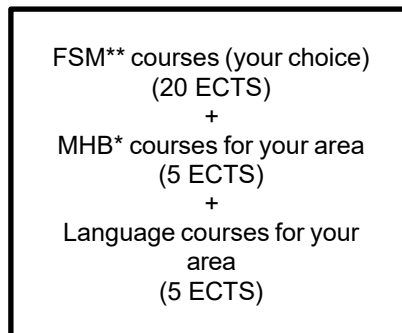
A maximum of 10 ECTS can be achieved in languages.

As long as those prerequisites are fulfilled, various combinations of MHB courses, FSM and language courses are possible:



OR... A blend.

Example for a blend:



*MHB = Module Handbook

**FSM = Free Specialization Module

Notes on the type and scope of examination performances

The form of examination conducted at the School of Business, Economics and Society is defined in §17 Prüfungsarten der Master-Rahmenprüfungsordnung (MPO). Furthermore, the extent of examinations is regulated by §§18 until 24 in the MPO. The examination regulation can be accessed via the following link: <http://www.zuv.fau.de/universitaet/organisation/recht/studiensatzungen/rw.shtml#>

Unless the individual module description states otherwise, the following formats of examination along with their scope is valid at the department:

Formats of examination (German translation)	Scope Master
1. Written examination (Klausur)	60/90/120 Minutes
2. Written assignment (Hausarbeit/Seminararbeit)	Ca. 15 Pages
3. Oral examination (Mündliche Prüfung)	Ca. 20 Minutes
4. Presentation (Referat/Präsentation)	Ca. 20/25 Minutes
5. Performance Assessment	Ca. 10 Minutes and/or 10 Pages
6. Case study (Fallstudie)	Ca. 25 Minutes and/or 10 Pages

Rechtsbelehrung

Alle Angaben sind ohne Gewähr.
Im Zweifelsfall gilt die Master-Prüfungsordnung.
Wenden Sie sich bei Fragen bitte direkt
an den zuständigen Modulverantwortlichen.

Stand:
31. März 2026

Legal instructions

No responsibility is taken for the correctness of the details provided.
In case of doubt, the examination regulations of the respective Master's degree are valid.
In case of any further questions, please directly contact
the responsible person or coordinator of the course.

Last updated:
31st March 2026

Programmkoordinator / Program coordinator:

Aisha Munir, M.Sc. and Luisa Wicht, M.Sc.
University of Erlangen-Nürnberg
School of Business & Economics
Department of International Management
Lange Gasse 20
90403 Nürnberg
Germany

List of abbreviations

ECTS	European Credit Transfer System
MIBS	Master in International Business Studies
SS	Summer semester/term
WS	Winter semester/term
Lect	Lecture
Ex	Exercise
S	Seminar
SWS	Time a module will be held per week. One SWS is 45 minutes
P	Presentation
H	Hours
Min	Minutes
Tbd	To be determined
Tba	To be announced
FSM	Free Specialization Module

Free Specialization Module (FSM)

Start of studies: from WS 2024/25

The Free Specialization Module (FSM) is not available in MIBS from WS 2024/25.



Free Specialization Module (FSM)

Start of studies: from WS 2020/21 until WS 2024/25

The Free Specialization Module (FSM) in the MIBS allows students to take electives of their choice within the Area studies. A maximum of **10 ECTS** is allowed as FSM in the Area Studies. All courses from FAU can be considered as FSM, if accepted by the respective Area coordinator.



A few rules for taking a FSM apply:

First, courses that are listed above in your respective Area are regular Area courses and not FSM. Courses that cannot be found above are considered as FSM in case they are accepted by the Area coordinator. FSM are only courses at FAU, courses abroad do not belong to this classification.

Detailed pieces of information about the FSM can be found via the following weblink: <https://www.im.rw.fau.de/teaching/master/free-specialization-module/>

Please read all information given on the homepage carefully in order to be allowed to take FSM courses.

Free Specialization Module (FSM)

Start of studies: earlier than WS 2020/21

The Free Specialization Module (FSM) in the MIBS allows students to take electives of their choice within the Area studies. A maximum of **20 ECTS** is allowed as FSM in the Area Studies. All courses from FAU can be considered as FSM, if accepted by the respective Area coordinator.



A few rules for taking a FSM apply:

First, courses that are listed above in your respective Area are regular Area courses and not FSM. Courses that cannot be found above are considered as FSM in case they are accepted by the Area coordinator. FSM are only courses at FAU, courses abroad do not belong to this classification.

Detailed pieces of information about the FSM can be found via the following weblink: <https://www.im.rw.fau.de/teaching/master/free-specialization-module/>

Please read all information given on the homepage carefully in order to be allowed to take FSM courses

Module description

for the degree programme

Master of Science

International Business Studies

(Version of examination regulation: 20252)

for the summer term 2026

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1	Module name 1999	Master's thesis (M.Sc. International Business Studies 20252)	30 ECTS
2	Courses / lectures	Seminar: MA: Seminar zur Masterarbeit (2 SWS)	
3	Lecturers	Theses coordinators	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	The master's thesis is an independent academic work that deals conceptually or empirically with topics in the context of international management.
6	Learning objectives and skills	In their master's thesis, students demonstrate their ability to independently analyze a topic or issue in the field of international management using scientific methods within a specified time frame, as well as to concisely develop and competently evaluate or interpret their findings.
7	Prerequisites	In accordance with the respective chair.
8	Integration in curriculum	semester 4
9	Module compatibility	Pflichtmodul Master of Science International Business Studies 20252
10	Method of examination	Written (6 Monate)
11	Grading procedure	Written (100%)
12	Module frequency	Every semester
13	Resit examinations	The exams of this moduls can only be resit once.
14	Workload in clock hours	Contact hours: 30 h Independent study: 870 h
15	Module duration	1 semester
16	Teaching and examination language	english
17	Bibliography	In accordance with the respective chair.

Module group: Environment of International Business

1	Module name 54440	Issues in international political economy	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information, please contact module managers. (Vorlesung mit Übung)	5 ECTS
3	Lecturers	Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser	
5	Contents	This course deals with international trade policy and the current trade war. The focus will be on the political and economic determinants and consequences of trade liberalization as well as trade policies that increase trade barriers. The course will provide important insights into the global governance of international trade flows, the World Trade Organization and the role of the United States, China and the European Union.	
6	Learning objectives and skills	Students gain an understanding of the importance and evolution of the international trading system and how it affects multinational corporations (MNCs). Students learn about different trade policy tools, their economic consequences and their political constraints, in particular in the United States, China and the European Union. Students learn to critically assess trade-related news in the media.	
7	Prerequisites	Recommended prerequisites: <ul style="list-style-type: none"> • Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition). 	
8	Integration in curriculum	semester: 1; 3	
9	Module compatibility	Area English speaking countries Master of Science International Business Studies 20252 Modulbereich: Environment of international business Master of Science International Business Studies 20252 Module compatibility: <ul style="list-style-type: none"> • Master IBS: core course (Pflichtbereich) • Master IBS: mandatory elective for the area English-speaking countries. Students who select English-speaking countries as an area study cannot take this module as a core course module, but must take it as part of their area studies. • Master Wirtschaftspädagogik, Studienrichtung II: elective course (Wahlbereich im Zweifach Sozialkunde), core course (Pflichtbereich im Zweifach Englisch) • Erweiterungsprüfung Berufliche Schulen/Studienfach • Wirtschaftspädagogik • Master Sozialökonomik: elective course (Wahlbereich) • Master Arbeitsmarkt und Personal: elective course (Wahlbereich) • Master Economics: Specialization in Macroeconomics and Finance, and Public economics 	

10	Method of examination	Written examination (60 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<ul style="list-style-type: none"> • Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition • Further, course materials will be announced in the course.

1	Module name 55270	International and European trade law	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information, please contact module managers.	5 ECTS
3	Lecturers		

4	Module coordinator	Prof. Dr. David Hummel	
5	Contents	<p>Basics of International and European Law:</p> <ul style="list-style-type: none"> • EU Trade Law • Concept of Internal Market • Economic Freedoms and Law of Competition • Economic Globalization and the Law of the WTO • The World Trade Organization • WTO Dispute Settlement • Principles of Non-Discrimination • Rules on Market Access • Rules on Unfair Trade • Trade Liberalisation versus other societal values and interests • Supply Chain Law and anti-modern slavery legislation • WTO and EU Law 	
6	Learning objectives and skills	<p>Students will</p> <ul style="list-style-type: none"> • know the European Economic Law and WTO-Law as fundamental basis of the International Trade Law • be able to analyse and discuss specific aspects of European and International Economic Law on an advanced level • will be able to produce case studies • will achieve an advanced skill of analysis 	
7	Prerequisites	Basic knowledge of European Law	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: Environment of international business Master of Science International Business Studies 20252	
10	Method of examination	Written examination (60 minutes)	
11	Grading procedure	Written examination (100%)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	<p>(Recommended) reading:</p> <ul style="list-style-type: none"> • Nigel Foster, Foster on EU Law, 8th edn. OUP 2021 • Van den Bossche/Prévost, Essentials of WTO Law, 2nd edn. CUP 2021 <p>Previous editions of both books available at WISO library</p>	

- Blackstone EU Legislation, OUP (previous editions sufficient, test: Is TFEU printed?)

Module group: Foundations of International Management

1	Module name 53710	Foundations of international management I	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information, please contact module managers.	
3	Lecturers	Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	<ol style="list-style-type: none"> 1. Environment of International Management: History and Major Trends 2. Theoretical and Conceptual Foundations of International Management 3. Theories of Internationalization 4. Strategic Management in International Corporations. 	
6	Learning objectives and skills	<p>After successful completion of this course, participants will be able to:</p> <ol style="list-style-type: none"> 1. Apply advanced theories, concepts, and methods of international management to understand and analyze complex real-world managerial problems. 2. Evaluate contemporary research in international management, including theoretical and empirical studies, by identifying strengths, limitations, and implications for management. 3. Analyze complex problems faced by international firms and develop evidence-based solutions by integrating theoretical insights, empirical findings, and practical constraints. 	
7	Prerequisites	English language proficiency (C1)	
8	Integration in curriculum	semester: 1; 3	
9	Module compatibility	Modulbereich: Foundations of international management Master of Science International Business Studies 20252	
10	Method of examination	<p>Discussion Paper Presentation</p> <p><i>Details for the examination for the lecture: Discussion paper (6 pages)</i> <i>Details for the examination for the seminar: Oral presentation (attendance mandatory)</i></p>	
11	Grading procedure	<p>Discussion Paper (80%) Presentation (20%)</p>	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	<p>Contact hours: 45 h Independent study: 105 h</p>	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Holtbrügge, D. & Welge, M.K. (2020). International Management. Mimeo, Nürnberg (chapters 1-4).	

Holtbrügge, D. & Haussmann, H. (eds.) (2024). Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 3rd edition. Baden-Baden: Nomos.

1	Module name 53720	Foundations of international management II	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information, please contact module managers.	
3	Lecturers	Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	1. Organization of International Corporations 2. Human Resource Management in International Corporations 3. Public Affairs Management in International Corporations
6	Learning objectives and skills	After successful completion of this course, participants will be able to: 1. Apply advanced theories, concepts and methods of international management to understand and analyze complex real-world managerial problems. 2. Evaluate contemporary research in international management, including theoretical and empirical studies, by identifying strengths, limitations, and implications for management. 3. Analyze complex problems faced by international firms and develop evidence-based solutions by integrating theoretical insights, empirical findings, and practical constraints.
7	Prerequisites	Successful attendance of Foundations of International Management I English language proficiency (C1)
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich: Foundations of international management Master of Science International Business Studies 20252
10	Method of examination	Discussion Paper Presentation <i>Details for the examination for the lecture: Discussion Paper (6 pages)</i> <i>Details for the examination for the seminar: Oral presentation (attendance mandatory)</i>
11	Grading procedure	Discussion Paper (80%) Presentation (20%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Holtbrügge, D. & Welge, M.K. (2020): International Management. Mimeo, Nürnberg (chapters 5, 6 & 8).

Holtbrügge, D. & Hausmann, H. (eds.) (2024). Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 3rd edition. Baden-Baden: Nomos.

Module group: International Strategic Management

1	Module name 53410	Business strategy	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information, please contact module	-
3	Lecturers	-	

4	Module coordinator	Dr. Verena Hoßnofsky	
5	Contents	<p>This course focuses on selected theories, concepts, and tools of strategic management. It is concerned with analysis, formulation and implementation of strategies, focusing on the business level of strategy. At business level, customer value and competitive advantage are the central issues. In this context, the digital transformation triggers digital business models, such as platform strategies or other related disruptive innovations. Therefore, the digital transformation is a central focus of this course. Further, the course deals with incorporating sustainability topics into strategic management.</p> <p>The course uses a combination of lectures, discussions and case studies in order to provide the analytic and conceptual foundations for making strategic decisions at business level.</p>	
6	Learning objectives and skills	By the end of the course, students can appreciate the need for a comprehensive approach to strategy making and they are aware of top management's role in setting the direction of a company. Students develop knowledge of theories, concepts and tools of business strategy and they develop an understanding of the application of concepts and tools to real life cases.	
7	Prerequisites	None	
8	Integration in curriculum	semester: 1; 3	
9	Module compatibility	Modulbereich: International strategic management Master of Science International Business Studies 20252	
10	Method of examination	<p>Written examination (60 minutes)</p> <p>The exam consists of a mixture of multiple choice questions and open questions. More information will be announced in the lecture.</p>	
11	Grading procedure	Written examination (100%)	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	<p>Contact hours: 45 h</p> <p>Independent study: 105 h</p>	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	<p>Dess, G., McNamara, G., Eisner, A.: Strategic management, 10th Ed., Maidenhead 2020</p> <p>Hungenberg, H.: Strategisches Management in Unternehmen, 8th Ed., Wiesbaden 2014</p>	

1	Module name 55462	Advanced methods of management research IV Advanced management research methods IV	5 ECTS
2	Courses / lectures	Seminar: Advanced Methods of Management Research IM IV (3 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	Current issues in the field of International Management	
6	Learning objectives and skills	<p>After successful completion of this course, participants will be able to:</p> <ol style="list-style-type: none"> 1. Apply advanced research methods to investigate a current research question in international management. 2. Analyze and synthesize prior literature to build a coherent theoretical argument, derive testable hypotheses, and justify key research design choices (e.g., sampling, measurement, model specification). 3. Evaluate the quality of empirical research by critically assessing reliability, validity, representativeness, and threats to inference, and by interpreting results in light of theory and limitations. 4. Create a complete research project output (discussion paper) that communicates research motivation, theory, method, results, and a clear theoretical and practical contribution in a scholarly format. 	
7	Prerequisites	<p>Foundations of International Management I (required) Foundations of International Management II (required) Knowledge of advanced statistics and SPSS is required. English language proficiency (C1) The number of participants is restricted.</p>	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: International strategic management Master of Science International Business Studies 20252	
10	Method of examination	Written	
11	Grading procedure	Written (100%) Discussion paper (100%)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Will be announced in the course.	

Module group: International Functional Management

1	Module name 53651	Global operations strategy	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information, please contact module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Kai-Ingo Voigt
5	Contents	<p>During the past decades, operations have become increasingly international or even global in nature. Drivers of the globalization include increased competitiveness through offshore manufacturing and global sourcing.</p> <p>During this module, the increasing complexity and the challenges of operations on a global scale will be discussed together with the participants. The theory modules at the beginning structure the options of a general operations strategy and illustrate its implementation in the organization.</p> <p>The subject specific modules, elaborated by the participants, enable a profound understanding of single activity areas of global operations and their relation to the global operations strategy. Therewith the students will get insights in the importance of an integrated global operations strategy and will become familiar with the main strategic options in this field.</p> <p><i>All participants have to register in advance on StudOn! The registration for GOS on StudOn starts in early October. The number of participants is limited to 70.</i></p>
6	Learning objectives and skills	<p>Participation in the first seminar session is mandatory, as the topics for the teamwork are chosen during this session by the participants.</p> <p>In the following weeks, based on own research using scientific sources, key topics are elaborated in teams. Following predefined learning targets, the students need to structure the elaborated content in an academic presentation and present their results in class. Thereby, the teams are responsible for developing a didactic concept in order to support the understanding of the discussed topics. Furthermore, the participants are required to document their research method as well as their results. After the course, the participants are able to discuss the functions and impact of operations management in an international context.</p>
7	Prerequisites	None
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich: International functional management Master of Science International Business Studies 20252
10	Method of examination	Presentation
11	Grading procedure	Presentation (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Abele, E. et al. (2008): Global Production. A Handbook for Strategy and Implementation. Berlin: Springer. Reid, R. D. & Sanders N. R. (newest ed.): Operations Management. Hoboken: Wiley & Sons. Slack, N. & Lewis, M. (newest ed.): Operations Strategy. Harlow: PrenticeHall.

1	Module name 54831	International marketing	5 ECTS
2	Courses / lectures	Vorlesung: International Marketing (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	<p>In this course, participants will acquire in-depth expertise in the field of International Marketing, a crucial field for companies seeking to expand in the global marketplace. The course emphasizes the understanding, explanation, critical reflection and application of key theories, concepts, models and terminology in International Marketing, for instance based on current empirical studies from the field. Participants will understand and learn to navigate the core challenges and opportunities of the field. This includes navigating the balance between global standardization and local differentiation as well as the strategies and practices of international market research, international market entry, and the international marketing mix across different industries (B2B, B2C) and countries (e.g., China, Germany, India, Japan, Russia, USA). This course uses a blend of theoretical knowledge and practical application. For this purpose, the course includes case studies from multinational companies located or headquartered in Bavaria and the Nürnberg Metropolitan Area as well as case studies with country experts from different countries. Moreover, the practical application in this course is supported by different kinds of exercises, which participants perform independently as well as interactively with fellow participants. By the end of the course, students will be equipped to independently analyze and evaluate complex International Marketing problems and to create concise and actionable solutions across industries and countries.</p>
6	Learning objectives and skills	<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand and analyze the core challenges, opportunities, and decision areas of international marketing, including recurring strategic questions faced by firms in international contexts. 2. Apply international marketing concepts and frameworks to complex questions and real-world cases, taking into account cultural, institutional, industry-specific, and country-level factors. 3. Analyze and evaluate strategic decisions related to international market research, market entry, standardization vs. differentiation, and the international marketing mix. 4. Create coherent recommendations for international market research, market entry, standardization vs. differentiation, and the international marketing mix design in diverse international contexts.
7	Prerequisites	Registration via vhb (www.vhb.org) is necessary in order to gain access to the course and the StudOn e-learning platform.
8	Integration in curriculum	semester: 1;3

9	Module compatibility	Modulbereich: International functional management Master of Science International Business Studies 20252
10	Method of examination	Discussion Paper <i>Details for the examination: Discussion Paper (6 pages)</i>
11	Grading procedure	Discussion Paper (100%)
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Alon, I., Jaffe, E., Prange, C. & Vianelli, D. (2017). Global Marketing: Contemporary Theory, Practice, and Cases. 2nd ed., New York, London: Routledge 2017.

Module group: International Information Management

1	Module name 57241	Service innovation	5 ECTS
2	Courses / lectures	Seminar: Service Innovation (4 SWS)	5 ECTS
3	Lecturers	apl. Prof. Dr. Angela Roth Prof. Dr. Kathrin Möslein Tizian Kernstock	

4	Module coordinator	Prof. Dr. Kathrin Möslein apl. Prof. Dr. Angela Roth	
5	Contents	Services now account for over 80% of all transactions in developed economies, but typically receive much less R&D attention than products. Developing service innovations demands a clear strategy from businesses with four interlocking core elements: search, selection, implementation and evaluation of innovative concepts. If even one of these phases is not been clearly thought through, the entire innovation process is likely to collapse. This course focuses on successful approaches, methods, tools and efforts to develop service innovations.	
6	Learning objectives and skills	<p>The students can:</p> <ul style="list-style-type: none"> • learn about items, notions, characteristics and special features in innovation management for services, service design methods and cases. • learn to judge and discuss innovation management tasks and alternative solutions with respect to the specialties of services. • experience methods of service design by themselves in interactive lectures, gain a feeling for suitable methods and learn to reflect different effects. • apply their knowledge and competences in solving cases and thereby analyze selected issues of managing, developing and innovating services. • work together in international small work groups, present their results in English, give feedback to other students work and discuss different solution approaches. 	
7	Prerequisites	<ul style="list-style-type: none"> • Basic understanding of product and service business processes • General knowledge on management and strategy • Openness to work interactively and in interdisciplinary and international teams 	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: International information management Master of Science International Business Studies 20252	
10	Method of examination	<p>Presentation Seminar paper</p> <p>This module is part of the pilot project "Early Seminar Registration". Examination registration for both examinations of this module will take place at the beginning of the lecture period (not in the regular examination registration period). The examinations of this module start</p>	

		<p>directly after the registration, hence a withdrawal from the registration for the examinations of this module is not possible.</p> <p>Seminar paper approx. 7 pages Presentation approx. 10 minutes</p>
11	Grading procedure	<p>Presentation (30%) Seminar paper (70%)</p>
12	Module frequency	Only in summer semester
13	Workload in clock hours	<p>Contact hours: 30 h Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Specific literature will be listed in the course

1	Module name 57053	Innovation and Leadership	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Kathrin Möslein
5	Contents	The lecture focuses on the challenges of leading and communicating innovation and change in IT enabled companies and networked organizations. Based upon that, creating a sustainable innovative environment is a leadership task. In order to succeed at this task, leaders must develop innovative abilities to deal with the challenges inherent in a business environment characterized by fluid, unstructured and changing information. The aim of this course is thereby twofold. First, the course delineates and describes different yet emerging innovation tools, organizing them into a coherent set of classes. Each class of tools is described using a set of up-to-date business cases that depict the current status of the information systems. The second aim of this course is to get an overview of how to structure leadership systems towards innovation, how leaders can motivate to foster innovative thinking and what new forms of innovation (e.g. open innovation) mean for the definition of leadership. In doing so, this lecture represents an Idea Transformation Class as students are encouraged not only to merely develop, but to actively deploy specifically developed concepts.
6	Learning objectives and skills	The students <ul style="list-style-type: none"> • will understand and explore the theories and practicalities of leadership in open innovation contexts. • will gain knowledge on leading and communicating innovation and translate it in leadership behavior in real case contexts. • will learn to assess, reflect and feedback the impact of practical leadership for innovation
7	Prerequisites	<ul style="list-style-type: none"> • Basic understanding of innovation management • Basic understanding of management processes • First experience in team projects
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich: International information management Master of Science International Business Studies 20252
10	Method of examination	Presentation Written Presentation approx. 40 minutes Written assignment approx. 22 pages (partly in group)
11	Grading procedure	Presentation (pass/fail) Written (100%)

12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Huff, Möslein & Reichwald: Leading Open Innovation; 2013 MIT Press,ISBN-13: 978-0262018494

Module group: Soft Skills

1	Module name 53471	Managing intercultural relations	5 ECTS
2	Courses / lectures	Vorlesung: Managing Intercultural Relations IM 3 (2 SWS)	4 ECTS
		Seminar: Managing Intercultural Relations IM 3 (1 ECTS, Seminar) (1 SWS)	1 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge Aisha Munir	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	<ol style="list-style-type: none"> 1. Relevance of Intercultural Management 2. Intercultural Management Research: Scope and Results 3. Manifestations and Functions of Culture 4. Concepts of Culture 5. Intercultural Communication and Negotiations 6. Culture and Management: Organization, Motivation and Leadership in Different Cultures 7. Intercultural Competence 8. Intercultural Training 9. Conclusions 	
6	Learning objectives and skills	<p>After successful completion of this course, participants will be able to:</p> <ol style="list-style-type: none"> 1. Apply advanced theories, concepts and methods of intercultural management to understand and analyze complex real-world managerial problems. 2. Evaluate contemporary research in comparative, cross-cultural, indigenous and post-colonial management by identifying strengths, limitations, and implications for management. 3. Explain key methodological challenges of intercultural management research and assess the rigour, validity, and relevance of quantitative and qualitative research designs. 4. Design, implement, and evaluate innovative intercultural training interventions, including the conceptualization and measurement of intercultural competence. 5. Analyze complex problems faced by international firms and develop evidence-based solutions by integrating theoretical insights, empirical findings, and cultural considerations. 	
7	Prerequisites	English language proficiency (C1)	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: Soft skills Master of Science International Business Studies 20252	
10	Method of examination	<p>Discussion paper Presentation</p> <p><i>Details for the examination for the lecture: Discussion Paper (6 pages)</i></p>	

		<i>Details for the examination for the seminar: Oral presentation (attendance mandatory)</i>
11	Grading procedure	Presentation (20%) Discussion Paper (80%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Holtbrügge, D. (2022). Intercultural Management. Concepts, Practice, Critical Reflection. Thousand Oaks: Sage.

1	Module name 56522	International management solutions	5 ECTS
2	Courses / lectures	Currently no teaching units are offered for this module. For further information on teaching units please contact the module managers.	
3	Lecturers		

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	The students learn about current challenges in international management and develop strategies and tools for their solution. Topics include market entry strategies, international human resource management and corporate social responsibility. The students develop creative skills and methodological competences, and apply current theoretical knowledge to practical management problems.
7	Prerequisites	Advanced knowledge of international and intercultural management English language proficiency (C1) The number of participants is limited.
8	Integration in curriculum	semester: 1, 3
9	Module compatibility	Modulbereich: Soft skills Master of Science International Business Studies 20252
10	Method of examination	Written <i>Details for the examination: Project report</i>
11	Grading procedure	Written (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

Module group: International Finance and Corporate Governance

1	Module name 52290	International finance	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christian Merkl	
5	Contents	This course covers a wide range of topics (e.g., exchange rates and exchange rate regimes, national accounts and capital flows, international financial system, international banking and central banking). Basic economic concepts will be provided as a background. Statistics and empirical results will be shown to understand the validity of these concepts. Recent real life examples/case studies will be used to analyze the implications for policy makers, international organisations and business.	
6	Learning objectives and skills	<p>Students</p> <ul style="list-style-type: none"> • understand and apply basic concepts of exchange rate determination and their validity. • learn about driving forces of capital flows. • analyze how international (central) banking and the international financial system work. • apply their knowledge in a presentation (either in case study style or in a small quantitative project). 	
7	Prerequisites	Macroeconomics (Bachelor)	
8	Integration in curriculum	semester: 1; 3	
9	Module compatibility	Modulbereich: International finance and change management Master of Science International Business Studies 20252	
10	Method of examination	Written or oral (60 minutes)	
11	Grading procedure	Written (100%) Examination form: written exam. The grade can be improved up to 0.7 units with a voluntary presentation during the winter term. This requires the written exam to be graded no worse than 4.0.	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Presentation slides and relevant literature will be provided	

1	Module name 53460	Change management	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Change Management (2 SWS)	5 ECTS
3	Lecturers		

4	Module coordinator	Dr. Verena Hoßnofsky	
5	Contents	<p>This module focuses on one of the most important management tasks: to achieve change in organizations. It deals with systematic approaches to influence individuals, teams and the organization as a whole in a desired way in order to develop a company from its current to a future state. The currently ongoing digital transformation makes this particularly worthwhile. Digitalization drives change and thus represents a great challenge, but also offers tremendous opportunities. The module provides participants with a systematic approach in order to (1) successfully initiate and implement organizational changes and (2) successfully guide an organization through a change process. Participants will be provided with theoretical concepts and practical tools for managing organizational change (e.g. research on cognitive biases, trait theory, motivation theory, affective events theory, emotional intelligence, and organizational ambidexterity).</p>	
6	Learning objectives and skills	<p>At the end of this module, students are familiar with the tasks and challenges of managing change in organizations. The participants develop an understanding of the importance of successful leadership during organizational change as well as evaluate situations, which are related to organizational change.</p>	
7	Prerequisites	None	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: International finance and change management Master of Science International Business Studies 20252	
10	Method of examination	<p>Written examination (60 minutes) The exam consists of a mixture of multiple choice and open questions. More information will be announced in the lecture.</p>	
11	Grading procedure	Written examination (100%)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	<p>Contact hours: 45 h Independent study: 105 h</p>	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Will be announced in the course.	

Module group: International Corporate Sustainability

1	Module name 57455	Regeneration and sustainable development	5 ECTS
2	Courses / lectures	Seminar: Regeneration and sustainable development (2 SWS)	5 ECTS
3	Lecturers	Dr. Francisco Layrissa Villamizar	

4	Module coordinator	Prof. Dr. Markus Beckmann	
5	Contents	<p>The seminar provides content on the basics of regenerative practices across different industries and context. The course is divided into three general blocks.</p> <p>The first block of sessions will provide context into the importance of regeneration considering the limitations of current frameworks such as corporate philanthropy, corporate social responsibility and corporate sustainability management.</p> <p>The second block of sessions will concentrate in understanding the regenerative principles, the importance of socio-ecological systems and circularity.</p> <p>The third block of sessions will focus on analysing regeneration/ circularity in practice by looking at:</p> <ul style="list-style-type: none"> i) Innovative business models that include regenerative practices and/or circularity ii) Transitions towards regeneration in agrofood systems. iii) Industrial ecology and circular practices iv) Risk management practices for climate change <p>Students will have a mid term presentation and final presentation where they will have to identify an innovative business model that integrates regeneration/circularity. In addition, they will have to document in detail the aspects of the model.</p>	
6	Learning objectives and skills	<p>At the end of the seminar students will be able to:</p> <ul style="list-style-type: none"> • Criticize and frame the limits of our current system • Articulate the root causes of today's wicked problems • Describe the underlying principles of regeneration and circularity • Define characteristics of regenerative and circular enterprises • Contrast traditional enterprises with innovative business/ practices models based on regeneration and/circularity 	
7	Prerequisites	Previous courses on sustainability management are recommended but not required.	
8	Integration in curriculum	semester: 2; 4	
9	Module compatibility	Modulbereich: International corporate sustainability Master of Science International Business Studies 20252	
10	Method of examination	<p>Written assignment</p> <p>Presentation</p> <p>Term paper: 25 pages, presentation: 18 minutes</p>	
11	Grading procedure	<p>Written assignment (50%)</p> <p>Presentation (50%)</p>	

12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	All necessary materials will be provided via StudOn

1	Module name 56780	Business ethics and corporate social responsibility Sustainability management, business ethics and corporate social responsibility	5 ECTS
2	Courses / lectures	Vorlesung: Business Ethics and Corporate Social Responsibility (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Markus Beckmann	

4	Module coordinator	Prof. Dr. Markus Beckmann	
5	Contents	<p>This course combines several perspectives on normative issues in business. First, we take a moral psychology perspective to understand how morality helps us solve certain problems, but also creates pitfalls in the modern world. Second, we develop an ethical framework for navigating contentious issues and supporting the search for constructive solutions. Third, we apply this framework to analyze how (why) social and environmental goals are (not) achieved at the macro level. We will pay particular attention to the role of markets and their regulation. Fourth, we take the perspective of the individual firm and ask whether and to what extent firms need to integrate moral issues into their value creation processes. In this context, corporate social responsibility can serve as a means to implement these moral issues. We will therefore take a closer look at CSR, its origins, development and instruments. We conclude the course by discussing various applications and cases.</p>	
6	Learning objectives and skills	<p>After successfully completing this course, students will have developed the ability to:</p> <ul style="list-style-type: none"> • Explain key concepts from moral psychology and analyze how moral intuitions and biases influence ethical decision-making in business contexts. • Apply ethical theories and frameworks, such as social dilemmas, to navigate complex moral challenges in business, evaluate competing arguments, and construct well-reasoned ethical judgements. • Assess how markets and regulatory mechanisms facilitate or hinder the achievement of social and environmental goals at the macro level. • Critically examine the extent to which firms should integrate ethical considerations into their value creation processes and evaluate the implications of different approaches. • Evaluate the origins, development, and effectiveness of CSR strategies and instruments in addressing selected ethical and sustainability challenges. 	
7	Prerequisites	None	
8	Integration in curriculum	semester: 2;4	
9	Module compatibility	Modulbereich: International corporate sustainability Master of Science International Business Studies 20252	
10	Method of examination	Electronic examination (60 minutes)	

11	Grading procedure	Electronic examination (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Provided via StudOn

Module group: International Relations

1	Module name 52700	Power, order and institutions in world politics	5 ECTS
2	Courses / lectures	Vorlesung: MA-Vorl: Power, Order and Institutions in World Politics (2 SWS) Participation in this seminar is mandatory.	5 ECTS
3	Lecturers	Prof. Dr. Almut Schilling-Vacaflor del Carpio	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>The seminar will cover the following main topics.</p> <ul style="list-style-type: none"> • International system, international organizations (e.g., UN), cooperation and global governance: theoretical perspectives and historical evolution. • The contested notions of power, order and institutions: theoretical perspectives and empirical examples: bridging the gap between academia and the practice of international affairs. • The changing nature of international power and its distribution: rising powers, transnational corporations, state and non-state actors. • Topical and new issues in international organisation/global governance: peace and security, economic and social development, geopolitics, human rights, the environment. 	
6	Learning objectives and skills	<p>Students who successfully complete this module will:</p> <ul style="list-style-type: none"> • acquire a good understanding of the nature of power, order, and institutions in the international system; • understand the role of key actors (US, EU, emerging powers, international organizations) and policies to govern different policy fields (e.g. migration, forests, water, security, trade) • have a good knowledge of the topical issues and debates in contemporary international relations and their possible evolution; • be able to assess critically the role and functions of key international actors and organisations in specific case studies • acquire a deep and critical understanding of the current trends in world politics 	
7	Prerequisites	None	
8	Integration in curriculum	semester: 1; 3	
9	Module compatibility	Modulbereich: International Relations Master of Science International Business Studies 20252	
10	Method of examination	Portfolio	
11	Grading procedure	Portfolio (100%) Presentation: 30% Written assignment: 30% Performance assessment: 40%	
12	Module frequency	Every semester	
13	Workload in clock hours	Contact hours: 30 h	

		Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Baylis, J., 2020. <i>The globalization of world politics: An introduction to international relations</i> . Oxford University Press.

English Speaking Countries

1	Module name 54440	Issues in international political economy	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser	
5	Contents	This course deals with international trade policy and the current trade war. The focus will be on the political and economic determinants and consequences of trade liberalization as well as trade policies that increase trade barriers. The course will provide important insights into the global governance of international trade flows, the World Trade Organization and the role of the United States, China and the European Union.	
6	Learning objectives and skills	Students gain an understanding of the importance and evolution of the international trading system and how it affects multinational corporations (MNCs). Students learn about different trade policy tools, their economic consequences and their political constraints, in particular in the United States, China and the European Union. Students learn to critically assess trade-related news in the media.	
7	Prerequisites	Recommended prerequisites: <ul style="list-style-type: none"> • Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition). 	
8	Integration in curriculum	semester: 1; 3	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252 Modulbereich: Environment of international business Master of Science International Business Studies 20252 Module compatibility: <ul style="list-style-type: none"> • Master IBS: core course (Pflichtbereich) • Master IBS: mandatory elective for the area English-speaking countries. Students who select English-speaking countries as an area study cannot take this module as a core course module, but must take it as part of their area studies. • Master Wirtschaftspädagogik, Studienrichtung II: elective course (Wahlbereich im Zweifach Sozialkunde), core course (Pflichtbereich im Zweifach Englisch) • Erweiterungsprüfung Berufliche Schulen/Studienfach • Wirtschaftspädagogik • Master Sozialökonomik: elective course (Wahlbereich) • Master Arbeitsmarkt und Personal: elective course (Wahlbereich) • Master Economics: Specialization in Macroeconomics and Finance, and Public economics 	
10	Method of examination	Written examination (60 minutes)	

11	Grading procedure	Written examination (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<ul style="list-style-type: none"> • Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition • Further, course materials will be announced in the course.

1	Module name 54870	Courses exchange semester (Area studies: English speaking countries) Exchange semester courses (Area studies: English-speaking countries)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module for this semester!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module for this semester!	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in English speaking countries) should fit into the module Area Studies: English Speaking Countries thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study
7	Prerequisites	Learning agreement
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252
10	Method of examination	In accordance with exam regulations of the exchange university
11	Grading procedure	In accordance with grading key and credits of the course
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: In accordance with the requirements of the exchange university

		ndependent study: In accordance with the requirements of the exchange university
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Tbd in the course

1	Module name 53296	Economics of innovation	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Economics of Innovation (Lecture and Tutorial) (4 SWS) Students are required to be present on the day when presentations will be held.	5 ECTS
3	Lecturers	Prof. Dr. Markus Nagler	

4	Module coordinator	Prof. Dr. Markus Nagler	
5	Contents	The lecture provides an introduction to economic topics in innovation and on new ideas. The course first sets out general problems in the economics of innovation such as the public goods nature of ideas and the importance of innovation for economic prosperity. In the second part, the course discusses labor and personnel issues in innovation policy, for example the design of incentives for innovation. In the third part, the course analyses issues in intellectual property rights and public economics topics such as public funding of research or the role of universities.	
6	Learning objectives and skills	Students know the key issues in the economics of innovation and the impacts of potential public policies to promote innovation. They are able to assess current research in the economics of innovation and are able to relate its results to fundamental policy questions in the area. Students are acquainted with important empirical approaches in the area.	
7	Prerequisites	Basic microeconomics, basic econometrics	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252; Modulbereich: Europe Master of Science International Business Studies 20252	
10	Method of examination	Written or oral Students will have to present one paper (potentially in groups) that picks up a topic from the lecture. In addition, students have to produce a referee report on a paper related to the topics of the lecture. I will provide a list of possible papers for both assignments in the first weeks of lectures.	
11	Grading procedure	Written or oral (100%) Both assignments will be marked independently, with the final grade reflecting a weighted average of both single grades. Discussion paper (50%) and presentation (50%).	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	

16	Bibliography	<ul style="list-style-type: none">• Bryan, Kevin and Heidi Williams (2021): Markets for innovation: Market failures and public policies, Handbook of Industrial Organization 5(1):281-388, Chapter 13• Bloom, Nicholas, John Van Reenen and Heidi Williams (2019): A Toolkit of Policies to Promote Innovation, Journal of Economic Perspectives 33(3): 163-184• Scotchmer, Suzanne. Innovation and incentives. MIT press, 2004.• Stephan, Paula. How economics shapes science. Harvard University Press, 2012.
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1	Module name 54382	Issues in global governance	5 ECTS
2	Courses / lectures	Seminar: Ma-Sem: Issues in Global Governance (2 SWS) Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course deals with the dark side of global governance, i.e., with phenomena that are associated with a failure of global governance. These topics include but are not limited to failed states, drug trafficking, piracy, international terrorism and organized crime.
6	Learning objectives and skills	Students gain an understanding of the economic and political consequences of a failure of global governance. In general, students learn about the scope and constraints of global governance.
7	Prerequisites	Recommended prerequisites: Basic knowledge of the concepts of economics and international political economy.
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252 Master IBS: elective course (Wahlbereich): English-speaking countries, Master Wirtschaftspädagogik, Studienrichtung II: core course (Wahlbereich im Zweifach Englisch) Erweiterungsprüfung Berufliche Schulen/Studienfach Wirtschaftspädagogik
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written or oral (100%) 50% presentation, 50% seminar paper (50% Präsentation, 50% Seminararbeit)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester

15	Teaching and examination language	english
16	Bibliography	

1	Module name 54452	Issues in international trade	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Es besteht Anwesenheitspflicht.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course will focus on major developments in the international trading system, on the multilateral, regional and bilateral level. Special emphasis will be given to developments in the WTO, the rule-making process and the completion of new multilateral commitments. In addition, the pursuit of regional and bilateral trade agreements will be monitored and its effects on businesses and trade flows will be examined. Finally, a thorough analysis of the trade policies pursued by developed and developing countries will be offered.
6	Learning objectives and skills	Students gain a deeper understanding of the contemporary developments of trade policies on the multilateral, regional and country level and how it affects business and market opportunities. Special emphasis will be on the United States and the European Union.
7	Prerequisites	Recommended prerequisites: Basic knowledge of the concepts of international economics and international political economy.
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252 Master IBS: elective course (Wahlbereich): English-speaking countries Master Economics: Specialization in Macroeconomics and Finance
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written or oral (100%) 50% presentation, 50% seminar paper (50% Präsentation, 50% Seminararbeit)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h

		Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 54462	Issues in global economic governance	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Es besteht Anwesenheitspflicht.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This course deals with economical and political aspects of important international institutions that govern global finance, global trade and global economic policy coordination. It highlights that many economic challenges require international cooperation. The course will focus on key players of global economic governance like the International Monetary Fund (IMF), the World Bank, the World Trade Organization (WTO) and geopolitically important players like the United States and the European Union.
6	Learning objectives and skills	Students gain a deeper understanding of the relevance and structure of global economic governance, including important treaties, development aid and economic crisis management. The need for global economic governance led to the creation of important international institutions, which are in turn shaped by influential stake holders.
7	Prerequisites	Recommended prerequisites: Basic knowledge of the concepts of international economics and international political economy.
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252 Master IBS: elective course (Wahlbereich): English-speaking countries, Master Wirtschaftspädagogik, Studienrichtung II: core course (Wahlbereich im Zweifach Englisch) Erweiterungsprüfung Berufliche Schulen/Studienfach Wirtschaftspädagogik
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>

11	Grading procedure	Written or oral (100%) 50% presentation, 50% seminar paper (50% Präsentation, 50% Seminararbeit)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 54862	Area specific language courses - English speaking countries Area-specific language courses: English-speaking countries	2,5 ECTS
2	Courses / lectures	Übung: Englisch Master: English for Business Purposes (2 SWS)	2,5 ECTS
3	Lecturers	Rachel Gracey	

4	Module coordinator	Dr. Mario Oesterreicher
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252
10	Method of examination	Written or oral Written examination (90 minutes) Written examination (60 minutes) Written examination (60 minutes) Written or oral (60 minutes) Written or oral (60 minutes) Written examination (60 minutes) Written or oral (60 minutes) Written examination (60 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (90 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Written or oral Written examination (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Written or oral (60 minutes) Written or oral
11	Grading procedure	Written or oral (100%) Written examination (200%) Written examination (100%) Written examination (100%) Written or oral (100%) Written or oral (100%) Written examination (100%) Written or oral (100%)

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12	Module frequency	no Module frequency information available!
13	Workload in clock hours	<p>Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt)</p> <p>Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)</p>
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	<p>german</p> <p>spanish</p>
16	Bibliography	

1	Module name 56911	Issues in political economy	5 ECTS
2	Courses / lectures	Seminar: Ma-Sem: Issues in Political Economy (2 SWS) Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser	
5	Contents	This course deals with current topics in political economy and how politics and economics interact in various fields in the United States and the European Union. The course provides an introduction into the political systems and discusses the interactions between profit-maximizing firms and US and European non-market agents like the government, regulatory institutions and the public. The topics covered include but are not limited to the impact of political connections, corruption, lobbying and the revolving door on the United States of America and the European Union.	
6	Learning objectives and skills	Students gain a deeper understanding of how institutions, power and economic outcomes interact with each other. There will be a focus on the different actors such as governments, NGOs and private sector representatives. Students will also learn about empirical methods used in these fields. A special emphasis will be placed on the United States, the European Union and the transatlantic area.	
7	Prerequisites	Recommended prerequisites: Basic knowledge of economics, politics and econometrics.	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252; Modulbereich: Europe Master of Science International Business Studies 20252; Master IBS: elective course (Wahlbereich): English-speaking countries; Europe Master Economics: Specialization in Public Economics	
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>	
11	Grading procedure	Written or oral (100%) 50% presentation, 50% seminar paper (50% Präsentation, 50% Seminararbeit)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 30 h	

		Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57130	International trade and labor	5 ECTS
2	Courses / lectures	Vorlesung: Ma-Vorl: International Trade & Labor (2 SWS) Übung: Übung zur Ma-Vorl International Trade and Labor (2 SWS) (Vorlesung mit Übung)	5 ECTS -
3	Lecturers	Prof. Dr. Christoph Moser Dr. Stefan Suttner	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This module deals with the consequences of globalization for the domestic labor market and discusses the winners and losers of trade liberalization. The module focuses on the impact of international economic integration on domestic wages, jobs and inequality, in particular in Germany and the United States.
6	Learning objectives and skills	Students are made familiar with the main relevant concepts of international trade and acquire specialized knowledge of the labor market effects of trade liberalization. Students learn about key theoretical predictions, their empirical evidence and the empirical strategies to assess their relevance. The module focuses on topics at the intersection between international trade and labor.
7	Prerequisites	Recommended prerequisites: Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition) and econometrics (e.g., Wooldridge, Jeffrey (2013), Introductory Econometrics: A Modern Approach, 5th international edition).
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252 Modulbereich: Europe Master of Science International Business Studies 20252 Master Economics: Specialization in Macroeconomics and Finance Master IBS: elective course (Wahlbereich): English-speaking countries; Europe Master Arbeitsmarkt und Personal: Wahlbereich Master Sozialökonomik: freier Vertiefungsbereich
10	Method of examination	Written examination (60 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester

15	Teaching and examination language	english
16	Bibliography	Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition. Further course materials will be announced in the course.

1	Module name 57131	Labor markets in the knowledge economy	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers. Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2024/25	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Markus Nagler
5	Contents	The course analyzes topics in labor economics and their connection to technological change and the knowledge economy. We will mostly discuss topics in labor economics such as labor supply and migration which are seen through a technology and knowledge economy perspective. The course is mainly based on empirical research papers: labor economics is a front-runner in the use of econometrics and data. Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2025/26.
6	Learning objectives and skills	Students know the key issues at the intersection of labor and innovation economics. They are able to assess current research in the area and are able to relate its results to fundamental policy questions. Students are acquainted with important empirical approaches in labor economics.
7	Prerequisites	Recommended: Basic microeconomics, basic econometrics
8	Integration in curriculum	semester: 3
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252 Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2025/26
10	Method of examination	Written examination (90 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in winter semester Due to conflicting teaching requirements, this course will not be offered in the Winter Term 2025/26.
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Angrist, Joshua and Jörn-Steffen Pischke (2008). Mostly Harmless Econometrics, Princeton University Press.

Autor, David H. Why are there still so many jobs? The history and future of workplace automation. The Journal of Economic Perspectives 29.3 (2015): 3-30.

1	Module name 57172	Patenting for innovation	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Kathrin Möslein	
5	Contents	<p>Intellectual Properties (Ips) in general and especially patents play an important role in innovation in any Hightech society. This topic is multi-faceted and can be accessed from different viewpoints: business, politics, legal framework, organization, etc. In this course, we will focus on:</p> <ul style="list-style-type: none"> • the introduction to Ips and patents in general, • the role of Ips and patents in research, development and (open) innovation, • the patent exploitation through licensing contracts and patent pools, the patent policies in the European Union, China and USA. 	
6	Learning objectives and skills	<p>The students:</p> <ul style="list-style-type: none"> • learn to understand the role of patenting in the innovation process, • gain deeper insights into the roles of IP in various types of businesses, study the role of IP and patents in different regions and contexts (Asia, United States, Europe). 	
7	Prerequisites	None	
8	Integration in curriculum	semester: 3	
9	Module compatibility	<p>Modulbereich: English speaking countries Master of Science International Business Studies 20252 Free specialisation module (Area studies: Europe) Master of Science International Business Studies 20252</p>	
10	Method of examination	Seminar paper	
11	Grading procedure	Seminar paper (100%)	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	<p>Contact hours: 30 h Independent study: 120 h</p>	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Literature will be announced and distributed in the first sessions.	

Latin America

1	Module name 54882	Area specific language courses - Latin America Area-specific language courses: Latin America	2,5 ECTS
2	Courses / lectures	Übung: Französisch: Elementarkurs 3 (4 SWS) Übung: Französisch: Elementarkurs 2 (4 SWS) Übung: Französisch: Elementarkurs 4 (4 SWS) Übung: Italienisch Elementarkurs 2 ItaliaNet A2 (Blended Learning Kurs) (4 SWS)	5 ECTS 5 ECTS 5 ECTS 5 ECTS
3	Lecturers	Dr. Corina Petersilka Agnes Hole-Kreuzer Kévin Bouillard Paola Cesaroni-Meinzolt Anna Elisa Bologna	

4	Module coordinator	Dr. Mario Oesterreicher
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Area Latin America Master of Science International Business Studies 20252
10	Method of examination	Written examination (60 minutes) Written examination Written examination (60 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (90 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (90 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (60 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (90 minutes) Written examination (60 minutes) Written examination (90 minutes)

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11	Grading procedure	<p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p>

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12	Module frequency	no Module frequency information available!
13	Workload in clock hours	<p>Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt)</p> <p>Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)</p>
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	no information available!
16	Bibliography	

1	Module name 57484	Between the Global and the Local: Sustainability in Practice	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio Julia Stefanello Pires	
5	Contents	<p>Climate change is one of the defining challenges of our time, with far-reaching consequences for human rights, intergenerational equity, and global justice. This course explores how globalized systems of production and consumption contribute to climate injustices—and how various actors, territories, and impact chains are entangled in this complex landscape.</p> <p>Corporations, as key players in the global economy, hold a central role in this debate. In response to growing pressure, many have adopted sustainability governance frameworks. Yet these efforts often fall short, especially when confronted with the urgency of a just transition and the intricacies of global supply chains.</p> <p>This course offers a critical and hands-on approach to understanding and engaging with these issues. Through case studies, collaborative research, and practical tools, students will: Understand the dynamics of climate injustice and its global dimensions; Map the networks of actors and territories involved in climate-related conflicts; Evaluate corporate sustainability efforts in light of justice and accountability; Reflect critically on the power and limitations of corporate sustainability strategies in the climate fight.</p> <p>This course equips students with the analytical frameworks and methodological tools to investigate climate justice issues in depth, and to contribute meaningfully to debates and actions for a more equitable and sustainable world. Throughout the course, we investigate the roles of different actors—states, corporations, civil society, and frontline communities—and the territories and impact chains that connect them, between the global and local. We pay particular attention to the concept of a “just transition,” examining what it means for corporations to take responsibility in a way that is socially inclusive and environmentally sound.</p>	
6	Learning objectives and skills	<ul style="list-style-type: none"> • Learn to design and carry out a case study • Strengthen analytical competences by applying concepts and theories to analyze different cases • Learn to identify and discuss sustainability challenges and trade-offs • Achieve a deeper understanding of the cross-scalar impacts of global production • Gain theoretical and empirical knowledge on supply chain complexities 	

		<ul style="list-style-type: none"> Develop the tools to analyze climate justice issues across scales and sectors—and contribute meaningfully to debates on sustainability, equity, and accountability
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252
10	Method of examination	Seminar Paper
11	Grading procedure	Seminar Paper (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Mentioned in the course syllabus.

1	Module name 57463	Business and Human Rights in Latin America	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers	-	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>Human rights have been comprehensively recognized by Latin American states, including social rights, Indigenous peoples' rights, environmental rights, and new types of rights, such as the rights of nature and to "buen vivir" (good living). However, the implementation of rights in the region has often been weak and important challenges remain. The rights of Indigenous peoples, peasant communities and family farmers have in many cases been negatively affected by the extractive industries, large-scale agricultural production and, more recently, by renewable energy projects. The rights of workers in formal and informal sectors are also often insufficiently protected and problems of child labor and modern slavery persist in the region.</p> <p>In this course, students will first acquire knowledge on international human rights and their legal recognition and implementation in Latin America. Second, we will analyze and discuss relevant governance instruments for protecting human rights in the context of business activities. Among them are human rights impact assessments (HRIA); human rights due diligence (HRDD) systems; free, prior and informed consent processes (FPIC); and human rights-related lawsuits in national and international courts.</p> <p>For analyzing these instruments in a context-sensitive way, we will have a closer look at actor constellations, institutional environments, policy processes and contestation and conflict dynamics. Based on the gained insights, we will explore different paths for transformation towards a better protection of human rights in the context of business activities in Latin America.</p> <p>This course will consist of input provided by the lecturer, the reading and discussion of academic literature, interactive group exercises, presentations on specific cases by students and the discussion of audiovisual documents.</p>	
6	Learning objectives and skills	<p>Participating students</p> <ul style="list-style-type: none"> - gain important knowledge about international human rights and human rights issues in Latin America - learn to analyze governance instruments for human rights (and environmental) protection in a context-sensitive way - discuss and critically reflect upon existing challenges and ways to overcome them - practice to apply important concepts and theories to concrete cases 	
7	Prerequisites	None	
8	Integration in curriculum	no Integration in curriculum available!	

9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252
10	Method of examination	<p>Seminar achievement</p> <p>The presentation consists of briefly presenting a case and discussing governance instruments for protecting human rights in a specific context (ca. 15 min).</p> <p>The performance assessment refers to an assessment of the contributions in class (interactive exercises, discussion of literature, short exercises to be uploaded on studon etc.).</p> <p>The short term paper is an academic essay that summarizes and discusses the case presented during the seminar (ca. 2,500 words per person).</p>
11	Grading procedure	<p>Seminar achievement (100%)</p> <p>Presentation: 30%</p> <p>Short term paper: 30%</p> <p>Performance assessment: 40%</p>
12	Module frequency	Only in winter semester
13	Workload in clock hours	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	All necessary materials will be provided via StudOn

1	Module name 54900	Courses exchange semester (Area studies: Latin America) Exchange semester courses (Area studies: Latin America)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module for this semester!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module for this semester!	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in Romance countries) should fit into the module Area Studies: Romance Countries thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study
7	Prerequisites	Learning agreement
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252
10	Method of examination	In accordance with exam regulations of the exchange university
11	Grading procedure	In accordance with grading key and credits of the course
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: In accordance with the requirements of the exchange university Independent study: In accordance with the requirements of the exchange university
14	Module duration	1 semester

15	Teaching and examination language	german
16	Bibliography	

1	Module name 54329	Globalized economies, socio-environmental conflicts and environmental justice in Latin America	5 ECTS
2	Courses / lectures	Seminar: MA-Seminar: Globalized Economies, Socio-Environmental Conflicts and Environmental Justice in Latin America (2 SWS) Attendance is mandatory.	5 ECTS
3	Lecturers	Ana Paula López Minchán	

4	Module coordinator	Ana Paula López Minchán Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>This course examines Latin America's historical and contemporary role in the global economy. Since colonial times, the region has occupied a subordinate position as a supplier of raw materials -such as gold, silver, coffee, and rubber- to industrialized centers. This structural dependency persisted through modern times: facing during 20th century economic liberalization and into the 21st century under neo-extractivist models, in which even progressive governments reproduced dependence on intensive resource extraction. We will analyze extractivism as a structuring economic model and examine a key paradox in Latin American states: their regulatory weakness coexists with a pioneering role in the recognition of the rights of indigenous peoples and Afro-descendant communities.</p> <p>The second part of the course focuses on socio-environmental conflicts as a structural consequence of extractivism. We will address analytical frameworks on the dynamics and productivity of conflicts for social transformation. To examine the decision-making processes surrounding the extraction and use of natural resources, we will map the key actors and analyze their power dynamics using frameworks such as Gaventa's power cube, and apply cartographic tools to analyze disputes over natural resources in specific cases.</p> <p>Finally, the course addresses these conflicts as struggles for environmental justice in their distributive, recognition, and participatory dimensions, which we will apply to our case studies. We will close by reflecting on Latin America's original contributions to decolonial environmental justice thinking: <i>buen vivir/sumak kawsay</i>, the rights of nature, and indigenous governance.</p>	

6	Learning objectives and skills	
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252 MA International Business Studies, Area Latin America MA Socioeconomics
10	Method of examination	Written or oral Presentation: Presentation of a case study Written assignment: Case study analysis (approx. 2,000 words per person)
11	Grading procedure	Written or oral (100%) 1. Performance assessment (35%) 2. Presentation (25%) 3. Written assignment (40%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 26 h Independent study: 124 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Mentioned in the course syllabus

1	Module name 57476	Sustainability challenges in the agricultural sector in the Global South	5 ECTS
2	Courses / lectures	Seminar: Sustainability challenges in the agricultural sector in the Global South (2 SWS) The participation in the course is mandatory.	5 ECTS
3	Lecturers	Júlia de Sousa e Berruezo	

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio Júlia Sousa e Berruezo
5	Contents	<p>The agricultural sector has historically been of great importance to the geographical, social, political, and economic configuration of the countries of the Global South. This sector accounts for a considerable part of GDP, generates jobs, and is important for exports and food security. Increasingly, many areas of these countries' territories have been converted to meet the growing demand for grains, especially soy and cattle in the world market. This trend is linked to the concentration of the land and the production in the hands of large land-owners and multinational companies, the displacement of traditional populations, the degradation of the natural resources, the pollution and contamination of soil, water, and other resources by agricultural inputs and the loss of biodiversity, among other effects. As various estimates predict that in 2050 the world will reach the mark of 9 billion inhabitants, with much of the growth occurring in developing countries, a further increase in production will be required in order to meet the nutritional needs of the world population. As such, reconciling agricultural production with environmental preservation and socio-economic development is one of the central challenges of the 21st century.</p> <p>This course seeks to present and discuss, based on an interdisciplinary perspective, the structural tensions between agricultural production and the environment and the search for "sustainable development" in rural areas from the Global South, with a particular focus on Latin America and Africa, broadening the student's understanding of the relationship between agriculture, sustainability, and rural development. At the end of the course, students will be able to understand the dynamics of the agricultural sector in the Global South, the changes taking place in rural areas, and their implications for sustainability. Moreover, the students will have the opportunity to analyze and discuss strategies and solutions to promote sustainable agricultural practices that guarantee food security, preserve natural resources, and promote the economic and social development of rural communities.</p>

6	Learning objectives and skills	<ul style="list-style-type: none"> • Identify and understand the contradictions and dilemmas in relation to the agricultural sector in the Global South. • Analyze the interactions between agriculture, the environment and society • Understand the changes taking place in rural areas in the Global South and their implications for sustainability. • Critically analyze and discuss the concept of sustainability in the agricultural sector. • Discuss strategies to promote sustainable agricultural practices that guarantee food security, preserve natural resources, and promote the economic and social development of rural communities in the Global South.
7	Prerequisites	None.
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252
10	Method of examination	Written or oral
11	Grading procedure	<p>Written or oral (100%)</p> <ol style="list-style-type: none"> 1. Performance assessment (40%) 2. Presentation (20%) 3. Short term paper (ca. 2,500 words 40%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 26 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<p>-Altieri, M. (1987). Agroecology: the scientific basis of alternative agriculture, Boulder: West- view.</p> <p>-Clapp, J. & Fuchs, D. (eds.) (2009). Corporate Power in Global Agrifood Governance. The MIT Press Cambridge, Massachusetts.</p> <p>-Du Pisani, J. A. (2006). Sustainable development–historical roots of the concept. Environmental sciences, 3(2).</p> <p>-Death, C. (2015) Four discourses of the green economy in the global South, Third World Quarterly, 36:12, 2207-2224.</p> <p>- Esteva, G. (2010). Development. In Sachs, W (Ed.), The development dictionary, 1-23. Zed Books.</p> <p>- Martinez-Alier, J. (2003). The Environmentalism of the poor: a study of ecological conflicts and valuation. Edward Elgar Publishing.</p>

-Monni, S, & Pallottino, M. (2015). Beyond growth and development: Buen Vivir as an alternative to current paradigms. *International Journal of Environmental Policy and Decision Making*, 1(3).

-Nightingale, A. J., Karlsson, L., Böhler, T., & Campbell, B. (2019). *Environment and Sustainability in a Globalizing World*. Routledge.

-Peet, R., Robbins, P. & Watts, M. (2011). *Global political ecology*. Routledge: New York.

-Pretty, J. N. (2008). Agricultural sustainability: concepts, principles and evidence. *Philos. Trans. R. Soc. Lond. B Biol. Sci.* v.363, 447–465.

Additional literature mentioned in the course syllabus.

1	Module name 82388	Case studies in sustainability management and social innovation	5 ECTS
2	Courses / lectures	Seminar: Case Studies in Sustainability Management and Social Innovation (2 SWS) (WiSe 2025)	5 ECTS
3	Lecturers	Dr. Francisco Layrisse Villamizar	

4	Module coordinator	Prof. Dr. Markus Beckmann	
5	Contents	<p>Sustainability despite being a term that no longer needs to be introduced in the classroom requires an innovative approach to solving the multitude of issues covered by this umbrella term.</p> <p>This class uses real-life cases studies to analyse and discuss how companies and/or social entrepreneurs can innovate such breakthrough solutions to address complex sustainability challenges.</p> <p>Students will engage on a weekly basis in an intense classroom discussion to deepen their analytical, conceptual and discursive skills. Intense preparation and classroom interaction are expected.</p>	
6	Learning objectives and skills	<p>At the end of the seminar students can</p> <ul style="list-style-type: none"> • identify basic and advanced sustainability issues and their causes; • analyze and apply fundamental business approaches to tackle social and environmental issues; • appraise business strategies given potential win-win solutions to societal challenges; • conduct basic research; • build a convincing argument. 	
7	Prerequisites	Introduction to Sustainability Management or Einführung in das Nachhaltigkeitsmanagement	
8	Integration in curriculum	semester: 4	
9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252	
10	Method of examination	<p>Written assignment</p> <p>Presentation</p> <p>Term paper: 17 pages, presentation: 15 minutes</p>	
11	Grading procedure	<p>Written assignment (50%)</p> <p>Presentation (50%)</p>	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	All necessary materials will be provided via StudOn	

1	Module name 87005	Internationale Entwicklungen im 21. Jahrhundert: Wo steht Lateinamerika in der Weltpolitik? International developments in the 21st century Where does Latin America stand in world politics?	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers		

4	Module coordinator	Jaime León González Prof. Dr. Almut Schilling-Vacaflor del Carpio
5	Contents	<p>Die zunehmende globale Verflechtung von Wirtschaft, Politik und Gesellschaft prägt die heutige Zeit und stellt die Weltpolitik vor vielschichtige Herausforderungen. Der Kurs befasst sich mit den zentralen internationalen Entwicklungen im 21. Jahrhundert und arbeitet für jedes Phänomen (wie z.B. Migrationsbewegungen, strukturelle Ungleichheit, nachhaltige und menschliche Entwicklung, digitale Transformation, organisierte Kriminalität, (Des-)Integrationsbewegungen wie Brexit) die Rolle und Interessen Lateinamerikas heraus. Dabei werden zu Beginn jedes Kapitels theoretische Überlegungen, mögliche Messinstrumente sowie aktuelle Daten zu deren fundierten Analyse vermittelt und daraufhin an länder- und regionenspezifischen Fallbeispielen angewandt.</p> <p>Der Kurs ist eine bilinguale Online-Vorlesung, dessen Inhalt durch den Einsatz unterschiedlicher Medien in beiden Sprachen, Deutsch und Spanisch, verfügbar ist. Der Kurs ist von Studierenden mit sehr guten Kenntnissen in einer der beiden Sprachen (und keinen/wenigen bis hin zu sehr guten Kenntnissen der jeweils anderen Sprache) studierbar. Gleichzeitig ermöglicht der bilinguale Aufbau eine spielerische Sprachvermittlung der jeweils anderen Sprachen. An relevanten Inhalten lassen sich die Sprachkompetenzen so nachhaltig verbessern und vertiefen.</p> <p>Es handelt sich um einen reinen Online-Kurs, lediglich für die 60-minütige Prüfung am Jahresende ist Ihre Präsenz erforderlich.</p> <p>-----</p> <p>Los estudiantes deben tener conocimiento de al menos uno de los dos idiomas, alemán o español. El curso es igualmente accesible para los estudiantes con un conocimiento básico del idioma alemán o español. Al mismo tiempo, los estudiantes con conocimientos del otro idioma tienen la oportunidad de mejorar y profundizar sus habilidades lingüísticas a través del contenido.</p> <p>Es un curso online, su presencia sólo es necesaria para el examen de 60 minutos al final del semestre.</p>
6	Learning objectives and skills	<p>Die Studierenden</p> <ul style="list-style-type: none"> erwerben ein fundiertes Verständnis zu aktuellen Entwicklungen und Herausforderungen der internationalen Politik.

		<ul style="list-style-type: none"> • erwerben vertiefte Kenntnisse zur Region Lateinamerika im Rahmen von Globalisierungsprozessen. • erlernen (u.a. visuell aufbereitete) Informationen, Daten und Statistiken zu interpretieren, zu hinterfragen und diese zielgerichtet anzuwenden. • erhalten einen Überblick zu Analysewerkzeugen und Kennzahlen zu aktuell scharf diskutierten wirtschaftlichen und sozialen Themen. • werden für globale und interkulturelle Fragestellungen sensibilisiert und entwickeln die Fähigkeit, komplexe politische Prozesse, ökonomische Veränderungen und gesellschaftliche Herausforderungen im Kontext von Globalisierungs- und Integrationsprozessen zu erfassen und zu bewerten.
7	Prerequisites	Erfolgreicher Abschluss der Assessmentphase
8	Integration in curriculum	semester: 2; 4
9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252
10	Method of examination	Electronic examination
11	Grading procedure	Electronic examination (100%)
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: 0 h Independent study: 150 h
14	Module duration	1 semester
15	Teaching and examination language	german spanish
16	Bibliography	Wird bekannt gegeben

1	Module name 57436	The Energy Transition in Latin America	5 ECTS
2	Courses / lectures	No teaching units are offered for the module in the current semester. For further information on teaching units please contact the module managers.	
3	Lecturers		

4	Module coordinator	Prof. Dr. Almut Schilling-Vacaflor del Carpio	
5	Contents	<p>The global transition toward sustainability, driven by the Paris Agreement, has sparked an intense international debate about the need to advance a socio-ecological transformation that enables the development of greener, more equitable, and technologically advanced models. In this context, the Energiewende -Germany's energy transition- is not only relevant domestically but has also become a structural pillar of Germany's foreign energy policy, with profound geopolitical, normative, economic, and social implications in the international system. This strategy has positioned Germany not only as a key actor in the promotion of renewable energies but also as a norm entrepreneur in environmental standards and as an exporter of technologies associated with the energy transition. In this seminar, students will analyze the social, political, and environmental dimensions of the Energiewende, with a particular focus on its implications for Latin America. The course will examine how Germany shapes its foreign energy policy, evaluating the balance between national values and interests and its international projection. The course is organized around four main axes:</p> <ul style="list-style-type: none"> • Bilateral Relations and Energy Partnerships: Students will examine how the Energiewende acts as a catalyst for relations between Germany and Latin American countries, with particular attention to agreements and alliances related to the promotion and production of renewable energies, as well as the fluctuations and resistance in the implementation of these policies. • International Environmental Standards: The course will explore Germany's role as a normative promoter, analyzing the internationalization of its energy standards and the varying degrees of acceptance and contestation in countries. • Normative Foundations and Non-Governmental Actors: The seminar will address the mechanisms through which Germany advances its national interests and the interaction between local regulatory frameworks and German strategies. • Hydrogen Diplomacy and Energy Cooperation: Students will evaluate how Germany uses its role as a provider of energy cooperation to promote green hydrogen, establish supply chains, and manage local tensions. Throughout the seminar, the course will combine lectures by the instructor, reading and analysis of academic literature, case study discussions, interactive exercises, and student presentations on concrete 	

		experiences and strategies related to the Energiewende in Latin America.
6	Learning objectives and skills	<p>The students</p> <ul style="list-style-type: none"> • possess comprehensive, detailed, and specialized analytical skills to examine the social, political, economic, and environmental dimensions of Germany's Energiewende in the Latin American context • can independently evaluate Germany's foreign energy policy strategies, including bilateral relations, energy partnerships, normative promotion, and their implications for Latin America • can situationally identify, collect, and analyze relevant data from academic literature, policy documents, and case studies on renewable energy, critical raw materials, and green technology supply chains • are familiar with the role of Latin America in global energy transitions, and socio-ecological impacts on local communities and ecosystems • can critically reflect on alternative pathways for a socially and ecologically just energy transition, considering the interaction between national interests, international norms, and local contexts.
7	Prerequisites	None
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: Latin America Master of Science International Business Studies 20252
10	Method of examination	<p>Written or oral</p> <ul style="list-style-type: none"> • Presentation (50 %) • Seminar paper (50 %)
11	Grading procedure	Written or oral (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	spanish
16	Bibliography	All necessary materials will be provided via StudOn

Asia

1	Module name 54930	Courses exchange semester (Area studies: Asia) Exchange Semester Courses (Area Studies: Asia)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module for this semester!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module for this semester!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in Asian countries) should fit into the module Area Studies: Asia thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.	
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study	
7	Prerequisites	Learning agreement	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252	
10	Method of examination	In accordance with exam regulations of the exchange university	
11	Grading procedure	In accordance with grading key and credits of the course	
12	Module frequency	Every semester	
13	Workload in clock hours	Contact hours: In accordance with the requirements of the exchange university Independent study: In accordance with the requirements of the exchange university	
14	Module duration	1 semester	
15	Teaching and examination language	german	
16	Bibliography		

1	Module name 57508	Digital transformation project	5 ECTS
2	Courses / lectures	Seminar: Digital Transformation Project (Master) (4 SWS)	5 ECTS
3	Lecturers	Dr. Natalie Breutner apl. Prof. Dr. Angela Roth Prof. Dr. Kathrin Möslein Dr. Béla Venesz	

4	Module coordinator	Prof. Dr. Kathrin Möslein apl. Prof. Dr. Angela Roth
5	Contents	In this module, students will focus on developing and evaluating solutions for organizational challenges in the context of digital transformation. In doing so, they work together with organizations from various industries and gain in-depth experience in solving organizational problems using a systematic design science research process. Moreover, they will get familiar with empirical research methods and improve their presentation as well as writing skills.
6	Learning objectives and skills	The students <ul style="list-style-type: none"> • possess comprehensive, detailed, and specialized problem solving skills in the context of digital transformation • can independently plan and carry out design science research processes • can situationally identify, collect and analyze relevant organizational data • are familiar with the topic of digital transformation and its effects on organizational stakeholders
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252; Free specialisation module (Area studies: Europe) Master of Science International Business Studies
10	Method of examination	Seminar paper Presentation
11	Grading procedure	Seminar paper (50%) Presentation (50%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Presented in class

1	Module name 53640	Industrielles Management Industrial management	5 ECTS
2	Courses / lectures	Vorlesung: Industrielles Management (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Julian Müller Paul Klaußner Prof. Dr. Kai-Ingo Voigt	

4	Module coordinator	Prof. Dr. Kai-Ingo Voigt	
5	Contents	Die Veranstaltung bietet einen tiefgehenden Einblick in das Management industrieller Unternehmen. Betrachtet werden nicht nur bisherige theoretische und empirische Erkenntnisse, sondern insbesondere auch aktuelle Managementaufgaben und -methoden in einem Industriebetrieb. Die Erkenntnisse zum industriellen Management werden mit einem praktischen und aktuellen Schwerpunktthema verknüpft, um so einen Anwendungsbezug darzustellen.	
6	Learning objectives and skills	Die Studierenden erwerben ein umfassendes, detailliertes sowie spezialisiertes Wissen auf dem neuesten Erkenntnisstand aus dem Bereich des industriellen Managements und die Fähigkeit, strategisch zu denken. Durch die tiefgehende Analyse eines praxisrelevanten Schwerpunktthemas erhalten die Studierenden zudem einen tiefgehenden Einblick in die aktuellen Problemfelder und Herausforderungen von Industrieunternehmen. Die erworbenen analytischen und konzeptionellen Fertigkeiten befähigen die Studierenden, komplexe betriebswirtschaftliche Fragestellungen eigenständig zu bearbeiten.	
7	Prerequisites	Keine	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252; Free specialisation module (Area studies: Asia) Master of Science International Business Studies; Free specialisation module (Area studies: Europe) Master of Science International Business Studies;	
10	Method of examination	Written examination (60 minutes)	
11	Grading procedure	Written examination (100%)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	german	
16	Bibliography	Voigt, K.-I.: Industrielles Management, Berlin u. a., 2008.	

1	Module name 54912	Area specific language courses - Asia Area-specific language courses: Asia	2,5 ECTS
2	Courses / lectures	No courses / lectures available for this module for this semester!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module for this semester!	

4	Module coordinator	Dr. Mario Oesterreicher
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252
10	Method of examination	<p>Written or oral</p> <p>Written or oral (60 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written examination (90 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written examination (90 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written examination (90 minutes)</p> <p>Variable</p> <p>Written examination (90 minutes)</p> <p>Variable</p> <p>Written or oral (60 minutes)</p> <p>Written examination (60 minutes)</p> <p>Written examination (90 minutes)</p> <p>Written examination (60 minutes)</p> <p>Written examination (60 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written examination (60 minutes)</p> <p>Written examination (90 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written examination (90 minutes)</p> <p>Written examination (90 minutes)</p> <p>Written or oral (60 minutes)</p> <p>Written examination (60 minutes)</p> <p>Written examination (90 minutes)</p>
11	Grading procedure	<p>Written or oral (100%)</p> <p>Written or oral (200%)</p> <p>Written or oral (100%)</p> <p>Written or oral (100%)</p> <p>Written examination (200%)</p>

		<p>Written or oral (200%)</p> <p>Written or oral (100%)</p> <p>Written examination (200%)</p> <p>Written or oral (200%)</p> <p>Written examination (100%)</p> <p>Variable (200%)</p> <p>Written examination (200%)</p> <p>Variable (200%)</p> <p>Written or oral (200%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written examination (100%)</p> <p>Variable (200%)</p> <p>Written or oral (200%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p> <p>Written or oral (200%)</p> <p>Written examination (200%)</p> <p>Written examination (100%)</p> <p>Written or oral (100%)</p> <p>Written examination (100%)</p> <p>Written examination (200%)</p>
12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	german
16	Bibliography	

1	Module name 56422	Organizing for digital transformation	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Organizing Digital Transformation (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Kathrin Möslein Joni Riihimäki	

4	Module coordinator	Prof. Dr. Kathrin Möslein	
5	Contents	<p>The course focusses on dynamics in organizational transformation driven through information technology (IT) and consists of two parts. The first part introduces the topic from an industrial perspective and explores the re-organization of value streams in the course of the digital transformation. Teaching in this part includes contributions from a German automotive company. Students will work in a project-oriented mode for half the lecture and then present their results.</p> <p>The second part takes the perspective of academic research on the organization of the digital transformation. It introduces different theoretical frameworks to gain a deeper understanding of the phenomenon and explores its implications for global business structures. Students write a short essay to show what they have learned.</p> <p>Together, the lecture allows the students to gain theoretical knowledge on the digital transformation and acquire practical problem-solving skills as well to work effectively on innovative projects in the field.</p>	
6	Learning objectives and skills	<p>The students</p> <ul style="list-style-type: none"> • are familiar with different theories of works systems and service systems and their practical application • know more about the contribution of information technology in managing complex innovation activities • have an improved understanding of the global IT Industry and various strategies that are used • can identify and unravel the business problem in a case study and actively take part in class discussions 	
7	Prerequisites	<ul style="list-style-type: none"> • general knowledge of digital technology and their economic applications • basic understanding of simple software applications • first experience with team projects 	
8	Integration in curriculum	semester: 2	
9	Module compatibility	<p>Modulbereich: Asia Master of Science International Business Studies 20252 Free specialisation module (Area studies: English speaking countries) Master of Science International Business Studies Free specialisation module (Area studies: Europe) Master of Science International Business Studies</p>	
10	Method of examination	<p>Presentation Seminar paper Seminar paper approx. 5 pages Presentation approx. 30 minutes (partly in group)</p>	

11	Grading procedure	Presentation (30%) Seminar paper (70%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	None

1	Module name 56480	Research projects in international management I	5 ECTS
2	Courses / lectures	Seminar: Research projects in international management I (2 SWS)	
3	Lecturers	Aisha Munir	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 1
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252; ; Modulbereich: Europe Master of Science International Business Studies 20252; Free specialisation module (Area studies: English speaking countries) Master of Science International Business Studies; Free specialisation module (Area studies: Europe) Master of Science International Business Studies
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>
11	Grading procedure	Seminar paper (100%)
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 56490	Research projects in international management II	5 ECTS
2	Courses / lectures	Seminar: Research projects in international management II (2 SWS)	
3	Lecturers	Aisha Munir	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	Current issues in the field of International Management	
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.	
7	Prerequisites	English language proficiency (C1)	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252; ; Modulbereich: Europe Master of Science International Business Studies 20252; Free specialisation module (Area studies: English speaking countries) Master of Science International Business Studies; Free specialisation module (Area studies: Europe) Master of Science International Business Studies	
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>	
11	Grading procedure	Seminar paper (100%)	
12	Module frequency	Irregular	
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography		

1	Module name 57030	Managing enterprise-wide IT architectures	5 ECTS
2	Courses / lectures	Masterseminar: Managing Enterprise-Wide IT-Architectures & Case Study Seminar (4 SWS)	5 ECTS
3	Lecturers	René Gröbner Prof. Dr. Michael Amberg	

4	Module coordinator	Prof. Dr. Michael Amberg	
5	Contents	<p>Lecture: Fundamentals of Enterprise-Wide IT Architecture Management</p> <p>The lecture Fundamentals of Enterprise-Wide IT Architecture Management provides the fundamentals of business process management and the underlying IT architecture. The course has a strong focus on concepts of business-IT-alignment e.g., service oriented architectures, cloud computing, and enterprise-wide IT systems as well as important paradigms to (re-) design enterprise IT architectures.</p> <p>Case Study Seminar</p> <p>Managers and business leaders in the field of information technology must make decisions with limited information and a swirl of business activities going on around them. They are required to evaluate options, make choices, and find solutions to the challenges they face every day. In this seminar, students will take on the perspective of a decision-maker by analyzing and discussing complex management challenges illustrated in different case studies from leading business schools.</p>	
6	Learning objectives and skills	<p>Lecture: Fundamentals of Enterprise-Wide IT Architecture Management</p> <p>Students</p> <ul style="list-style-type: none"> • know about the major differences of process and workflow management, • know about the main models of IT Service Management and Business-IT Alignment, • can understand the impact of Big Data Technologies on Value Creation, • can assess and implement different types of Big Data Systems, • can explain the major differences of automated communication concepts like EDI, XML and EDIFCAT, • can assess process standardization in different environments. <p>Case Study Seminar</p> <p>Students should</p> <ul style="list-style-type: none"> • know about real-world challenges in the area of IT management, as well as methods for analyzing case studies, • be able to apply the vocabulary, theory, and methods they have learned in the lecture, 	

		<ul style="list-style-type: none"> • be able to develop solutions to business problems, as well as defend their solutions and discuss them critically in a group setting, • be able to present solutions to case study problems in English.
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252
10	Method of examination	<p>Case study Written examination (60 minutes)</p> <ul style="list-style-type: none"> • Lecture: written examination (60 min. – 100%) • Case Study Seminar: Presentation (2 x 15 min. – 33,33%), class participation (33,33%) and discussion paper (2 x 1 Page– 33,33%)
11	Grading procedure	<p>Case study (50%) Written examination (50%)</p> <ul style="list-style-type: none"> • Lecture: 50% of module score • Case Study Seminar: 50% of module score
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<ul style="list-style-type: none"> • Lecture: Rood, M. A. Enterprise architecture: Definition, content, and utility, in Proceedings of the Third Workshop on: Enabling Technologies: Infrastructure for Collaborative Enterprises, 1994, pp. 106-111. • Case Study Seminar: Ellet, W. The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases. Harvard Business Review Press, 2007.

1	Module name 57501	Global HRM and ethical challenges in Asia and Europe	5 ECTS
2	Courses / lectures	Seminar: Global HRM and ethical challenges in Asia and Europe (2 SWS) Attendance is mandatory.	5 ECTS
3	Lecturers	Luisa Wicht Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	1. HRM practices and internationalization strategies 2. Comparative HRM with a focus in Europe and Asia 3. International mobility and recruitment in Asia 4. Ethical challenges: culture related? Case study	
6	Learning objectives and skills	The participants will get an overview of comparative HRM practices on a global scale. The participants will understand and analyze global talent management and challenges associated to internationalization strategies. The participants are able to predict success of global managers in international assignment and to anticipate development of specific cross-cultural competencies in Asian contexts compared to Europe ones. The participants recognize the role of culture in HRM practices and associated ethical issues in those settings. The participants are able to solve ethical challenges in Europe and Asia integrating intercultural perspectives.	
7	Prerequisites	None	
8	Integration in curriculum	semester: 2; 4	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252, Modulbereich: Europe Master of Science International Business Studies 20252	
10	Method of examination	Seminar paper	
11	Grading procedure	Seminar paper (100%)	
12	Module frequency	Irregular	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Tba	

Europe

1	Module name 57127	Nachhaltigkeitskommunikation Sustainability communication	5 ECTS
2	Courses / lectures	Seminar: Nachhaltigkeitskommunikation (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Adrian Meier	

4	Module coordinator	Prof. Dr. Adrian Meier	
5	Contents	<p>Nachhaltigkeit bezieht sich auf die zukunftssichere und generationengerechte Verwendung ökologischer, sozialer und ökonomischer Ressourcen. Zum einen meint Nachhaltigkeitskommunikation das Handeln professioneller Kommunikatoren, etwa wenn Unternehmen ihr (mehr oder weniger) nachhaltiges Handeln nach Außen kommunizieren (z. B. CSR-Kommunikation, Greenwashing). Zum anderen umfasst es die Kommunikation gesellschaftlicher Akteure und Interessengruppen (z. B. Protestbewegungen, NGOs), die nachhaltiges Handeln einfordern. Schließlich sind der gesamtgesellschaftliche Diskurs um Nachhaltigkeit (bspw. zum Klimawandel) sowie die Wirkungen von Nachhaltigkeitskommunikation auf Individuen, kollektive Akteure und die Gesellschaft als Ganzes gemeint.</p> <p>In diesem Seminar nehmen wir nacheinander alle vier Perspektiven ein (Unternehmenskommunikation, Aktivismus, gesamtgesellschaftliche Kommunikation und Kommunikationswirkungen). Das Seminar verbindet dabei eine forschungsbasierte, diskursive Auseinandersetzung mit kleineren praktischen Kommunikationsprojekten.</p>	
6	Learning objectives and skills	<p>Die Studierenden</p> <ul style="list-style-type: none"> erwerben umfassendes, detailliertes und spezialisiertes Wissen im Feld der Nachhaltigkeitskommunikation, z.B. Kommunikationsstrategien über Nachhaltigkeit, Nachhaltigkeit im gesellschaftlich-politischen Diskurs und Folgen dieser Kommunikationsprozesse. erwerben durch die Auseinandersetzung mit dem Thema und die regelmäßige Diskussion mit Mitstudierenden und Fachvertretern Problemlösungs-, Kommunikations- und Medienkompetenzen. entwickeln die Fähigkeit, Prozesse und Herausforderungen der Nachhaltigkeitskommunikation zu analysieren, kritisch einzuordnen und Lösungen diskursiv zu erarbeiten. 	
7	Prerequisites	Die Anmeldung erfolgt über StudOn.	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	<p>Modulbereich: Europe Master of Science International Business Studies 20252</p> <ul style="list-style-type: none"> MSc Sozialökonomik mit Schwerpunkt „Nachhaltigkeit“ sowie „Markt- und Medienforschung“ MSc Sozialökonomik Vertiefungsbereich Wahlbereiche in MSc-Studiengängen Marketing, Management, IBS und MIGG 	

10	Method of examination	Case study Fallstudie(n)
11	Grading procedure	Case study (100%) Fallstudie(n) (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	<ul style="list-style-type: none"> • Heinrich, P. (Hrsg.). (2018). CSR und Kommunikation: Unternehmerische Verantwortung überzeugend vermitteln. Springer Berlin Heidelberg. • Hoppe, I., & Wolling, J. (2017). Nachhaltigkeitskommunikation. In H. Bonfadelli, B. Fähnrich, C. Lüthje, J. Milde, M. Rhomberg, & M. S. Schäfer (Hrsg.), Forschungsfeld Wissenschaftskommunikation (S. 339–354). Springer Fachmedien Wiesbaden • Neverla, I., & Schäfer, M. S. (Hrsg.). (2012). Das Medien-Klima. VS Verlag für Sozialwissenschaften • Neverla, I., Taddicken, M., Lörcher, I., & Hoppe, I. (Hrsg.). (2019). Klimawandel im Kopf: Studien zur Wirkung, Aneignung und Online-Kommunikation. Springer Fachmedien Wiesbaden. • Kümpel, A. S., Peter, C., Schnauber-Stockmann, A., & Mangold, F. (Hrsg.). (2022). Nachhaltigkeit als Gegenstand und Zielgröße der Rezeptions- und Wirkungsforschung: Aktuelle Studien und Befunde. Nomos.

1	Module name 55610	Courses exchange semester (Area studies: Europe) Exchange semester courses (Area studies: Europe)	5 ECTS
2	Courses / lectures	No courses / lectures available for this module for this semester!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module for this semester!	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	Courses students will be attending during the exchange semester in one of the partner universities or others (in European countries) should fit into the module Area Studies: Europe thus extending the students knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.	
6	Learning objectives and skills	Students acquire additional knowledge and competencies in their field of study.	
7	Prerequisites	Learning Agreement	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich:Europe Master of Science International Business Studies 20252	
10	Method of examination	In accordance with exam regulations of the exchange university	
11	Grading procedure	In accordance with exam regulations of the exchange university	
12	Module frequency	Every semester	
13	Workload in clock hours	Contact hours: In accordance with the requirements of the exchange university Independent study: In accordance with the requirements of the exchange university	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography		

1	Module name 53296	Economics of innovation	5 ECTS
2	Courses / lectures	Vorlesung mit Übung: Economics of Innovation (Lecture and Tutorial) (4 SWS) Students are required to be present on the day when presentations will be held.	5 ECTS
3	Lecturers	Prof. Dr. Markus Nagler	

4	Module coordinator	Prof. Dr. Markus Nagler	
5	Contents	The lecture provides an introduction to economic topics in innovation and on new ideas. The course first sets out general problems in the economics of innovation such as the public goods nature of ideas and the importance of innovation for economic prosperity. In the second part, the course discusses labor and personnel issues in innovation policy, for example the design of incentives for innovation. In the third part, the course analyses issues in intellectual property rights and public economics topics such as public funding of research or the role of universities.	
6	Learning objectives and skills	Students know the key issues in the economics of innovation and the impacts of potential public policies to promote innovation. They are able to assess current research in the economics of innovation and are able to relate its results to fundamental policy questions in the area. Students are acquainted with important empirical approaches in the area.	
7	Prerequisites	Basic microeconomics, basic econometrics	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252; Modulbereich: Europe Master of Science International Business Studies 20252	
10	Method of examination	Written or oral Students will have to present one paper (potentially in groups) that picks up a topic from the lecture. In addition, students have to produce a referee report on a paper related to the topics of the lecture. I will provide a list of possible papers for both assignments in the first weeks of lectures.	
11	Grading procedure	Written or oral (100%) Both assignments will be marked independently, with the final grade reflecting a weighted average of both single grades. Discussion paper (50%) and presentation (50%).	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	

16	Bibliography	<ul style="list-style-type: none">• Bryan, Kevin and Heidi Williams (2021): Markets for innovation: Market failures and public policies, Handbook of Industrial Organization 5(1):281-388, Chapter 13• Bloom, Nicholas, John Van Reenen and Heidi Williams (2019): A Toolkit of Policies to Promote Innovation, Journal of Economic Perspectives 33(3): 163-184• Scotchmer, Suzanne. Innovation and incentives. MIT press, 2004.• Stephan, Paula. How economics shapes science. Harvard University Press, 2012.
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1	Module name 53030	Personalmanagement Human resources management	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information please contact module coordinator.	4 ECTS
3	Lecturers	Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	<p>1. Personalmanagement als strategischer Erfolgsfaktor der Unternehmensführung</p> <p>2. Theorien des Personalmanagements</p> <p>3. Akteure des Personalmanagements</p> <p>4. Bedingungen des Personalmanagement</p> <p>5. Instrumente des Personalmanagement</p> <p>5.1. Personalbedarfsplanung und deckung</p> <p>5.2. Personaleinsatz</p> <p>5.3. Personalentlohnung</p> <p>5.4. Personalführung</p> <p>6. Effizienz des Personalmanagement</p>	
6	Learning objectives and skills	<p>Nach erfolgreicher Teilnahme an diesem Modul</p> <p>1. analysieren die Studierenden komplexe Problemstellungen des Personalmanagements aus rechtlicher, ökonomischer, betriebswirtschaftlicher, organisatorischer, psychologischer und ethischer Perspektive,</p> <p>2. bewerten die Studierenden auf dieser Grundlage sowie unter Rückgriff auf theoretische Ansätze, Konzepte und Modelle alternative Handlungsoptionen und entwickeln eigenständig fundierte Lösungsvorschläge,</p> <p>3. analysieren und beurteilen die Studierenden anspruchsvolle quantitative und qualitative Methoden der Personalforschung hinsichtlich ihrer Eignung zur Lösung komplexer Problemstellungen des Personalmanagement,</p> <p>4. analysieren die Studierenden den aktuellen internationalen Forschungsstand im Personalmanagement kritisch und beurteilen theoretische und empirische Studien hinsichtlich ihrer analytisch-methodischen Strenge und praktischen Implikationen.</p>	
7	Prerequisites	Sehr gute Deutschkenntnisse (C1)	
8	Integration in curriculum	semester: 1;3	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252 Free specialisation module (Area studies: Europe) Master of Science International Business Studies	
10	Method of examination	Presentation Report	

		Diskussionspapier (6 Seiten, 80% der Modulnote) und Präsentation (20% der Modulnote)
11	Grading procedure	Presentation (20%) Report (80%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	Holtbrügge, D.: Personalmanagement, 8. Aufl., Berlin et al., 2022.

1	Module name 53674	Strategic problem solving in the digital age	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information please contact module coordinator.	5 ECTS
3	Lecturers		

4	Module coordinator	Dr. Verena Hoßnofsky	
5	Contents	<p>Due to the influences of advancing digitalization, entire industries are facing radical change and their companies are facing new challenges. Data security, eServices, connected mobility, and eHealth are just a few of the buzzwords that companies must deal with in order to remain competitive. The course deals with concepts for these strategic challenges and their management-oriented communication. In addition to problem structuring, the focus is on theory-based, practical problem solving and the adequate communication of problem solutions. Students will learn modern, target group-specific approaches and (methodological) tools for this purpose. The interactive course includes the analysis of a real case study with a final presentation of the results by student teams.</p>	
6	Learning objectives and skills	<p>Students learn about advanced methods and tools that play an important role in the (strategic) management of companies and can apply them to practical issues. Particular attention is paid to advanced methods of problem structuring (e.g., system dynamics) and communication (e.g., stickiness). Building on this, students develop a presentation based on a real-life case study from business practice to communicate the solution they have developed. Within this cooperation, students learn to work on a current strategic challenge in a specific subject area, develop a proposed solution, and defend it in an academic discussion. This develops professional and personal skills. Students give and receive appreciative feedback on their performance during interactive presentations of their work results.</p>	
7	Prerequisites	<p>The number of participants is limited to a maximum of 20 students. The application period will be announced on our homepage and on StudOn: https://www.unternehmensfuehrung.rw.fau.de/studium-lehre/aktuelle-lehre/strategic-problem-solving-in-the-digital-age/</p>	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	<p>Modulbereich: Europe Master of Science International Business Studies 20252; Free specialisation module (Area studies: Europe) Master of Science International Business Studies</p>	
10	Method of examination	Presentation (20 minutes)	
11	Grading procedure	Presentation (100%)	
12	Module frequency	<p>Only in summer semester The seminar will not take place in the summer semester 2026.</p>	
13	Workload in clock hours	<p>Contact hours: 30 h Independent study: 120 h</p>	

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Will be announced in the course.

1	Module name 54942	Area specific language courses - Europe Area-specific language courses: Europe	2,5 ECTS
2	Courses / lectures	Übung: Deutsch als Fremdsprache C1/C1+: Fachsprache Wirtschaft - Online-Kurs (2 SWS) Übung: Französisch: Elementarkurs 3 (4 SWS) Übung: Französisch: Elementarkurs 2 (4 SWS) Übung: Französisch: Elementarkurs 4 (4 SWS) Übung: Italienisch Elementarkurs 2 ItaliaNet A2 (Blended Learning Kurs) (4 SWS) Übung: Deutsch C1: Fachsprache Wirtschaftsdeutsch (Blended Learning) (Nürnberg) (4 SWS)	2,5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS
3	Lecturers	Dr. Julia Lazarus Agnes Hole-Kreuzer Dr. Corina Petersilka Kévin Bouillard Paola Cesaroni-Meinzolt Anna Elisa Bologna	

4	Module coordinator	Dr. Mario Oesterreicher
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252
10	Method of examination	Written examination (60 minutes) Written examination (90 minutes) Written examination (90 minutes) Variable Written examination (90 minutes) Variable Written examination (60 minutes) Written examination (90 minutes) Written examination (90 minutes) Written examination Written examination (90 minutes) Variable Written or oral (60 minutes) Written examination Written or oral (60 minutes) Written examination (60 minutes) Written examination (60 minutes) Variable

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11	Grading procedure	Variable (200%) Variable (200%) Written examination (100%) Written examination (200%) Written examination (200%) Variable (200%) Written examination (200%) Variable (200%) Written examination (100%) Written examination (200%) Written examination (200%) Written examination (100%) Written examination (200%) Variable (200%) Written or oral (100%) Written examination (100%) Written or oral (100%) Written examination (100%) Written examination (100%) Variable (100%) Written examination (200%) Written examination (100%) Variable (100%) Written examination (100%) Written examination (100%) Variable (200%) Written examination (100%) Variable (100%) Variable (100%) Written examination (100%) Written examination (200%) Written examination (100%) Written examination (100%) Written examination (100%) Written examination (100%) Written examination (200%) Variable (200%) Written examination (100%) Written examination (100%) Written examination (100%) Written examination (200%) Written examination (100%) Variable (200%) Written examination (200%) Written examination (200%)

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12	Module frequency	no Module frequency information available!
13	Workload in clock hours	<p>Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt)</p> <p>Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)</p>
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	<p>german</p> <p>spanish</p>
16	Bibliography	

1	Module name 56480	Research projects in international management I	5 ECTS
2	Courses / lectures	Seminar: Research projects in international management I (2 SWS)	
3	Lecturers	Aisha Munir	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge
5	Contents	Current issues in the field of International Management
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	Prerequisites	English language proficiency (C1)
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252; Modulbereich: Europe Master of Science International Business Studies 20252; Free specialisation module (Area studies: English speaking countries) Master of Science International Business Studies; Free specialisation module (Area studies: Europe) Master of Science International Business Studies
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>
11	Grading procedure	Seminar paper (100%)
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 56490	Research projects in international management II	5 ECTS
2	Courses / lectures	Seminar: Research projects in international management I (2 SWS)	
3	Lecturers	Aisha Munir	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	Current issues in the field of International Management	
6	Learning objectives and skills	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.	
7	Prerequisites	English language proficiency (C1)	
8	Integration in curriculum	semester: 1; 3	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252; Modulbereich: Europe Master of Science International Business Studies 20252; Free specialisation module (Area studies: English speaking countries) Master of Science International Business Studies; Free specialisation module (Area studies: Europe) Master of Science International Business Studies	
10	Method of examination	Seminar paper <i>Details for the examination: Seminar paper</i>	
11	Grading procedure	Seminar paper (100%)	
12	Module frequency	Irregular	
13	Workload in clock hours	Contact hours: 150 h Independent study: 0 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography		

1	Module name 56911	Issues in political economy	5 ECTS
2	Courses / lectures	Seminar: Ma-Sem: Issues in Political Economy (2 SWS) Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Prof. Dr. Christoph Moser	

4	Module coordinator	Prof. Dr. Christoph Moser	
5	Contents	This course deals with current topics in political economy and how politics and economics interact in various fields in the United States and the European Union. The course provides an introduction into the political systems and discusses the interactions between profit-maximizing firms and US and European non-market agents like the government, regulatory institutions and the public. The topics covered include but are not limited to the impact of political connections, corruption, lobbying and the revolving door on the United States of America and the European Union.	
6	Learning objectives and skills	Students gain a deeper understanding of how institutions, power and economic outcomes interact with each other. There will be a focus on the different actors such as governments, NGOs and private sector representatives. Students will also learn about empirical methods used in these fields. A special emphasis will be placed on the United States, the European Union and the transatlantic area.	
7	Prerequisites	Recommended prerequisites: Basic knowledge of economics, politics and econometrics.	
8	Integration in curriculum	semester: 2	
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252; Modulbereich: Europe Master of Science International Business Studies 20252; Master IBS: elective course (Wahlbereich): English-speaking countries; Europe Master Economics: Specialization in Public Economics	
10	Method of examination	Written or oral <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>	
11	Grading procedure	Written or oral (100%) 50% presentation, 50% seminar paper (50% Präsentation, 50% Seminararbeit)	
12	Module frequency	Only in summer semester	
13	Workload in clock hours	Contact hours: 30 h	

		Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57110	Platform strategies	5 ECTS
2	Courses / lectures	No teaching units offered in the current semester. For further information please contact module coordinator.	5 ECTS
3	Lecturers		

4	Module coordinator	Prof. Dr. Kathrin Möslein	
5	Contents	<p>The course builds on the platform and network aspects in core strategy and aims to highlight the specific strategies for firms operating in multi-sided-markets. The course will cover most relevant concepts around platforms such as network effects, and how network effects impact/ create new business models. Core issues around platform-mediated network firms, such as standards, pricing, envelopment, and competition dynamics will be discussed.</p> <p>The course will be taught through a set of cases that ensures that participants appreciate the multi-dimensional nature of managing in network businesses.</p>	
6	Learning objectives and skills	<p>The students</p> <ul style="list-style-type: none"> • can identify and unravel the business problem in a case study and actively take part in class discussions • can describe platform intermediation in two sided markets, platform dominance and Winner-takes-all dynamics • can develop strategies for creating platform mediated networks and understand pricing in these businesses 	
7	Prerequisites	None	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	<p>Modulbereich: Europe Master of Science International Business Studies 20252; Free specialisation module (Area studies: Asia) Master of Science International Business Studies; Free specialisation module (Area studies: English speaking countries) Master of Science International Business Studies; Free specialisation module (Area studies: Europe) Master of Science International Business Studies</p>	
10	Method of examination	<p>Written</p> <p>Project/practical report</p> <ul style="list-style-type: none"> • Written assignment (Individual seminar paper) approx. 3000 words • Project report approx. 1000 words (partly in group) 	
11	Grading procedure	<p>Written (50%)</p> <p>Project/practical report (50%)</p>	
12	Module frequency	Only in winter semester	
13	Workload in clock hours	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>	

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<ul style="list-style-type: none"> • Klemperer, P. 2005. Network effects and switching costs. In Durlauf, S.N. & Blume, L.E. (Eds.), The new palgrave dictionary of Economics, Palgrave Macmillan. • Eisenmann T., Parker, G., & Van Alstyne, M. 2006. Strategies for two-sided markets. Harvard Business Review Oct. 2006. • Hidding, G.J., Williams, J. & Sviokla, J.J. 2011. How platform leaders win, Journal of Business Strategy, 32, 2, 29-37. • Suarez, F.F. & Kirtley, J. 2012. Dethroning an established platform, MIT Sloan Management Review, Summer 2012. <p>The following books are suggested for the advanced reader on the basics on network economics.</p> <ul style="list-style-type: none"> • Shy O. 2001. The Economics of Network Industries, Cambridge University Press: Cambridge, England. • Gawer A, Cusumano M. 2002. Platform Leadership: How Intel, Microsoft, and Cisco Drive Industry Innovation. Harvard Business School Press: Boston, MA. • Evans D, Hagiu, A, Schmalensee, R. 2006. Invisible Engines: How Software Platforms Drive Innovation and Transform Industries, MIT Press, Boston, MA. <p>The cases for each lecture are to be decided.</p>

1	Module name 57130	International trade and labor	5 ECTS
2	Courses / lectures	Vorlesung: Ma-Vorl: International Trade & Labor (2 SWS) Übung: Übung zur Ma-Vorl International Trade and Labor (2 SWS) (Vorlesung mit Übung)	5 ECTS -
3	Lecturers	Prof. Dr. Christoph Moser Dr. Stefan Suttner	

4	Module coordinator	Prof. Dr. Christoph Moser
5	Contents	This module deals with the consequences of globalization for the domestic labor market and discusses the winners and losers of trade liberalization. The module focuses on the impact of international economic integration on domestic wages, jobs and inequality, in particular in Germany and the United States.
6	Learning objectives and skills	Students are made familiar with the main relevant concepts of international trade and acquire specialized knowledge of the labor market effects of trade liberalization. Students learn about key theoretical predictions, their empirical evidence and the empirical strategies to assess their relevance. The module focuses on topics at the intersection between international trade and labor.
7	Prerequisites	Recommended prerequisites: Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9th international edition) and econometrics (e.g., Wooldridge, Jeffrey (2013), Introductory Econometrics: A Modern Approach, 5th international edition).
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: English speaking countries Master of Science International Business Studies 20252 Modulbereich: Europe Master of Science International Business Studies 20252 Master Economics: Specialization in Macroeconomics and Finance Master IBS: elective course (Wahlbereich): English-speaking countries; Europe Master Arbeitsmarkt und Personal: Wahlbereich Master Sozialökonomik: freier Vertiefungsbereich
10	Method of examination	Written examination (60 minutes)
11	Grading procedure	Written examination (100%)
12	Module frequency	Only in summer semester
13	Workload in clock hours	Contact hours: 60 h Independent study: 90 h
14	Module duration	1 semester

15	Teaching and examination language	english
16	Bibliography	Krugman, P., M. Obstfeld and M. Melitz (2017/18), International Trade: Theory and Policy OR International Economics: Theory and Policy, 11th global edition. Further course materials will be announced in the course.

1	Module name 57453	Branchen- und themenspezifisches Nachhaltigkeitsmanagement Industry and issue specific sustainability management	5 ECTS
2	Courses / lectures	Seminar: Perspektiven des Nachhaltigkeitsmanagements - ein Debattierseminar (2 SWS) Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Katrin Schwarzfischer Julia Pfannenmüller	

4	Module coordinator	Prof. Dr. Markus Beckmann	
5	Contents	<p>Das Debattier-Seminar „Perspektiven des Nachhaltigkeitsmanagements“ soll die Kompetenzen der Studierenden zur kritischen Reflektion mittels Nachhaltigkeitsdebatten und der Nutzung von KI bei der Meinungsbildung stärken.</p> <p>Im Seminar werden wir zunächst anhand von systemtheoretischen Betrachtungen veranschaulichen, dass vermeintlich „einfache“ Lösungen oft komplizierter sind und aus unterschiedlichen Perspektiven beleuchtet und systemisch bewertet werden müssen. Danach werden vier Themenkomplexe abgeleitet, die für eine nachhaltige Entwicklung relevant sind, die aber auch ambivalent diskutiert werden. Zu diesen Themen werden wissenschaftlich fundierte Grundlagen, auch über Gastvorträge, vermittelt.</p> <p>Um unterschiedliche Perspektiven auf die Themen zu entwickeln, werden mit Hilfe des Persona-Konzepts Rollen geschaffen, die gegensätzliche Positionen zu den polarisierenden Themen haben können. Die Studierenden werden zufällig einer Rolle und einer Gruppe, die eine vorgegebene Fragestellung zu einem der vier Themenkomplexe behandelt, zugeteilt. Auf Grundlage der Rolle und der Fragestellung bereiten die Studierenden dazu passende Argumente vor. Diese Argumente sollen explizit mithilfe von ChatGPT und SciteAI, aber auch in Social Media recherchiert werden. Anschließend diskutieren die Studierenden jeweils in ihrer Rolle gemeinsam mit den Personen aus ihrer Themengruppe über die vorgegebene Fragestellung. Dazu werden im Vorfeld Methoden des Debattierens und der Rhetorik vermittelt.</p> <p>Neben der Debattenleistung sollen Studierende ihr Diskussionsthema in einer Hausarbeit in den systemtheoretischen und interdisziplinären Kontext einordnen und ihre eigene Debattierrolle reflektieren.</p>	
6	Learning objectives and skills	<p>Am Ende des Seminars sind die Studierenden in der Lage</p> <ul style="list-style-type: none"> • Nachhaltigkeitsthemen aus unterschiedlichen Perspektiven zu analysieren und zu reflektieren; • methodisch fundierte und strukturierte Debatten/Diskussionen zu führen; • ihre wissenschaftlichen Forschungskompetenzen anzuwenden; • KI-Tools kritisch und konstruktiv anzuwenden; • Soft Skills wie strukturierte Teamarbeit und professionelle Präsentationen anzuwenden. 	

7	Prerequisites	<ul style="list-style-type: none"> • Bereits besuchte Kurse zum Nachhaltigkeitsmanagement sind von Vorteil; • Bereitschaft zur aktiven Teilnahme an diskursiven Formaten; • Interesse an aktuellen und auch kontroversen Nachhaltigkeitsthemen; • Bereitschaft zum Perspektivwechsel und damit verbundene Einnahme verschiedener Rollen; • Motivation zur selbständigen Arbeit in einem Team.
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252
10	Method of examination	Presentation and Written Analyse eines aktuellen, kontroversen Nachhaltigkeitsthemas; Vorbereitung einer dazugehörigen, legitimen Position; Darlegung dieser in einem diskursiven Format. Zusammenfassende Reflexion der Debatte im Nachgang.
11	Grading procedure	Presentation (70%) Written (30%) Entspricht der Teilnahme an einer Debatte (70%) und einem Reflexionsessay (30%).
12	Module frequency	Every semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	Alle notwendigen Materialien werden über StudOn zur Verfügung gestellt.

1	Module name 54324	Climate Policy	5 ECTS
2	Courses / lectures		
3	Lecturers	Prof. Dr. Johan Lilliestam	

4	Module coordinator	Prof. Dr. Johan Lilliestam
5	Contents	<p>Climate change is one of the big challenges of our time, touching all aspects of the environment and of society. There is broad recognition that governments must do something about it: the implication of the Paris Agreement and its 1.5 and 2 degrees targets is the complete elimination of greenhouse gas emissions from the energy system within the next 30 to 40 years.</p> <p>This is a very complicated problem. Fundamentally this is because it means doing something that humanity has never really tried before at a planetary scale. Modern society grew on fossil fuels, and the huge benefits they offered in terms of energy that was inexpensive, easy and safe to transport, store and consume. How to manage a non-fossil world with 10 billion people, all aspiring to the Western living standards, is a question for which there is no easy answer.</p> <p>From a technical perspective, there are many answers, typically relying on a bouquet of solutions, from wind power to nuclear power, from solar heat to passive housing without any heat demand at all. The technical side of decarbonisation is difficult, but possible.</p> <p>The real nut to crack is about the strategies and governance for how to achieve such a complete transformation: the policy side of climate and energy. This is very complicated, even if we – as we do in this course – exclude the non-energy aspects of the climate transition. Arguably a government could pass a law that forbids people from using fossil fuels. But politically this is unrealistic, at least companies and people depend on fossil fuels in their daily lives. And even worse, it is not certain that it would work, because the technological alternatives may not be implementable overnight. What is to be done? For this, one needs to turn to various ideas about what a government can and should do, whether and how it should influence and steer society. On the one hand are ideas suggesting that government should play a very limited role relative to private actors and should step in only to correct “market failures”, with “market-based” interventions designed specifically around that failure. On the other hand are ideas suggesting that government needs to guide the transition more directly, including through public investments or radical reforms, designed to support the solutions determined to be the ones we want. And on the third hand, if such a hand exists, are ideas posing that the problem is our own consumption patterns and that these, and economic growth in general, are entirely incompatible with climate protection: only consuming radically less will help. Such fundamental issues come to the fore in climate and energy policy discussions and debates. This course is about all that.</p> <p>The course will meet once per week, with a reading before each class. Typically, this will be 1-3 articles, book chapters or reports on a topic</p>

		<p>related to the topic of the class, making the reading essential for the class. We will read two entire books, which will form the foundation for the seminar series, and each of the books will be the basis for essays to be written and handed in during the semester. The entire course will be the basis for the final essay, written in presence.</p> <p>All seminars will take place in Lange Gasse, room 5.155, each Monday at 13.00-14.45.</p>
6	Learning objectives and skills	<p>Students successfully finishing this course have the ability to evaluate energy and climate policy arguments made by politicians, experts, and academics with a critical eye, informed by knowledge of history, an understanding of the theoretical underpinnings and the empirically observed effects of different strategies. Students are able to understand and deconstruct the energy and climate policy debate that is currently raging in Germany, Europe and internationally, and create their own solutions. Thereby, they will be able to step into for example a research institute, an NGO or government agency involved in energy policy, policy analysis or political advocacy, and immediately be able to make an informed and creative contribution.</p>
7	Prerequisites	None
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252
10	Method of examination	Seminar paper
11	Grading procedure	<p>Seminar paper (100%)</p> <p>The grade is based on the grades of three essays:</p> <ul style="list-style-type: none"> • Essays 1 (10%) and 2 (25%), each max 1000 words, written at home as open-book exams • Essay 3 (65% of the final grade), max 1500 words, will be written in presence as closed-book exam, on a given topic. The topic will be known to students in advance.
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 40 h Independent study: 110 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<p>All required readings except the books will be supplied online. The books of Dryzek (Print), Nordhaus and Patt (e-books) are available from the library.</p> <p>Books</p>

Mandatory (as input for the essays):

- William Nordhaus (2015): *The Climate Casino. Risk, uncertainty, and economics of a warming world*, Yale University Press, New Haven.
- Anthony Patt (2015): *Transforming Energy. Solving climate change with technology policy*, Cambridge University Press, New York.

Recommended (selected chapters are mandatory for classes):

- John Dryzek (2021): *The politics of the Earth*, OUP Oxford, Oxford.

Mandatory reading for each class

Will be provided in online well in advance of each class.

1	Module name 65985	Advanced Business Analytics Seminar	5 ECTS
2	Courses / lectures	Seminar: Advanced Business Analytics Seminar (2 SWS)	5 ECTS
3	Lecturers	Yannick Rank	

4	Module coordinator	Dr. Pavlina Kröckel	
5	Contents	<p>The problems faced by decision makers in today's competitive business environment are complex and multi-faceted, and often require skills that go beyond theoretical data science knowledge. Solving such problems effectively requires the employment of a structured approach to business problem-solving.</p> <p>Advanced Analytics is defined by Gartner as <i>“the autonomous or semi-autonomous examination of data or content using sophisticated techniques and tools, typically beyond those of traditional business intelligence (BI), to discover deeper insights, make predictions, or generate recommendations.”</i></p> <p>Advanced Analytics refers to the fields of Machine Learning, Predictive Analytics, Process Mining, Text Mining, and Social Network Analysis, to name a few. It is presumed that participants are familiar with the theoretical concepts from one or more of the mentioned data science areas. The focus of the seminar is on the application of those concepts on given use cases from industry.</p> <p>This course is mostly organized as a self-study. Work will be done in groups of three to five students.</p> <p>All topics are presented and explained in the kick-off session, as well as organizational issues and other relevant information.</p> <p>Teams will have to present their progress on the chosen topic.</p>	
6	Learning objectives and skills	<p>Students gain practical skills in extracting and manipulating structured and unstructured data, executing methods for descriptive, predictive, or prescriptive analysis, and effectively interpreting and presenting analytic results. Thus, students do not only get hands-on technical experience but also gain domain knowledge and learn soft-skills relevant for data scientist (e.g., teamwork, critical thinking, storytelling).</p> <p>For students without technical knowledge, we will also offer topics requiring literature review, case study analysis or conceptual design.</p> <p>Whenever possible, we assign topics that are currently important for our cooperation partners.</p>	
7	Prerequisites	<p>For the technical topics:</p> <ul style="list-style-type: none"> • Students should have at least introductory level data mining and machine learning knowledge. • Preference is given to students who have taken the Business Intelligence lecture offered in the summer semester. <p>For non-technical topics: no pre-requisites.</p> <p>Registration via StudOn is required. The registration period is announced for each semester and all students who register in this</p>	

		timeframe have equal chances to be admitted. Thus, an early registration does not guarantee a place in the seminar.
8	Integration in curriculum	semester: 2
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252
10	Method of examination	<p>Seminar achievement</p> <ul style="list-style-type: none"> • The seminar is mostly organized online. Presence (online) is expected during the kick-off lecture in the beginning of the semester, the mid-term presentations and other appointments individually arranged with the topic supervisor. • Participation in mid-term presentation is mandatory. If this condition is not fulfilled, further participation in seminar will not be allowed.
11	Grading procedure	<p>Seminar achievement (100%)</p> <p>The grade is based on the final presentation and participation and engagement during the semester.</p>
12	Module frequency	Every semester
13	Workload in clock hours	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	Relevant literature will be given during the seminar.

1	Module name 52144	Branchen- und themenspezifisches Nachhaltigkeitsmanagement Industry and issue specific sustainability management	5 ECTS
2	Courses / lectures	Seminar: Perspektiven des Nachhaltigkeitsmanagements - ein Debattierseminar (2 SWS)	5 ECTS
3	Lecturers	Katrin Schwarzfischer Julia Pfannenmüller	

4	Module coordinator	
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252
10	Method of examination	Written Presentation
11	Grading procedure	Written (30%) Presentation (70%)
12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	?? semester (no information for Module duration available)
15	Teaching and examination language	german
16	Bibliography	

1	Module name 57129	Kommunikation in der digitalen Arbeitswelt Communication in the digital work environment	5 ECTS
2	Courses / lectures	Seminar: Kommunikation in der digitalen Arbeitswelt (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Adrian Meier	

4	Module coordinator	Prof. Dr. Adrian Meier	
5	Contents	<p>Digitale Medien und Kommunikation durchdringen nahezu alle Aspekte unseres täglichen Lebens, insbesondere in einer zunehmend digitalisierten Arbeitswelt. Diese Entwicklung bietet Unternehmen und Mitarbeiter:innen vielfältige Möglichkeiten der organisationsinternen Kommunikation, stellt sie jedoch auch vor große Herausforderungen. Digitale Technologien (z. B. AI, Social Media, Videochat, Big Data) versprechen effizientes Management und Kollaboration in (virtuellen) Teams. Allerdings konfrontieren sie Organisationsmitglieder auch mit digitalem Stress, Erreichbarkeitsdruck, Entgrenzung und Überwachung.</p> <p>Im Seminar beleuchten wir die Kommunikation von Organisationen im Zeitalter der Digitalisierung. Im Vordergrund steht die Frage, wie digitale Technologien die Kommunikation in der Arbeitswelt verändern. Wir betrachten hierbei sowohl die strategische organisationsinterne Kommunikation (bspw. Change- oder Führungs-Kommunikation) als auch die interpersonale Kommunikation aus Perspektive der Mitarbeiter:innen (bspw. Florgespräche, Selbstpräsentation, Sozialkapital).</p> <p>Das Seminar verbindet wissenschaftliche Erkenntnisse der (digitalen) Organisationskommunikation und interpersonalen Kommunikation mit praktischen Anwendungsfällen. Teilnehmer:innen erlangen ein tiefes Verständnis dafür, wie digitale Technologien und Kommunikationsprozesse in Organisationen zusammenwirken, gesteuert und optimiert werden können.</p>	
6	Learning objectives and skills	<p>Die Studierenden</p> <ul style="list-style-type: none"> • erwerben grundlegendes und spezialisiertes Wissen der Organisations- und interpersonalen Kommunikation • können organisationale Chancen und Herausforderungen der Digitalisierung analysieren, einordnen und hinterfragen • üben durch Diskussionen mit Mitstudierenden und Fachvertreter:innen sowie durch praktische Fallanalysen die Fähigkeit, dieses Wissen in Organisationen strategisch anzuwenden • entwickeln die Fähigkeit, Prozesse und Herausforderungen der internen Organisationskommunikation zu analysieren, kritisch einzuordnen und Lösungen diskursiv zu erarbeiten 	
7	Prerequisites	Keine. Die Anmeldung erfolgt über StudOn.	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies	

		<p>20252:</p> <ul style="list-style-type: none"> • MSc Sozialökonomik mit Schwerpunkt „Bildung, Beruf und Personal“ sowie „Markt- und Medienforschung“ • MSc Sozialökonomik Vertiefungsbereich • MSc Arbeitsmarkt und Personal Vertiefungsbereich • Wahlbereiche in MSc-Studiengängen Marketing, IBS und MIGG
10	Method of examination	<p>Written or oral</p> <p>Haus-/Seminararbeit und Referat/Präsentation</p>
11	Grading procedure	<p>Written or oral (100%)</p> <p>Haus-/Seminararbeit (60%)</p> <p>Referat/Präsentation (40%)</p>
12	Module frequency	Only in summer semester
13	Workload in clock hours	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	<ul style="list-style-type: none"> • Duschlbauer, T., Martin, S., & Saffarnia, P. (Eds.). (2018). Organisationskommunikation Organisational Communication: Vol. 1. Organisationskommunikation im Zeichen der Digitalisierung. Nomos. • Einwiller, S., Sackmann, S. A., & Zerfaß, A. (2020). Handbuch Mitarbeiterkommunikation: Interne Kommunikation in Unternehmen. Springer Gabler. • Lewis, L. (2019). Organizational change: Creating change through strategic communication (2nd ed.). Wiley. • Miller, K. (2015). Organizational communication: Approaches and processes (7th ed.). Cengage Learning.

1	Module name 57485	Project course: Building sustainable industry in Europe	5 ECTS
2	Courses / lectures	Currently no teaching units are offered for this module. For further information on teaching units please contact the module managers.	
3	Lecturers		

4	Module coordinator	Aksornchan Chaianong Dr. Silvia Weko
5	Contents	<p>How can European businesses develop globally competitive industries for sustainable technologies? While European firms have a head start in the “green race”, some companies and policymakers are concerned about growing competition from China, and from the US for products like electric vehicles, solar panels, batteries and more. Increasingly, governments are supporting the development of the electric vehicle industry in Europe. At the same time, there is a need to quickly decarbonize our energy systems, especially for transportation which remains heavily fossil-fuel based to address the dangerous impacts of climate change. Therefore, policies to encourage consumers to buy and use electric vehicles are also prevalent. In some cases, these different goals could come into conflict – for example, if it is cheaper to decarbonize European transport by purchasing cheaper Chinese electric vehicles.</p> <p>This course explores how European governments are supporting the transition to electric vehicles. Students will develop a research project which analyzes whether policy support is helping to both build local business and/or encourage decarbonization of the transportation sector.</p> <p>The aim of your research project will be to analyze whether support for the electric vehicle industry is effective. Once you have answered whether this policy support is effective, you will use your analysis to provide policy recommendations to your country of study.</p> <p>This will include the following steps:</p> <ul style="list-style-type: none"> • Gather information on past and current support measures for the electric vehicle industry • Perform basic descriptive statistical analysis of this data • Deliver insights on these policies’ impacts on consumer purchases of electric vehicles and on electric vehicle manufacturing and innovation • Provide evidence-based policy recommendations to the EU and European countries <p>You do not need to have a background in data analysis or policy analysis to take this course. Once you have gathered your policy data, we will provide hands-on training in descriptive statistical analysis. We</p>

		<p>then offer training in either qualitative or quantitative methods, which you will use for your project report.</p> <p>The research approach and methods will be taught in two full-day blocks (on Fridays). Students must attend these classes to learn how to complete the resesarch project.</p>
6	Learning objectives and skills	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain basic facts about electric vehicles manufacturing and use • List policies that can influence industry development and technology adoption< • Apply theories about industrial policy to the case of the electric vehicle industry • Develop hypotheses about how policy support may influence industry development and technology adoption • Categorize and assess the contents of support policies • Analyze the impact of support policies on electric vehicle adoption and industry development • Create policy recommendations for how the transition to electric mobility can be accelerated • Effectively communicate policy recommendations
7	Prerequisites	Good command of English, and commitment to attend all classes.
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252. This course is only offered during the Winter Semester 2024.
10	Method of examination	Written or oral
11	Grading procedure	Written or oral (100%) The grade is based on a student presentation (50%) and a project report (50%).
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57486	Energy policy instruments	5 ECTS
2	Courses / lectures	No teaching units offered in current semester. For further information please contact the module coordinators.	5 ECTS
3	Lecturers	Prof. Dr. Johan Lilliestam	

4	Module coordinator	Prof. Dr. Johan Lilliestam	
5	Contents	<p>With the adoption of the Paris Agreement, almost all countries have committed themselves to contributing their share to limiting the global temperature to well below 2 degrees, implying a commitment to a carbon-neutral global economy by mid-century.</p> <p>In terms of emission reductions, one cannot say that it has gone well: globally, greenhouse gas emissions are still increasing. This is largely caused by economic growth and industrial development in emerging countries, causing a hunger for energy that is often satisfied with fossil fuels.</p> <p>In the industrialised world, however, emissions decrease (after having increased A LOT during the 20th century, of course!). In Europe, emissions have decreased by some 30% compared to 1990, and the European Union met its 2020 climate target. Evidently, it is possible to bend the emissions curve. Particularly the energy sector – responsible for some 2/3 of global greenhouse gas emissions – starts seeing radical changes, both through the rise of very cheap renewable energy technologies and efficiency measures. In Europe, at least some policy efforts appear to have worked: emissions and energy demand are decreasing, and European (together with a handful of other countries') policies have contributed to making renewables technologically and economically viable, putting Europe and all other countries in a position where complete energy system decarbonisation may be feasible.</p> <p>In this course, we will explore the instrumentation of climate policy in the energy sector, especially on the European and national levels. This is a very controversial field, both in Brussels (e.g. Green Deal vs. emissions trading!), and in national capitals (recall debates of electric car mandates vs “technology-neutrality”, or the debacle of the German heating law!). The outcome of these debates will not only determine Europe’s climate footprint, but also its industrial future: <i>HOW</i> to decarbonise energy is one of biggest issues of our time.</p> <p>The course will centre on historical and prospective policy analysis of energy policy instruments, drawing on concepts, theories and evaluation frameworks from various disciplines, including environmental, behavioural and evolutionary economics, as well as political science. We will go far beyond the conventional economics-centred definition of “climate policy” as global treaties and carbon pricing, and look at the broad set of measures that affect the chances to decarbonise energy, with a focus on the European context and drawing lessons from successes. In this course, we will</p> <ul style="list-style-type: none"> • create solutions to take us from today’s fossil-based system to a carbon-neutral energy future in Europe, by 	

		<ul style="list-style-type: none"> investigating different types of energy policy instruments, their theoretical roots, historical and expected future effects; analysing the actual performance of these instruments through case studies of both successful and failed historical cases, in order to understand how instrument design affects success chances, but also how instruments differ in both scope and aim. <p>The course is a <i>flipped classroom</i> course, with extensive preparations needed – both reading and watching the input presentations for each class (see below) – and entirely interaction-based meetings in class. In the class meetings, we will be working together and in groups to solve case problems taken from real-world situations in European energy policy, from heat decarbonisation in Finland to wind power deployment in France, from electric car chargers in Nürnberg to building bikelanes in Amsterdam.</p> <p>The main input format for each seminar day will be presentations by students, for each block 3-5 presentations (depending on the number of students) of 15-20 minutes each, focusing either on the theoretical embedding of the class or on describing and evaluating real-world cases in which the instrument has been implemented. The presentations will be graded, making up a part of your final grade. All students will receive written feedback, as this is essential for learning and improving presentation skills.</p>
6	Learning objectives and skills	Students understand the breadth of the climate and energy policy field, the diversity of instruments, and know how the main measure types work and interact. They are able to identify a policy and allocate it to the appropriate theoretical roots. Students are able to evaluate whether a national strategy is likely to achieve its aims, informed by knowledge of the functioning, efficiency and effectiveness of similar measures elsewhere or in the past, and can suggest alternative tools for achieving a particular energy goal. Students are able to apply knowledge about the barriers to decarbonisation in various energy sectors and the barriers addressed by specific policy measures, so as to create own proposals for decarbonisation of any energy sector or geographic context.
7	Prerequisites	None
8	Integration in curriculum	semester: 1; 3
9	Module compatibility	Modulbereich; Europe Master of Science International Business Studies 20252; Free specialisation module (Area studies: English speaking countries) Master of Science International Business Studies
10	Method of examination	Oral
11	Grading procedure	Oral (100%) The grading will be based to 1/3 on your presentation grade and 2/3 of an oral exam grade.

		<p>Each student will receive an individual presentation grade and feedback, but the presentation grade will also consist (25%) of the coordination of the group of presentations of each session as a whole.</p> <p>The course will end with an oral exam of 15-20 minutes, counting 2/3 towards the final grade. At this exam, each student will be given case to solve (in advance), prepare a solution, briefly summarise it and defend it. This case will be of the format “given the policies COUNTRY has in place to decarbonise SECTOR, what should it do – to complement or replace the existing policy mix – in order to reach the 2030 target and enter a path to carbon neutrality by mid-century?”</p>
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 45 h Independent study: 105 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	<p>There will be substantial reading required in preparation of each class, consisting both of academic literature and of primary policy texts. A book (M. Grubb: <i>Planetary Economics</i>) will accompany us throughout the semester. This book is available as an open access ebook. The full list of mandatory readings will be available on the course page.</p> <ul style="list-style-type: none"> • Michael Grubb (2014): <i>Planetary Economics</i>, Routledge. • Reading list and texts will be provided when the semester starts. • An initial set of suggested readings will be recommended, but students will need to do their own research of both the theory and empirics of the case studies.

1	Module name 57182	Strategic transformation of European firms - Organisational and leadership approaches	5 ECTS
2	Courses / lectures	Seminar: Strategic Transformation of European Firms (2 SWS) Es besteht Anwesenheitspflicht.	5 ECTS
3	Lecturers	Theresa Bernhard Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	<p>The course focuses on strategic transformation of European firms and offers students detailed insights in organisational and leadership approaches. It consists of four parts.</p> <p>The following topics will be discussed in particular:</p> <ol style="list-style-type: none"> 1) Status Quo: Megatrends calling European firms for transformation 2) Respond: Options of European firms for transformation 3) Get ready: Preparing organisations for transformation 4) Enable: Preparing people in the European context for transformation 	
6	Learning objectives and skills	<p>In this course, students acquire specialized knowledge and professional skills in the context of strategic transformation. Participants can explain and reflect on megatrends as well as on the current environments of European firms. On the basis of popular strategy approaches, students are able to derive and discuss strategic options for firms in order to respond to these challenges.</p> <p>Moreover, foundations of organisational and leadership approaches are taught in this course. Thereby, the students acquire knowledge and experience, how organisations prepare their organisations for transformation and find out, how people in the European context get prepared for transformation.</p> <p>Overall, this course is designed to enable students to deal with and identify strategic solutions for the current challenges of European firms.</p>	
7	Prerequisites	English language proficiency (C1)	
8	Integration in curriculum	semester: 1	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252	
10	Method of examination	<p>Written examination (60 minutes)</p> <p><i>Details for the examination: Exam & seminar paper. Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 21 Abs. 1 Sätze 2 und 4 der BPOWiWi in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 31 Abs. 1 Satz 2 BPOWiWi eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht</i></p>	

		<i>möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
11	Grading procedure	Written examination (100%)
12	Module frequency	Irregular
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	

1	Module name 57501	Global HRM and ethical challenges in Asia and Europe	5 ECTS
2	Courses / lectures	Seminar: Global HRM and ethical challenges in Asia and Europe (2 SWS) Attendance is mandatory.	5 ECTS
3	Lecturers	Luisa Wicht Prof. Dr. Dirk Holtbrügge	

4	Module coordinator	Prof. Dr. Dirk Holtbrügge	
5	Contents	1. HRM practices and internationalization strategies 2. Comparative HRM with a focus in Europe and Asia 3. International mobility and recruitment in Asia 4. Ethical challenges: culture related? Case study	
6	Learning objectives and skills	The participants will get an overview of comparative HRM practices on a global scale. The participants will understand and analyze global talent management and challenges associated to internationalization strategies. The participants are able to predict success of global managers in international assignment and to anticipate development of specific cross-cultural competencies in Asian contexts compared to Europe ones. The participants recognize the role of culture in HRM practices and associated ethical issues in those settings. The participants are able to solve ethical challenges in Europe and Asia integrating intercultural perspectives.	
7	Prerequisites	None	
8	Integration in curriculum	semester: 2; 4	
9	Module compatibility	Modulbereich: Asia Master of Science International Business Studies 20252; Modulbereich: Europe Master of Science International Business Studies 20252	
10	Method of examination	Seminar paper	
11	Grading procedure	Seminar paper (100%)	
12	Module frequency	Irregular	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography	Tba	

1	Module name 57497	Germany in a nutshell	5 ECTS
2	Courses / lectures	Vorlesung: Germany in a Nutshell (2 SWS)	5 ECTS
3	Lecturers	Dr. Dennis Kirchberg	

4	Module coordinator	Dr. Dennis Kirchberg	
5	Contents	<p>This course provides a compact, interdisciplinary overview of Germany's historical, economic, and cultural development. It examines major historical transformations, from the rise of the Holy Roman Empire to German unification and the contemporary Federal Republic; economic structures, from industrialization to Germany's role as a leading power in the European and global economy; and cultural currents, ranging from philosophy, literature, and music to architecture and everyday culture. The aim of the course is to enable students to gain a deeper understanding of the political, economic, and cultural forces that have shaped Germany, while analyzing the interconnections between traditions, historical ruptures, and current challenges.</p>	
6	Learning objectives and skills	<p>Upon completing the course, students will be able to:</p> <ul style="list-style-type: none"> • Explain and contextualize central historical developments in Germany, from the Holy Roman Empire through German unification to the present day. • Analyze Germany's economic structures and understand its transformation from industrialization to its role as a leading economic power in Europe and globally. • Identify and interpret significant cultural movements in German philosophy, literature, music, art, and everyday culture. • Illuminate the connections between historical traditions, societal and economic changes, and cultural developments. • Critically reflect on German history and contemporary issues to better understand current political, social, and economic challenges. 	
7	Prerequisites	None	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252	
10	Method of examination	Written examination (60 minutes)	
11	Grading procedure	Written examination (100%)	
12	Module frequency	Every semester	
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h	
14	Module duration	1 semester	
15	Teaching and examination language	english	
16	Bibliography		

1	Module name 57498	Sustainability Reporting: Praxisorientierte Fallstudien mit Lucanet Sustainability Reporting: Applied Case Work using Lucanet	5 ECTS
2	Courses / lectures	No courses / lectures available for this module for this semester!	
3	Lecturers	No lecturers available since there are no courses / lectures for this module for this semester!	

4	Module coordinator	Prof. Dr. Marvin Nipper
5	Contents	Die Studierenden werden in diesem praxisorientierten Seminar an die Erstellung von Nachhaltigkeitsberichten herangeführt. Anhand eines Fallbeispiels inklusive exemplarischer Datensätzen wird die Erstellung eines Nachhaltigkeitsberichts von der Wesentlichkeitsanalyse bis zu Generierung des Berichts mit Hilfe der Softwarelösung von Lucanet simuliert.
6	Learning objectives and skills	Die Studierenden erwerben durch die Bearbeitung der Fallstudien fundierte Kenntnisse zur praktischen Erstellung eines Nachhaltigkeitsberichts. Sie bereiten exemplarische Datensätze auf und integrieren diese in die Softwarelösung von Lucanet, wodurch sie ihre methodischen Fähigkeiten in der softwaregestützten Berichterstellung vertiefen. Durch die Präsentation ihrer Ergebnisse schärfen die Studierenden zudem ihre Fähigkeit komplexe Sachverhalte strukturiert und adressatengerecht zu vermitteln und trainieren in der anschließenden Diskussion ihre Argumentationskompetenz.
7	Prerequisites	Vorkenntnisse zu den Standards der Nachhaltigkeitsberichterstattung, insbesondere ESRS.
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252
10	Method of examination	Presentation Es handelt sich beim Seminar Sustainability Reporting: Praxisorientierte Fallstudien mit Lucanet um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI (in der jeweils geltenden Fassung) alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs. 1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.
11	Grading procedure	Presentation (100%) Präsentation Workshop 1 (50%), Präsentation Workshop 2 (50%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h

14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	Werden im Rahmen der Veranstaltung bekannt gegeben.

1	Module name 57499	European critical materials supply chains	5 ECTS
2	Courses / lectures	Seminar: European critical materials supply chains (2 SWS)	5 ECTS
3	Lecturers	Dr. Moniek de Jong	

4	Module coordinator	Dr. Moniek Jong	
5	Contents	<p>Supply chains are essential to modern economies. In recent years much focus has been on competitiveness of European (high-tech) industry, which depends on the supply of critical minerals, that power everything from green energy technologies and electric vehicles (car industry) to advanced electronics and defense systems. European countries and corporations alike are grappling with the risks of supply disruptions, price volatility, and resource nationalism, while also navigating sustainability concerns and technological innovations in extraction and recycling. The global supply chains that underpin these materials are highly complex and deeply intertwined with geopolitics. This course provides an overview of the key concepts and approaches in the study of critical mineral supply chains, drawing from International Relations and International Political Economy. Students will gain tools necessary to analyses political, economic (markets), and strategic developments in material supply chains and to mitigate impacts. In addition, they will understand the importance of securing critical materials supplies in an era of global competition and energy transition. They will apply their knowledge into various (real) case studies.</p>	
6	Learning objectives and skills	<p>At the end of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the different stages of critical materials supply chains • Know the major critical materials and their various end-uses • Map critical materials supply chains • Practice presenting 	
7	Prerequisites	Good understanding of English.	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252	
10	Method of examination	<p>Presentation (15 minutes) Oral (20 minutes) Presentation (34%) Oral exam (66%)</p>	
11	Grading procedure	<p>Presentation (34%) Oral (66%)</p>	
12	Module frequency	Every semester	
13	Workload in clock hours	<p>Contact hours: 30 h Independent study: 120 h</p>	

14	Module duration	1 semester
15	Teaching and examination language	english
16	Bibliography	To be announced

1	Module name 54101	Strategic Communication	5 ECTS
2	Courses / lectures	No teaching units offered in current semester. For further information please contact the module coordinators.	
3	Lecturers	Julius Klingelhöfer	

4	Module coordinator	Prof. Dr. Adrian Meier	
5	Contents	In diesem praxisbezogenen Seminar entwickeln Studierende eigenständig Kommunikationsstrategien & -konzepte. Dabei kooperieren wir mit Partnerorganisationen aus Wirtschaft und Gesellschaft wie Unternehmen, NGOs, Vereinen oder Gewerkschaften. Studierende erlernen den Prozess der Entwicklung eines strategischen Kommunikationskonzeptes von der Analyse der Ausgangslage bis zur Vorstellung des Kommunikationsprogrammes vor der Partnerorganisation. Studierende lernen dabei praktische Problemstellungen zu lösen und Kommunikationsmaßnahmen an einer übergeordneten Strategie auszurichten.	
6	Learning objectives and skills	<p>Die Studierenden</p> <ul style="list-style-type: none"> erwerben fundierte Kenntnisse aus verschiedenen Bereichen der strategischen Kommunikation, z.B. Kommunikationsstrategien, Nutzung, Rezeption und Wirkung strategischer Kommunikation erwerben durch die Auseinandersetzung mit dem Thema und die regelmäßige Diskussion mit Mitstudierenden, Fachvertretern und Berufspraktikern Problemlösungs-, Kommunikations- und Medienkompetenzen, die Bedeutung für unterschiedliche Berufsfelder im Bereich Kommunikation und Medien besitzen entwickeln die Fähigkeit, strategische Kommunikationsprozesse und -probleme zu analysieren und Lösungen diskursiv zu behandeln sind in der Lage, auf Basis eines Briefings eines realen Auftraggebers eine Analyse der Kommunikationssituation zu erarbeiten und die Aufgabenstellung mit dem Auftraggeber zu konkretisieren können auf Basis des Briefings eine Kommunikationsstrategie entwickeln. können die Kommunikationsstrategie in einen Maßnahmenplan überführen und für verschiedene Zielgruppen einen integrierten Maßnahmenplan erstellen wissen, wie die Kommunikationsziele überprüft werden können können das entwickelte Kommunikationskonzept überzeugend beim Auftraggeber präsentieren 	
7	Prerequisites	Keine. Die Anmeldung erfolgt über StudOn.	
8	Integration in curriculum	no Integration in curriculum available!	
9	Module compatibility	Modulbereich: Europe Master of Science International Business Studies 20252	

		Free specialisation module (Area studies: Europe) Master of Science International Business Studies <ul style="list-style-type: none"> • MSc Sozialökonomik mit Schwerpunkt „Markt- und Medienforschung“ • MSc Sozialökonomik Vertiefungsbereich • MSc Arbeitsmarkt und Personal Vertiefungsbereich • Wahlbereiche in MSc-Studiengängen Marketing, Management, IBS und MIGG
10	Method of examination	Case study Fallstudie(n)
11	Grading procedure	Case study (100%) Fallstudie(n) (100%)
12	Module frequency	Only in winter semester
13	Workload in clock hours	Contact hours: 30 h Independent study: 120 h
14	Module duration	1 semester
15	Teaching and examination language	german
16	Bibliography	<ul style="list-style-type: none"> • Blank, C. (2022). Das Kommunikationskonzept Einführung in die Entwicklung von Kommunikationskonzepten – In zehn Schritten zum Erfolg. Springer Gabler. • Bruhn, M., Esch, F.-R., & Langner, T. (Eds.). (2016). Handbuch Strategische Kommunikation: Grundlagen - Innovative Ansätze - Praktische Umsetzungen. Springer Fachmedien Wiesbaden. • Hansen, R. & Schmidt, S. (2011). Konzeptionspraxis: Eine Einführung für PR- und Kommunikationsfachleute. 5. Aufl. FAZ Buch. • Schmidbauer, K. & Knödler-Bunte, E. (2004). Das Kommunikationskonzept. Konzepte entwickeln und präsentieren. University press, UMC Potsdam.

1	Module name 57437	Nachhaltigkeit im globalen Supply Chain Management Sustainability in global supply chain management	5 ECTS
2	Courses / lectures	Vorlesung: Nachhaltigkeit im globalen Supply Chain Management	5 ECTS
3	Lecturers		

4	Module coordinator	Elisa Glaser Prof. Dr.-Ing. Eva Maria Hartmann Simon Voß
5	Contents	no content description available!
6	Learning objectives and skills	no learning objectives and skills description available!
7	Prerequisites	None
8	Integration in curriculum	no Integration in curriculum available!
9	Module compatibility	Area Europe Master of Science International Business Studies 20252
10	Method of examination	Written assignment/Seminar paper Written examination (60 minutes)
11	Grading procedure	Written assignment/Seminar paper (30%) Written examination (70%)
12	Module frequency	no Module frequency information available!
13	Workload in clock hours	Contact hours: ?? h (keine Angaben zum Arbeitsaufwand in Präsenzzeit hinterlegt) Independent study: ?? h (keine Angaben zum Arbeitsaufwand im Eigenstudium hinterlegt)
14	Module duration	1 semester
15	Teaching and examination language	
16	Bibliography	