

Course Descriptions

International Business Studies (B.A.)

Programme Option Double Degree Incoming Students

According to the Study Regulations from 05.05.2021



Harz University of Applied Sciences

Faculty of Business Studies

Preliminary Notes

Details on the course of the degree programme can be found in the curriculum of the respective **study regulations**. The study regulations themselves are binding and no claims can be asserted based on information in the course descriptions.

Instructors can be found in the current lecture plan.

In the event that **literature citations** do not specify the year and/or issue, the current issue is implied.

Exam rules (such as exam forms and grading) can be found in the respective **examination regulations**.

Competence Profile

The programme builds on the coursework completed at the home university and qualifies specialist professionals and emerging leaders for roles across all functional areas of business administration with a focus on internationally operating companies.

Graduates are capable of transferring subject-specific knowledge acquired across the various fields of business administration to real-world problems and resolving these using established business methods and instruments. They are equipped to work effectively within intercultural teams and to communicate in a goal-oriented manner. Intercultural competence is further trained and consolidated through collaborative teamwork with German and international students from all over the world.

Graduates identify the management-specific characteristics of internationally operating enterprises. They independently analyse operational contexts arising from the interculturality and diversity of internationally active companies and derive well-founded, context-appropriate recommendations for action.

Graduates communicate effectively within both professional and personal environments across diverse cultural contexts. Their intercultural awareness and team competence enable them to lead and steer diversely structured project groups in a purposeful and results-oriented manner. They are able to represent their positions argumentatively and in multiple languages.

Graduates command the methodological tools required to successfully manage projects within an increasingly digitalised working environment and to contribute effectively and purposefully within project teams.

International Business Studies

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Course	Project Management
Course and Exam Number	7592
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	Introduction to Project Management Theory Stakeholders in projects and their special role Project quality management and project planning Techniques of Project Planning: - Structuring a Project (Work Breakdown Structure) - Project Scheduling - Resources and Costs - Realising a Project - Project Report
Target Competencies	Students know and understand the theory of managing projects. They elaborate on a practical project by applying their knowledge of project management tools. They develop their communication skills by working in a project group. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the project work.
Basic Literature	Literature will be announced in course by the lecturers.

Course	Seminar: Selected Business Problems of International Firms
Course and Exam Number	7557
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	The content of the seminar is developed and discussed within papers and presentations. Individual topics are based on current conditions of business theory and practice.
Target Competencies	Students know and understand the theory of writing a research paper. They elaborate on a given topic by applying the rules of writing a research paper. They develop their communication skills by presenting and discussing their paper in class. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the term paper.
Basic Literature	Manschwetius, Uwe (2016): Ratgeber wissenschaftliches Arbeiten, Thurm Verlag.

Course	Change Management
Course and Exam Number	5135
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	Basic knowledge in leadership and management theory as well as organisational development and communication management
Content	This course is a seminar focusing on organizational change management practices and theories. Course content: - Introduction and Underpinning Change Theory - Brain-based Change and Neuroscience Basics - Traditional vs. Agile Change Management Practice - Modern approaches and models of organizational change management (e.g., Kotter, McKinsey, Lewin, ADKAR, etc.) and their possible areas of application - Phases and roles within the change process - Analysis of the target state (benefits realization) and necessary resources - Creation of the business case, selection of suitable strategies, measurement, and evaluation of the results to be achieved - Identification and handling of resistance and obstacles (stake-holder analysis, personal preferences, role and influence of culture and leadership) - Systems Thinking basics and typical causes for the failure of change processes - Communicate change effectively and promote it in a targeted manner - Reinforcing and Sustaining Change Successfully - Project Work, Case Studies, relevant practical tools

Course	Change Management
Target Competencies	This course qualifies students to understand the nature of organisational change as well as the basic principles to manage respective change processes. The students are enabled to apply basic change instruments and methods in an organisational context. The students learn to: - recognise the necessity of change management in organisational practice - get to know contemporary methods and tools of change management - capture, structure, and design organisational change projects holistically and using professional methods - understand the roles of the internal and external stakeholders involved, as well as the value of communication and motivation in carrying out change management initiatives - take into account the influence of leadership styles and organisational cultures - propose suitable measures in handling potential resistances and obstacles - create momentum and sustain change effectively This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	Cameron, Esther; Green, Mike (2019): Making Sense of Change Management. (5th Edition). (n.p.): Kogan Page. Hayes, John (2018): The theory and practice of change management. (5th Edition). Palgrave Macmillan. Hiatt, Jeff M. (2006): ADKAR: A model for change in business, government and our community. (1st Edition). Loveland, Colorado: Prosci Learning Center Publications. Hiatt, Jeff; Creasey, Thomas J. (2012): Change Management. The people Side of Change (2nd Edition). Loveland, Colorado: Prosci Learning Center Publications.

Course	Change Management
	Kotter, John P. (2012): Leading Change. Boston, Massachusetts: Harvard Business Review Press. Kotter, John P.; Rathgeber, Holger (2006): Our Iceberg Is Melting: Changing and Succeeding Under Any Conditions. (Unabridged Edition). New York, USA: St. Martin's Press. Schein, Edgar H.; Schein, Peter A. (2017): Organizational culture and leadership. (5th Edition). New Jersey, USA: Wiley.

Course	Collaboration in International Teams
Course and Exam Number	7532
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	There are people who like to work alone and see benefits in doing so, others prefer to work in a team and see many advantages in doing so. Often we do not have a choice, as teamwork is a basic requirement in the working place, so being a team-worker is a valuable skill in the personal tool-box. Working together might be complex but if we add a diverse working environment it is even more challenging as more communication skills, creativity and negotiating abilities are required. Analysing group dynamics in general and in a diverse environment in particular, conflict management and decision making will be part of the topics in this course. The students will be offered various scenarios where teamwork is needed. Furthermore, trainings will be carried out along the lessons so the students can implement the learnt theories.
Target Competencies	The students understand the necessity of teamwork so as its challenges. They have the skills to characterize conflicts and recognize the phase of the group interaction, based on existing models. They know how to approach conflicts in a structured manner. They develop, interpret and present practical concepts for solving complex problems which often raise in teamwork in general and in particular when supplemented by the diverse environment. In addition, they are familiar with the professional terminology. They apply the relevant terms of the English language, in particular the technical language. The students consolidate and

Course	Collaboration in International Teams
	deepen the basic skills relevant to consulting and gain important experiential knowledge. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	Goleman, Daniel (1995): Emotional Intelligence. (1st Edition). New York, USA: Bantam Books. Covey, Stephen (1989): The Seven Habits of Highly Effective People. (1st Edition). New York, USA: People, Free Press. Heifetz, Ronald (1994): Leadership without Easy Answers. (1st Edition). (n.p.): Belknap Press. Porter, Michael E. (1980): Competitive Strategy. Techniques for Analyzing Industries and Competitors (1st Edition). New York, USA: Free Press.

Course	Event Management
Course and Exam Number	4651
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	On Event Management the students have the first introduction on the operative part of concept and production of events, an ever-growing industry. No matter what your background or area of interest and studies is, there is a chance that you might end up working in the event management industry, as an event manager, as a supplier, or as a client who needs an event. - Definition of events and event management - Categorisation of events - The structure of the events industry - Conceptualizing the event - The impacts of events - Events planning - Regulations and compliance (VStättVO) - Project management for events - Budget and costs - Human Resource Management for events (staffing) - Sponsoring - Media on events and events on media - Quality control - Risk management - Digital, Hybrid and virtual Events
Target Competencies	This course qualifies students to understand the industry and supply chain of events, as well as capacitate them to conceptualize, plan and control different types of events, from small to mega events.

Course	Event Management
	This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	The primary form of examination is the project work.
Basic Literature	Bowdin, Glenn; et. al. (2012): Events Management. (3rd Edition). (n.p.): Taylor & Francis Ltd. Sonder, Mark (2004): Event Entertainment and Production. (1st Edition). (n.p.): Wiley. Goldblatt, Joe (2014): Special Events. Creating and Sustaining a New World for Celebration (7th Edition). (n.p.): Wiley. Van Der Wagen, Lynn (2006): Human Resource Management for Events. Managing the Event Workforce (1st Edition). (n.p.): Routledge. Silvers, J. R., O'Toole, W. (2020): Risk Management for Events. (2nd Edition). (n.p.): Routledge. Jackson, N.; Angliss, K. (2020): A Practical Guide to Event Promotion. (n.p.): Routledge. Pielichaty, H.; et. al. (2016): Events Project Management. (n.p.): Routledge.

Course	Sponsoring and Public Relations
Course and Exam Number	7932
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	The course is about how to find sponsors in a systematic way by applying the management process. Thus, the probability rises to convince companies to act as sponsors. The course also highlights the integration of sponsorships into the company's communication policy. Additionally, the role and instruments of public relation activities of companies will be discussed.
Target Competencies	Students know and understand the theory of creating a sponsoring concept. They develop solutions to the problem of convincing companies to become a sponsor. Students communicate and cooperate with their fellow students in order to create a sponsoring offer as a team. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the presentation (sponsoring offer).
Basic Literature	Script offered by lecturer

Course	Study Skills
Course and Exam Number	1270
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	Key competencies in the academic life play an eminent role in business life too, as presentation, idea formulation and argumentation. The introduction to the basics of presenting in an academic and business orientation, i.e. delivering scientific arguments and transparent structure will be topic in this course as well as self and time management, learning styles, teamwork and the creative mind set.
Target Competencies	The students understand the various skills needed along the academic years and recognize which resources they need. The students are familiar with basic methods which help to become more convincing and professional in presenting a topic in a scientific context. They are able to apply them in a successful and effective presentation. Moreover, they develop a practical concept for the duration of their studies. They implement strategies on self and time management, they handle stress and know how a creative mindset works. In addition, they are familiar with the professional terminology. They apply the relevant terms of the English language, in particular the technical language. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge

Course	Study Skills
	- Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	Cottrell, Stella: (2012): The Exam Skills Handbook: Achieving Peak Performance (Mcmillan Study Skills). (2nd Edition). London, UK: Red Globe Press. Elbow, Peter (1998): Writing with Power. Techniques for Mastering the Writing Process (2nd Edition), Oxford University Press Klauser, Henriette A. (1987): Writing on Both Sides of the Brain: Breakthrough Techniques for People Who Write, Harper Collins Publishers. Pauk, Walter; Owans, Ross (1994): How to Study in College. Boston, Wadsworth Publishing.

Course	German as a Foreign Language
Course and Exam Number	Depending on the level of language competence
Course Frequency	Winter Semester, Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	4
Teaching and Learning Forms	Seminar
ECTS Credit Points	5
Workload	125 hours - Attendance time in courses: 56 hours - Self-study: 69 hours
Language	German
Prerequisites for Participation	According to a placement test taken before the beginning of the semester: - No prerequisites for A1.1 - Prior levels for A1.2 to B2.2
Content	Different language courses on different levels are offered: A1: Greetings, asking questions, directions, shopping, food, public transport, housing, sharing personal information, health A2: Study life, life on campus, German educational system, weather, complaints, clothes, housing, where people live B1: Neighbourhood, diet, life-style, nature and environment, marketing texts, job satisfaction, the media, German history B2: Describing people, living conditions, pursuing a career, digital media, environmental protection, reading fiction, learning strategies
Target Competencies	The students will: - attain level A1-B2 according to their prior knowledge of German in all four language skills: speaking, listening, reading, writing - obtain a vocabulary of 300-500 new words per semester - become familiar with the structures of the German language (syntax, declination, conjugation) - improve their pronunciation - obtain knowledge about cultures in Germany ("Landeskunde")

Course	German as a Foreign Language
	This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is a written exam and oral exam for in-person classes, oral exam for online classes.
Basic Literature	A1: - Akademie Deutsch A1.1 / A1.2; "Nicos Weg" - Online Course: DW https://learnger-man.dw.com/en/overview A2: - Akademie Deutsch A2.1 / A2.2; "Nicos Weg" - Online Course: DW https://learnger-man.dw.com/en/overview B1: - (2017): Panorama. Deutsch als Fremdsprache Kursbuch B1.1. Cornelsen Verlag. B2: - Own material - (2019): Weitblick. Das große Panorama Kurs- und Übungsbuch B2.1, Cornelsen Verlag. The literature used can change from semester to semester as new books will enter the market.

Course	Elective Courses
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In accordance with the curriculum, three elective courses have to be attended and passed by the students in the winter semester.

Each elective course comprises 2 contact hours per week and is worth 2,5 ECTS credit points. Thus, a total of 7,5 ECTS credit points will be earned.

The elective courses are offered by the Faculty of Business Studies depending on the capacity and the interests of the students, e.g. “Digital Marketing” or “The German Economy”.

Course	International Business
Course and Exam Number	1268
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	Overview: Globalisation of business activities The framework: important aspects for doing international business Doing business in Europe Doing business internationally Some risk and financing issues in international business
Target Competencies	Students are able to deal with important aspects of doing business in an international context. They can classify international location factors and market participants on different markets. The students also know selected cultural peculiarities and aspects of legal systems. The students know the special opportunities of international business activities within the European Union and are informed about the basics and effects of the European Monetary Union. They are able to explain and apply simple models of exchange rate determination. The students know the special risks of international business activities and are able to classify them concretely. They are able to make general decisions if an international investment is viable and also assess the risks associated. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:

Course	International Business
	- Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	Daniels, John D.; Radebaugh, Lee H.: International Business. 10th ed. Upper Saddle River, NJ. Griffin, R.; Pustay, M.: International Business. 6th edition. Upper Saddle River, N.J. 2009. Krugman, P.; Obstfeld, M.: International Economics. 8th edition. Bosten, San Francisco, New York 2008. Further literature will be provided during the course.

Course	International Marketing
Course and Exam Number	7552
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	1 CH Seminar 1 CH Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	Marketing Basics
Content	Global Marketing theoretical foundations Forms of market penetration Global marketing job Global marketing mix Global marketing organization Global marketing segmentation
Target Competencies	Students know and understand the theory of International Marketing. They elaborate on a given marketing topic by creating an international marketing concept for a specified product. They develop their communication skills by presenting and discussing their international marketing concept in class. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the presentation.

Course	International Marketing
Basic Literature	Johansson, Johnny K. (2008): Global Marketing: Foreign Entry, Local Marketing & Global Management. (International Edition). USA: McGraw – Hill. Perner, Lars: International Marketing, USC Marshall School of Business. http://www.consumerpsychologist.com/international.htm

Course	HR Management for International Firms
Course and Exam Number	7528
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	Basics of Business Management and HR Management
Content	The course deals with the specifics of HR Management in an internationally active firm.
Target Competencies	Students know and understand the theory of international HR Management. They apply their knowledge to case studies dealing with international HR Management. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	Dowling, P.; et al. (2017): International Human Resource Management. Andover, UK: Cengage Learning EMEA.

Course	Innovation & Knowledge Management
Course and Exam Number	7946
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	Innovation as a Core Business Process Developing an Innovation Strategy Sources of Innovation Search Strategies for Innovation Innovation Networks Exploiting Open Innovation and Collaboration Promoting Entrepreneurship and New Ventures Creating Social Value
Target Competencies	Students will be familiar with the constituent elements and selected instruments of innovation and knowledge management and will be able to place them in the overall context of economics. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge
Examination and Course Achievement	The primary form of examination is the project work.

Course	Innovation & Knowledge Management
Basic Literature	Tidd, J./ Bessant, J. (2021): Managing Innovation, 7. Auflage, John Wiley & Sons

Course	Employer Branding
Course and Exam Number	7533
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	Basics in Human Resource Management and Marketing
Content	HR- Marketing Demographic Change Employer Brand Employer Branding Process Employer Branding Instruments
Target Competencies	The students understand the relevance of employer brands and the employer branding process. They are able to plan an employer branding process and to communicate the employer brand effectively. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary forms of examination are the term paper and presentation.
Basic Literature	Kannning, Uwe Peter (2017), Personalmarketing, Employer-branding und Mitarbeiterbindung, Springer Mosley, Richard / Schmidt, Lars (2017), Employer Branding for Dummies, Universum

Course	Managing Diverse Conflicts
Course and Exam Number	7534
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Prerequisites for Participation	None
Content	Conflicts between colleagues can appear in various forms. They can burden the personal so as professional interactions and harm the productivity. Knowing how to manage a conflict successfully and effectively is certainly one of the most important skills that employees and employers can learn and use. Along the lessons different strategies for uncovering hidden agendas, facilitating effective work relationships so as conflict resolution will be presented and trained. The social sustainability as a concept for negotiation philosophy will be discussed and applied in role plays sessions.
Target Competencies	Identifying and analysing conflict styles and their causes Understanding the impact of conflicts on effective work relationships Learning and implementing negotiation strategies to resolve conflicts Training “active listening” as an inter-communicative skill This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism

Course	Managing Diverse Conflicts
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	Hall, Lavinia (1993): Negotiation: Strategies for Mutual Gain. Sage Publications, Inc. Weiss, Stephen E. (1994): Negotiating with 'Romans', Management Review. 35(2): 51-61. Kolb, Deborah (2000): Shadow Negotiations: How Women Can Master the Hidden Agendas That Determine Bargaining. Simon & Schuster. Rowe, M. (1990): Helping people help themselves: An option for complaint handlers. Negotiation Journal, 6, 3, 239-248.

Course	Practical Project
Course and Exam Number	7944
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	4
Teaching and Learning Forms	Project Work / Case Studies
ECTS Credit Points	5
Workload	125 hours - Attendance time in courses: 56 hours - Self-study: 69 hours
Language	English
Prerequisites for Participation	Knowledge of project management methods
Content	Students carry out a real project. The project is supervised during the planning, organisation, implementation and control by the lecturer.
Target Competencies	Students are able to identify and define projects from the operational environment and develop a well-founded strategy for the placement of the project in the context of the corporate philosophy. The students know in which way complex tasks within the framework of modern project management can be successfully handled. In addition, they will be able to create and lead project teams or identify and deploy the most suitable person for project management. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	The primary form of examination is the project work.
Basic Literature	Project specific literature

Course	Media Competence
Course and Exam Number	1428
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week (CH)	4
Teaching and Learning Forms	Seminar
ECTS Credit Points	5
Workload	125 hours - Attendance time in courses: 56 hours - Self-study: 69 hours
Language	English
Prerequisites for Participation	None
Content	Media Competency starts with a review of Marketing Mix with focus on Promotion and Advertising. After that, the students will learn how to conceptualize and implement an offline media plan for an advertising campaign. - Marketing Mix - Advertising - Media Plan - Briefing and target market - Agencies - Audience Measurements - Different types of media - Radio - TV - Cinema - Print - OoH
Target Competencies	The students are able to plan and use media campaigns for companies and brands effectively, as well as understand processes of media agencies. Especially recognizing the advantages and disadvantages of each medium and different vehicles in the media mix to be able to create a campaign strategy that fits the defined target market. This module thus imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:

Course	Media Competence
	- Knowledge and understanding - Use, application and creation of knowledge
Examination and Course Achievement	The primary form of examination is the project work.
Basic Literature	Katz, Helen (2016): The Media Handbook. (6th Edition). T&F Archive. Kelley, Larry D.; Sheehan, Kim B. (2015): Advertising Media Planning. (4th Edition). Routledge. Sissors, Jack Z.; Baron, Roger (2010): Advertising Media Planning. (7th Edition). McGraw-Hill Education. Various articles provided on semester basis