

Einführung in das Kulturmanagement

Status: August 2010

Modul-Nr./ Code	6.1.1. EKMA
Modulbezeichnung	Einführung in das Kulturmanagement
Semester oder Trimester	1. Semester
Dauer des Moduls	1 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	keine
Verwendbarkeit des Moduls für andere Studiengänge	
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Sonnenburg
Name der/des Hochschullehrer/s	Dr. Determann
Lehrsprache	deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	180 56 Kontaktstunden 124 Selbststudium
SWS	4
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Essay § 14 (6) SPO 31.08.2009 Rücktritt spätestens bis 15. November 2010 Beginn Bearbeitungszeit: 22. November 2010 Abgabefrist: 21. Dezember 2010
Gewichtung der Note in der Gesamtnote	3%
Qualifikationsziele des Moduls	Studenten, die dieses Modul erfolgreich absolviert haben, sind in der Lage: - das Spannungsverhältnis zwischen Kultur mit ihren kulturell-künstlerischen

	<p>Konzepten und Wirtschaft mit ihren ökonomischen Erfordernissen als Subsysteme der Gesellschaft zu beschreiben;</p> <ul style="list-style-type: none"> - die verschiedenen Kultursparten und Kulturinstitutionen (Organisationen, Unternehmen, Netzwerke, Individuen, Märkte) und ihre jeweilige strategische Ausrichtung zu unterscheiden; - die kulturpolitischen und gesellschaftlichen Rahmenbedingungen von Kultur zu erklären
Inhalte des Moduls	<ul style="list-style-type: none"> - Überblick über die Kultursparten und -institutionen (Kultur als öffentliches und privates Gut, Institutionalisierung der Kultur) - Wertschöpfungsprozesse in der Kulturwirtschaft - Überblick über kulturpolitische Rahmenbedingungen und strukturelle Voraussetzungen für Kunst und Kultur in Deutschland (Kulturförderung als Aufgabe des Staates, Kulturföderalismus, Kommunen als Ort der Kultur) - Kulturtheorien und Handlungslogik von Kulturschaffenden
Lehr- und Lernmethoden des Moduls	Vorlesung, Übungen, Selbststudium
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	Praxisbesuche (z.B. Kulturamt Karlsruhe)
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Heinrichs, Werner (1999): Kommunales Kulturmanagement : Rahmenbedingungen, Praxisfelder, Managementmethoden. Nomos, Baden-Baden</p> <p>Heinrichs, Werner (1999): Kulturmanagement : eine praxisorientierte Einführung. 2. grundlegend überarb. Aufl. Primus, Darmstadt</p> <p>Klein, Armin (2008): Kulturpolitik : eine</p>

Einführung. 2. überarb. und aktual. Aufl.
Verlag für Sozialwiss., Wiesbaden

Zusätzlich empfohlene Literatur:

Klein, Armin (2003): Kulturpolitik : eine
Einführung. 2. überarb. und aktual. Aufl.
Verlag für Sozialwiss., Wiesbaden

Klein, Armin (Hrsg.) (2008): Kompendium
Kulturmanagement : Handbuch für Studium
und Praxis. 2. vollst. überarb. und erw. Aufl.
Vahlen, München

Klein, Armin (2009): Gesucht: Kulturmanager
–welche Kulturmanager braucht der Markt?
VS Verlag, Wiesbaden

Hans Scheurer, Ralf Spiller (Hrsg.)
Kultur 2.0- Neue Web-Strategien für das
Kulturmanagement im Zeitalter von Social
Media
April 2010

Heinrichs, Werner (2006), Der
Kulturbetrieb..., transcript Verlag

Einführung in das Management und seine quantitativen Methoden

Status: August 2010

Modul-Nr./ Code	0.1.1 EMQM
Modulbezeichnung	Einführung in das Management und seine quantitativen Methoden
Semester oder Trimester	1. Semester
Dauer des Moduls	ein Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	-
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	keine
Verwendbarkeit des Moduls für andere Studiengänge	Dieses Modul ist Bestandteil der Studiengänge IMK, IMA, ITM, MKE, KM und EM
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Braedel-Kühner
Name der/des Hochschullehrer/s	Prof. Dr. Braedel-Kühner, Prof. Dr. Ankenbrand, Prof. Dr. van Elst
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	300 (davon 112 Stunden Kontaktzeit)
SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 240' am Ende des Semesters § 14 (2) SPO 31.08.2009 Abmeldung spätestens bis 4. Januar 2011 Klausurtermin: 11. Januar 2011
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, das

Rollenbild des Managers im Kontext der Unternehmung und anderer Organisationen sowie in der Gesellschaft zu beschreiben und ausgewählte Aufgabenstellungen des Managements mit Hilfe geeigneter und insbesondere auch quantitativer Methoden zu lösen. Insbesondere sind sie in der Lage

- Grundfragen des Managements sowie Bedeutung, Aufgaben und Rollen des Managers in unterschiedlichen Organisationen aus verschiedenen Perspektiven zu beschreiben
- Die wesentlichen Akteure und Institutionen des unternehmerischen Handelns zu definieren, zu unterscheiden und ihr Zusammenwirken zu erläutern
- Allgemeines und funktionales sowie normatives, strategisches und operatives Management in Zielen und Aufgaben zu differenzieren
- Das Konzept der Wertkette darzustellen und die primären, steuernden und unterstützenden Prozesse der Wertkette (nach M. E. Porter) zu unterscheiden
- Management als Querschnittsfunktion zur Planung, Steuerung und Kontrolle des Ressourceneinsatzes und des Zusammenwirkens der Sachfunktionen anhand des PDCA-Zyklusses zu beschreiben
- Zu unterscheiden, welche Managementsituationen mit Hilfe welcher Methoden (analytisch, quantitativ, qualitativ, interpretativ) am Besten bewältigt werden können
- Aufgaben der linearen Algebra und der Analysis zu lösen und auf konkrete Fragestellungen der Managementlehre anzuwenden
- Das Gelernte auf aktuelle Fragestellung und in ausgewählten Fallbeispielen

	<p>anzuwenden und, auch im Hinblick auf die eigene Verortung im Studium, kritisch zu hinterfragen</p>
<p>Inhalte des Moduls</p>	<ul style="list-style-type: none"> ○ Historische Entwicklungsschritte und ausgewählte Konzeptionen des Managements ○ Das multifunktionale sozio-technische System Unternehmung, dargestellt anhand der Wertkette nach M. E. Porter ○ Ziele und Aufgaben des allgemeinen und funktionalen Managements sowie des Projektmanagements ○ Die normative, strategische und operative Ebene des Managements ○ Rollen, Aufgaben und Kompetenzen im Management und deren kritische Reflexion aus kulturalistisch-konstruktivistischer Perspektive ○ Die Ressourcen der Unternehmung und der situative Einsatz der Instrumente des Managements, insbesondere Zielsetzung, Planung, Organisation/Delegation und Kontrolle unter Komplexitäts- und Ambiguitätsbedingungen ○ Grundkenntnisse der Finanzierung ○ Grundlagen des betrieblichen / internen Rechnungswesen ○ Grundlagen des externen Rechnungswesen (jeweils nach HGB und IFRS) ○ Verständnis von Investition und Unternehmensbewertung ○ Einführung in das Risikomanagement ○ Lineare Algebra: Lösen linearer Gleichungssysteme mit dem Gaußschen Algorithmus; Anwendung auf Leontiefsches Input–Output–Produktionsmodell. ○ Lineare Optimierung: graphisches Lösen von Problemen mit zwei Variablen; systematisches Lösen mit der Simplexmethode. ○ Analysis: Differentiation reeller Funktionen einer Variablen. Diskussion gängiger ökonomischer Funktionen einer Variablen;

	<p>Berechnung ihrer Nullstellen, Extremwerte und Wendepunkte wie z.B. Gewinnschwellen, -grenzen oder Gewinnmaxima. Beschreibung absoluter/relativer Änderungen/Änderungsraten ökonomischer Funktionen einer Variablen; Elastizität: elastisches, unelastisches und proportional-elastisches Verhalten. Einfache Integrationsregeln für reelle Funktionen einer Variablen. Berechnung von Konsumenten- und Produzentenrenten.</p>
<p>Lehr- und Lernmethoden des Moduls</p>	<p>Interaktive Vorlesung, Übungen zur Anwendung quantitativer Methoden auf Aufgabenstellungen des Management</p>
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<p>Die einzelnen Unterrichtseinheiten werden als „Ringvorlesung“ gehalten, von inhaltlich parallelen Unterrichtseinheiten in quantitativen Methoden begleitet und in Übungseinheiten integriert werden. Die Koordination wird durch die Modulverantwortlichen sichergestellt (Detailliertes Curriculum, gemeinsame Folienskripte, Briefing-/De-Briefing)</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Schreyögg, Georg; Koch, Jochen (2009): Grundlagen des Managements : Basiswissen für Studium und Praxis. 2. Aufl. Gabler, Wiesbaden</p> <p>Bauer, C.; Clausen, A.; Kerber, A.; Meier-Reinhold, H. (2008): Mathematik für Wirtschaftswissenschaftler, 5. Aufl. Schäffer-Poeschel, Stuttgart</p> <p>Thommen, U.G.; Achleitner, A.-K. (2009): Allgemeine Betriebswirtschaftslehre - Umfassende Einführung aus managementorientierter Sicht, Gabler</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p>Daft, Richard L. (2010): New era of management. 9th ed.. Thomson South Western, Mason.</p>

[Selected chapters]

Denzil Watson, Denzil; Head, Antony
(2009) Corporate Finance, 5th Edition,
Financial Times/ Prentice Hall
[Selected chapters]

In der Veranstaltung werden weitere
Schriften, wie Textauszüge, Fallbeispiele
und Übungsaufgaben zur Verfügung
gestellt.

Business Environment

Status: August 2010

Modul-Nr./ Code	0.1.2 BENV
Modulbezeichnung	Business Environment
Semester oder Trimester	1. und 2. Semester
Dauer des Moduls	2 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	keine
Verwendbarkeit des Moduls für andere Studiengänge	Dieses Modul ist Bestandteil der Studiengänge IMK, IMA, ITM, MKE, KM und EM
Modulverantwortlicher/Modulverantwortliche	Gassner
Name der/des Hochschullehrer/s	Gassner
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	300 Stunden (davon 112 Stunden Kontaktzeit)
SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 240' am Ende des 2. Semesters § 14 (2) SPO 31.08.2009
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, - politische, ökonomische, sozio-kulturelle und rechtliche Einflussfaktoren auf unternehmerisches Handeln auf lokaler, regionaler, nationaler und internationaler

	<p>Ebene und deren Wechselwirkungen zu beschreiben</p> <ul style="list-style-type: none"> - aktuelle ökonomische Problemstellungen und die wesentlichen Theorieansätze und Modelle der Makroökonomie darzustellen, einzuordnen und zu interpretieren - die grundlegenden Rahmenbedingungen, Akteure, Institutionen und Instrumente (wirtschafts-) politischen Handelns darzustellen und politische Entscheidungen über die Verwendung gesellschaftlicher Ressourcen kritisch zu interpretieren - die Bedeutung der Rechtsordnung für unternehmerisches Handeln im nationalen und internationalen Kontext zu beschreiben und unternehmerische Gestaltungsaufgaben mit den Mitteln des Privat-, Wirtschafts- Handels- und Arbeitsrechts zu lösen - eine Pestel-Analyse durchzuführen
<p>Inhalte des Moduls</p>	<ul style="list-style-type: none"> ○ Politische, ökonomische, soziale und rechtliche Rahmenbedingungen unternehmerischen Handelns ○ Träger, Instrumente und Ziele der Wirtschaftspolitik ○ Die Bedeutung politischer Institutionen und Beziehungen für unternehmerisches Handeln ○ Wirtschaftsordnungen ○ Grundbegriffe der VWL ○ Kreislaufanalyse und volkswirtschaftliche Gesamtrechnung ○ Entwicklung wirtschaftlicher Indikatoren ○ Hauptgebiete der Makroökonomie ○ Gesellschaftlicher und demographischer Kontext unternehmerischen Handelns ○ Recht als Ordnungselement gesellschaftlichen Zusammenlebens und als Standortfaktor ○ Öffentliches Recht: Freiheitsgarantie und verlässliche Rahmenbedingungen ○ Formen privatrechtlicher Gestaltung im unternehmerischen Kontext, z.B.:

	<ul style="list-style-type: none"> ○ Grundzüge des Kaufvertragsrechts ○ Grundzüge des Werkvertragsrecht ○ Grundzüge des Gesellschaftsrechts ○ Grundzüge des Handelsrechts ○ Grundzüge des Arbeitsrechts ○ Vergleich unterschiedlicher Rechtskulturen und (Rechts-)formen grenzüberschreitenden Handelns ○ PESTEL-Analyse
<p>Lehr- und Lernmethoden des Moduls</p>	<p>Kombination aus interaktiver Vorlesung, Übung, Selbststudium: Interaktive Vorlesung (Instruktion) Übung mit Fallstudien zu Standortentscheidungen und Länderanalysen (angeleitete Konstruktion durch Studierende) Selbststudium zur eigenständigen Vor- und Nachbereitung (Konstruktion und Reflektion)</p>
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<p>Fallstudien, Planspiele, Simulation, Exkursion zu politischen Institutionen oder Unternehmen mit aktuellen Standortentscheidungen</p> <p>Themen der Gastvorträge internationaler Experten sind „Auswirkungen wirtschaftlicher und politischer Entwicklungen auf die internationale Sicherheit sowie politische und wirtschaftliche Beziehungen“ (z.B. Planspiel „Politik und internationale Sicherheit (POL&IS)“ als viertägige Klausurtagung und Exkursion)</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Worthington, Ian; Britton, Chris (2009): The Business Environment. Aufl.: 6th Revised edition. Financial Times Prentice Hall</p> <p>Kerth, K.; Asum, H.; Stich, V. (2009): Die besten Strategietools in der Praxis: welche Werkzeuge brauche ich wann? Wie wende ich sie an? Wo liegen die Grenzen? 4. erw. Aufl. Hanser, München</p> <p>Capon, Claire (2009): Understanding the business environment. 3. Aufl. Financial Times Prentice Hall</p> <p>Gassner, Michael (2009): PESTEL – Strategie zur Beherrschung externer Risiken. Symposium Publishing, Düsseldorf</p>

Peter Bofinger (2007): Grundzüge der Volkswirtschaftslehre : eine Einführung in die Wissenschaft von Märkten. 2 aktualis. Aufl. Pearson Studium, München

Chamberlin, Graeme; Yueh, Linda Y. (2006): Macroeconomics. Thomson Learning, London. [Auszüge]

Führich, Ernst (2010): Basiswissen des Bürgerlichen Rechts und des Handels- und Gesellschaftsrechts für Wirtschaftswissenschaftler und Unternehmenspraxis; [Privatrecht, Handelsrecht, Gesellschaftsrecht]. 10. aktualis. und überarb. Aufl. Vahlen, München

Rudzio, Wolfgang (2006): Das politische System der Bundesrepublik Deutschland. 7. aktual. und erw. Aufl. VS Verlag, Wiesbaden [Auszüge]

Zusätzlich empfohlene Literatur:

Englmann, Frank C. (2007): Makroökonomik. Kohlhammer, Stuttgart

Guckelsberger, Ulli; Kronenberger, Stefan (2009): Grundzüge der Volkswirtschaftslehre : Lehr- und Übungsbuch. 5. aktual. Aufl. Kiehl, Ludwigshafen

Mankiw, Gregory N.; Taylor, Mark P. (2008): Grundzüge der Volkswirtschaftslehre. 4. überarb. und erw. Aufl. Schäffer-Poeschel, Stuttgart

Johnson, G.; Scholes, K.; Whittington, R.,- (2008): Exploring corporate Strategy: text & cases. Prentice Hall Financial Times, Harlow; München

Macharzina, K. (2003): Unternehmensführung. Das internationale Managementwissen, Konzepte – Methoden – Praxis. 6. vollst. überarb. und erw. Aufl. Gabler, Wiesbaden

Zeitschriften:

Journal of International Business Studies:
JIBS : a publication of the Academy of International Business and the Western Business School. Palgrave Macmillan, Basingstoke

Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung

Status: August 2010

Modul-Nr./ Code	0.1.3 WISS
Modulbezeichnung	Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung
Semester oder Trimester	1. und 2. Semester
Dauer des Moduls	Zwei Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	-
Häufigkeit des Angebots des Modul	Jedes Studienjahr
Zugangsvoraussetzungen	keine
Verwendbarkeit des Moduls für andere Studiengänge	Dieses Modul ist Bestandteil der Studiengänge IMK, IMA, ITM, MKE, KM und EM
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Braedel-Kühner
Name der/des Hochschullehrer/s	Prof. Dr. Braedel-Kühner Prof. Dr. van Elst
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammen- setzung (z.B. Selbststudium + Kontaktzeit)	300 (davon 112 Kontaktstunden)
SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Learnersportfolio (Gruppenarbeit) am Ende des 1. Semesters § 14 (7) SPO 31.08.2009 Rücktritt spätestens bis 25. Oktober 2010 Beginn Bearbeitungszeit: 1. November 2010 Abgabefrist: 31. Januar 2011 Studienarbeit mit Präsentation (Einzelarbeit) während des 2. Semesters (freie Themenwahl)

	<p>§ 14 (4) / § 14 (9) SPO 31.08.2009 Präsentation: 1./2. März 2011 Beginn Bearbeitungszeit 1. März 2011 Abgabefrist: 29. Juli 2011</p>
Gewichtung der Note in der Gesamtnote	5 %
Qualifikationsziele des Moduls	<ul style="list-style-type: none"> - Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, - Methoden und Arbeitstechniken wissenschaftlichen Arbeitens und empirischer Sozialforschung sachgerecht anzuwenden und Verfahren der qualitativen und quantitativen Analyse (wie z.B. Häufigkeitsverteilungen, Lage-, Streuungs- und Konzentrationsmaße, statistische Zusammenhänge ein- und zweidimensionaler Merkmale, lineare Regression) durchzuführen - verschiedene Ansätze der Wissenschafts- und Erkenntnistheorie zu interpretieren und den Zusammenhang zwischen Wissenschaftstheorie und Standards wissenschaftlichen Arbeitens in den Wirtschafts- und Sozialwissenschaften zu erläutern - Texte, Grafiken, Tabellenkalkulationen und Präsentationen unter Einsatz von Standardsoftware zu erstellen, wissenschaftlich angemessen und effektiv zu kommunizieren und ihre Ergebnisse wirkungsvoll zu präsentieren
Inhalte des Moduls	<ul style="list-style-type: none"> ○ Wissenschafts- und Erkenntnistheorie ○ Wissenschaftliche Vorgehensweise (Erkenntnisinteresse, Forschungsfrage, Theorien, Hypothesen, Methoden, Intertextueller Diskurs, Literaturrecherche) ○ Methoden der empirischen Sozialforschung einschließlich ihrer statistischen Grundlagen ○ Grundlagen der beschreibenden Statistik ○ Standards wissenschaftlicher Kommunikation (z.B. Zitationsweise, Bibliographie) ○ Lern- und Arbeitstechniken

Lehr- und Lernmethoden des Moduls	Vorlesungen, Übungen, Selbststudium
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Kornmeier, Martin (2007): Wissenschaftstheorie und wissenschaftliches Arbeiten : eine Einführung für Wirtschaftswissenschaftler. Physica, Heidelberg</p> <p>Schnell, Rainer; Hill, Paul B.; Esser, Elke (2008): Methoden der empirischen Sozialforschung. 8. unveränd. Aufl. Oldenbourg, München [Ausgewählte Kapitel]</p> <p>Bortz, Jürgen (2005): Statistik für Human- und Sozialwissenschaftler. 6. vollst. Überarb. und aktual. Aufl. Springer, Heidelberg [Ausgewählte Kapitel]</p> <p>Bortz, Jürgen; Döring, Nicola (2006): Forschungsmethode und Evaluation: für Human- und Sozialwissenschaftler. 4. überarb. Auflage. Springer, Berlin</p> <p>Kleemann, Frank; Krähnke, Uwe; Matuschek, Ingo (2009) Interpretative Sozialforschung: Eine praxisorientierte Einführung. 1. Aufl. Vs Verlag</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p>Wewel, Max-Christoph (2008): Statistik im Bachelor–Studium der BWL und VWL : Methoden, Anwendungen und Interpretationen. 2., aktual. Nachdruck. Pearson Studium, München [Teil I]</p> <p>Toutenburg, Helge; Heumann, Christian (2008): Deskriptive Statistik. 6. aktual. und erw. Aufl. Springer, Berlin [Kapitel 1 bis 5]</p> <p>Flick, Uwe (2008): Designing Qualitative Research (Sage Qualitative Research Kit). Sage Publications</p>

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English as a Foreign Language 1

Status: August 2010

Module-Nr./ Code	0.1.4 EFL1
Module title	English as a foreign language (Business English) 1
Semester or trimester	1 st Semester
Duration of module	Single Semester
Course type (mandatory, elective, etc.)	Mandatory
Frequency of module	Once a year (WS)
Entry requirements	HZB, English level ca. B1
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MCCE, CA and EM programmes
Person responsible for the module	Simon Geraghty
Names of the instructors	Simon Geraghty, Amanda Habbershaw, Gerard Taylor. Foreign language instructors (native speaker teachers)
Teaching language	English
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level B2 Written examination (90') and test § 14 (2) / § 14 (3) SPO 31.08.2009 Withdrawal latest by 5 th January 2011 Examination Date: 12 th January 2011
Weighting of the grade within the total grade	2%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: ➤ communicate in a variety of business

	<p>situations in the English language,</p> <ul style="list-style-type: none"> ➤ know the basic terminology used in business as well as parts of the language for specific purposes and apply the terminology in practical business situations, ➤ write short reports and e-mails, ➤ express opinions on business topics orally, and take part in simple specific business talks. The students can also apply their oral communication skills in practical situations, such as telephoning and meetings. <p>English level B2 (according to the Common European Framework of Reference for Languages)</p>
Content	<p>Introduction to general business English terminology and the basics of vocabulary for specific purposes, introduction to business communication skills (written and oral), application of knowledge and skills in basic role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.</p>
Teaching and learning methods of the module	<p>Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p>
Special features (e.g. online activities, event/company visits, guest speakers etc.)	<p>Special features are specified at the beginning of the semester.</p>
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya; Tullis, Graham (2006): Teacher's book : intermediate business english. (Intelligent business). Longman, Harlow</p> <p>Trappe, Tonya; Tullis, Graham (2005): Coursebook : intermediate business english. (Intelligent business). Longman, Harlow</p> <p>Trappe, Tonya; Tullis, Graham (2006): Coursebook : upper intermediate business english. (Intelligent business). Longman, Harlow</p>

Cotton, David; Falvey, David; Kent, Simon (2003): Course book. (Market Leader : intermediate business English). Longman, Harlow

Flinders, Steven; Sweeney, Simon (1996): Business english pair work. Penguin Books, London

Crowther-Alwyn, John (1997): Business roles : 12 simulations for business english. Cambridge University Press, Cambridge

Allison, John; Powell, Mark (2005): In company : case studies. Macmillan, Oxford

Emmerson, Paul (2002): Business grammar builder. Macmillan, Oxford

Periodika:

- The Economist : London, New York
- Newsweek : the international newsmagazine. New York
- New York Times
- Financial Times
- BBC News

Kulturgeschichte und Kultursoziologie

Status: August 2010

Modul-Nr./ Code	6.2.1 KGKS
Modulbezeichnung	Kulturgeschichte und Kultursoziologie
Semester oder Trimester	2. Semester
Dauer des Moduls	1 Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	
Verwendbarkeit des Moduls für andere Studiengänge	
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Sonnenburg
Name der/des Hochschullehrer/s	NN
Lehrsprache	deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	180 70 Kontaktstunden, 110 Selbststudium
SWS	5
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 120' § 14 (2) SPO 31.08.2009
Gewichtung der Note in der Gesamtnote	3%
Qualifikationsziele des Moduls	Studenten, die dieses Modul erfolgreich absolviert haben, sind in der Lage: - die historische Entwicklung von „Kultur“ und „Gesellschaft“ in den verschiedenen Epochen zu

	<p>interpretieren und zu analysieren</p> <ul style="list-style-type: none"> · die Wechselwirkung von gesellschaftlichen Bedingungen und kulturell-künstlerischen Entwicklungen als Grundlage für die Arbeit eines Kulturmanagers zu analysieren · die Funktion der Kultur als Subsystem der Gesellschaft zu diskutieren
Inhalte des Moduls	<ul style="list-style-type: none"> - Überblick über die Epochen der abendländischen Kultur und die wichtigsten Künstler und Kunstwerke - Die Entwicklung von künstlerischen Ausdrucksweisen und Produktionen im Verlauf der Menschheitsgeschichte im Zusammenhang mit den jeweiligen historischen, gesellschaftlichen und politischen Rahmenbedingungen - die Rolle des Künstlers und der Kunst in der Gesellschaft - Kulturen moderner Gesellschaften in ihrem Entwicklungsprozess (Homogenisierung und Globalisierung von Kultur, sowie Bewahrung und Stilisierung kultureller Unterschiede) - Phänomene des Wertewandels, der Modernisierung und Individualisierung von Kultur - soziologische Fragestellungen im Kontext der kulturell-künstlerischen Rezeption, soziale Ungleichheiten und kulturelle Differenzen (Sozialstruktur, Klassen- und Schichttheorien, Milieu- und Lebensstilansätze, Phänomene der Hoch-, Populär- und Massenkultur)
Lehr- und Lernmethoden des Moduls	Vorlesung, Übungen, Selbststudium
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	Praxisbesuche
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Honour, Hugh; Fleming, John (2000): Weltgeschichte der Kunst. 6. grundlegend</p>

erw. und neugest. Aufl. Prestel, München
[kapitelweise]

Bühl, Walter L. (1987): Kulturwandel : für eine dynamische Kultursoziologie. Wissenschaftliche Buchgesellschaft, Darmstadt

Gerhards, Jürgen (Hrsg.) (1997): Soziologie der Kunst : Produzenten, Vermittler und Rezipienten. Westdeutscher Verlag, Opladen

Zusätzlich empfohlene Literatur:

Alexander, Jeffrey C. et al. (Hrsg.) (1990): Culture and society : contemporary debates. University Press, Cambridge

Brackert, Helmut; Wefelmeyer, Fritz (Hrsg.) (1990): Kultur : Bestimmungen im 20. Jahrhundert. Suhrkamp, Frankfurt a. M.

Eco, Umberto (2007): Die Geschichte der Schönheit. 2. Aufl. dtv, München

Fohrbeck, Karla; Wiesand, Andreas J. (1989): Von der Industriegesellschaft zur Kulturgesellschaft? : kulturpolitische Entwicklungen in der Bundesrepublik Deutschland. Beck, München

Glaser, Hermann (2002): Kleine Kulturgeschichte Deutschlands im 20. Jahrhundert. (Beck'sche Reihe; 1480). Beck, München

Göschel, Albrecht (1995): Die Ungleichzeitigkeit in der Kultur : Wandel des Kulturbegriffs in vier Generationen. (Edition Hermes; 5). Klartext-Verlag, Essen

Loock, Friedrich (20XX): Kulturmanagement und Kulturpolitik : die Kunst, Kultur zu ermöglichen. Neuaufl. Raabe, Stuttgart (Loseblattsammlung)

Krappmann, Lothar (2005): Soziologische Dimensionen der Identität : strukturelle Bedingungen für die Teilnahme an Interaktionsprozessen. 10. Aufl. Klett-Cotta, Stuttgart

	<p>Brackert, Helmut; Wefelmeyer, Fritz (Hrsg.) (1998): Kultur : Bestimmungen im 20. Jahrhundert. Suhrkamp, Frankfurt a. M.</p> <p>Loock Friedrich (2006): Kulturmanagement und Kulturpolitik, Neuauflage Raabe, Stuttgart</p>
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Interdependenz von Management, Kultur und Kommunikation

Status: August 2010

Modul-Nr./ Code	0.2.1 IMKK
Modultitel	Zur Interdependenz von Management, Kultur und Kommunikation
Semester	2. Semester
Dauer des Moduls	1
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Häufigkeit des Angebots des Moduls	Einmal im Jahr
Zugangsvoraussetzungen	keine
Verwendbarkeit des Moduls für andere Studiengänge	
Modulverantwortlicher	Prof. Dr. Müller
Name der Hochschullehrer	Prof. Dr. Zerr, Prof. Dr. Sonnenburg, Prof. Dr. Braedel
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	5
Gesamtworkload und ihre Zusammensetzung (Selbststudium + Kontaktzeit)	150 h (108 h + 42 h)
SWS	3
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Präsentation §14 (9) 31.08.2009
Gewichtung der Note in der Gesamtnote	2,5%
Qualifikationsziele des Moduls	Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, <ul style="list-style-type: none">- die gegenseitigen Abhängigkeiten von Management, Kultur und Kommunikation aus einer interpretativen wissenschaftlichen Perspektive zu benennen und zu beschreiben- kommunikatives Handeln und Verhalten im Kontext sozio-kultureller (organisationaler) Systeme zu interpretieren und im Hinblick auf einfache interkulturelle Unterschiede zu diskutieren

	<ul style="list-style-type: none"> - sowohl das Konzept „interkulturelle Kompetenz“ als auch das der „sozialen Konstruktion von Wirklichkeit“ aus der Managementperspektive zu erläutern - diese Konzepte exemplarisch auf das Handeln in Alltags- und Konfliktsituationen im unternehmerischen Kontext und in fremden Märkten anzuwenden - Induktive Methoden und qualitative Instrumente der Kulturforschung zu unterscheiden und exemplarisch anzuwenden
Inhalte des Moduls	<ul style="list-style-type: none"> - Mechanistische und interaktionstheoretische Kommunikationsmodelle - Grundlagen der verstehenden Soziologie und der Symbolökonomie - Auswirkungen auf das Verständnis der Organisation als einer (sub-)kulturellen Einheit - Organisationsgeschichte - Beschaffenheit von Kulturen und Märkten aus mikro- und makrodimensionaler Perspektive - Stereotypen des Interpretierens in unterschiedlichen (regionalen, organisationalen, institutionellen) Kontexten - Interpretative Ansätze und Analysen im Change Management, in der Stakeholderkommunikation, im Business Behaviour - Fallstudien
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Bolten, Jürgen (Hrsg.) (2003): Interkulturelle Kommunikation. Verlag Wissenschaft & Praxis, Sternenfels [Auszüge]</p> <p>Fischer, Dirk (2005): Strategisches Management in der Symbolökonomie. (Theorie der Unternehmung; 27). Metropolis, Marburg [Auszüge]</p> <p>Hofstede, Geert; Hofstede, Gert J. (2005): Cultures and organizations : software of the mind : [intercultural cooperation and its importance for</p>

survival]. 2. überarb. und erw. Aufl. McGraw-Hill, New York
[Auszüge]

Zusätzlich empfohlene Literatur:

Berger, Peter L.; Luckmann, Thomas (2007): Die gesellschaftliche Konstruktion der Wirklichkeit : eine Theorie der Wissenssoziologie. (Fischer; 6623). 21. Aufl. Fischer, Frankfurt

Gudykunst, William B.; Kim, Young Y. (2003): Communicating with strangers : an approach to intercultural communication. 4. Aufl. Reprint McGraw-Hill, New York

Stahl, Heinz K.; Menz, Florian (2008): Handbuch Stakeholderkommunikation : Grundlagen, Sprache, Praxisbeispiele. (Kolleg für Leadership und Management; 4). Schmidt, Berlin

Weick, Karl E. (1995): Sensemaking in organizations. 10. Aufl. Sage, Thousand Oaks

Georg Schreyögg (2008): Organisation: Grundlagen moderner Organisationsgestalt

Grundlagen des strategischen Managements

Status: August 2010

Modul-Nr./ Code	0.2.2 STRA
Modulbezeichnung	Grundlagen des strategischen Managements
Semester oder Trimester	2. Semester
Dauer des Moduls	Ein Semester
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	Einführung in das Management und seine quantitativen Methoden (EMQM)
Verwendbarkeit des Moduls für andere Studiengänge	Dieses Modul ist Bestandteil der Studiengänge IB, IMK, IMA, ITM, MKE, KM und EM
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Prof. Dr. Becker, NN
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	5
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	150 Stunden (davon 42 Kontaktstunden)
SWS	3
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkte	Klausur 120' am Ende des Semesters § 14 (2) SPO 31.08.2009
Gewichtung der Note in der Gesamtnote	2,5 %
Qualifikationsziele des Moduls	Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, - Bedeutung und Ablauf strategischer Entscheidungsprozesse in globalen Märkten darzustellen

	<ul style="list-style-type: none"> - Ausgewählte Methoden der internationalen Unternehmens-, Umfeld-, Markt- und Wettbewerbsanalyse darzustellen und anzuwenden - Verschiedene Konzepte des strategischen Managements zu vergleichen, strategische Alternativen zu formulieren und systematisch geeignete Strategiealternativen auszuwählen - Methoden zur Umsetzung und Implementierung einer Strategie anzuwenden - Strategien als Konstruktion und Interaktion der Unternehmung mit ihren gesellschaftlichen Umwelten zu verstehen und kritisch reflektieren zu können
<p>Inhalte des Moduls</p>	<ul style="list-style-type: none"> ○ Strategische Denkweisen und Strategische Konzepte <ul style="list-style-type: none"> ○ Historische Annäherung ○ Kontingenz- und interaktionstheoretische Annäherungen ○ Market based View ○ Resource based View ○ Entrepreneurship ○ Corporate Strategy ○ Competitive Strategy ○ Functional Strategies <ul style="list-style-type: none"> ▪ Strategisches Talent Management ▪ F&E und Technologie Strategien ▪ Sourcing Strategien ○ Der Prozess des strategischen Managements <ul style="list-style-type: none"> ○ Konzeptionelle Ansätze ○ Zielfindung ○ Strategische Planung ○ Strategiementierung ○ Strategische Kontrolle ○ Strategische Methoden und Frameworks <ul style="list-style-type: none"> ○ SWOT ○ Wettbewerbsanalyse ○ Portfolio-Analyse

	<ul style="list-style-type: none"> ○ Five Forces ○ Diamond Model ○ Weak Signals und Early Recognition ○ Anticipation ○ /-S Framework (McKinsey) ○ PPM ○ Strategisches Management und Business Development ○ Strategie und Gesellschaft, eine kritische Reflexion
<p>Lehr- und Lernmethoden des Moduls</p>	<p>Interaktive Vorlesung, Gruppenarbeit, Quellenarbeit, Fallstudien, Medien</p>
<p>Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)</p>	<p>Gastvorträge von Experten aus Praxis und Wissenschaft</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Pfriem, Reinhard (2006): Unternehmensstrategien : ein kulturalistischer Zugang zum Strategischen Management. (Grundlagen der Wirtschaftswissenschaft; 12). Metropolis Verlag, Marburg</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p>Ansoff, H. Igor (1976): Managing surprise and discontinuity : strategic response to weak signals. In: Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung : ZfbF. Volume 28. S. 129 ff.</p> <p>Becker, Lutz (Hrsg.) (2008): Management und Führungspraxis : Digitale Fachbibliothek. Symposion, Düsseldorf [Wird in Auszügen zur Verfügung gestellt]</p> <p>Burgelman, Robert A. (2002): Strategy is destiny : how strategy-making shapes a company's future. Free Press, New York</p> <p>Daft, Richard L. (2008): New era of management. 2. Aufl. Thomson South Western, Mason [Chapters 1 -9]</p> <p>Fink, Alexander; Siebe, Andreas (2006):</p>

Handbuch Zukunftsmanagement : Werkzeuge der strategischen Planung und Früherkennung. Campus Verlag, Frankfurt

Grant, Robert M.; Nippa, Michael (2006): Strategisches Management : Analyse, Entwicklung und Implementierung von Unternehmensstrategien. 5. Aufl. Pearson Studium, München

Hamel, G; Prahalad, C. K. (1990): The core competence of the corporation. In: Harvard Business Review : HBR. Volume 68. S. 79 ff.

March, James G.; Olsen, Johan P. (1976): Ambiguity and choice in organizations. Universitetsforlaget, Bergen

Mintzberg, Henry (2000): The rise and fall of strategic planning. Prentice Hall, London

Porter, Michael E. (1980): Competitive strategy : techniques for analyzing industries and competitors. Free Press, New York

Porter, Michael E. (1985): Competitive advantage : creating and sustaining superior performance. Free Press, New York

Ramirez, Rafael; Heijden, Kees van der (2007): Scenarios to develop strategic options : a new integrative role for scenarios in strategy. In: Sharpe, Bill (Hrsg.) (2007): Scenarios for success : turning insights into action. Wiley & Sons, Chichester

English as a Foreign Language 2

Status: August 2010

Module-Nr./ Code	0.2.3 EFL2
Module title	English as a foreign language (Business English) 2
Semester or trimester	2 nd Semester
Duration of module	Single Semester
Course type (mandatory, elective, etc.)	Mandatory
Frequency of module	Once a year (SS)
Entry requirements	0.1.4 EFL1
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MEEC, CA and EM programmes
Person responsible for the module	Simon Geraghty
Names of the instructors	Simon Geraghty, Amanda Habbershaw, Gerard Taylor. Foreign language instructors (native speaker teachers)
Teaching language	English
Number of ECTS credits	4
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 120 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level C1 Written examination (90') and test § 14 (2) / § 14 (3) SPO 31.08.2009
Weighting of the grade within the total grade	2%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: ➤ communicate in a broad variety of business situations in the English language,

	<ul style="list-style-type: none"> ➤ know the advanced terminology used in business as well as the language for specific purposes and apply it in practical business situations, ➤ write complex texts, ➤ use some of the most important rhetorical skills in English business communication environments, ➤ participate actively in practical situations, initiating both subject-oriented discussions as well as interpersonal talk. <p>English Level C1 (according to the Common European Framework of Reference for Languages)</p>
Content	Introduction to advanced business English terminology and vocabulary for specific purposes on an abstract and idiomatic level, advanced communication skills (written and oral), application of knowledge and skills in complex role plays and case studies, practice listening skills using audiovisual media, systematic grammar revision etc.
Teaching and learning methods of the module	Interactive lectures, case studies, role plays: exercises focussing on listening comprehension and oral production, reading comprehension and writing production
Special features (e.g. online activities, event/company visits, guest speakers etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Trappe, Tonya; Tullis, Graham (2006): Teacher's book : intermediate business english. (Intelligent business). Longman, Harlow</p> <p>Trappe, Tonya; Tullis, Graham (2005): Coursebook : ntermediate business english. (Intelligent business). Longman, Harlow</p> <p>Trappe, Tonya; Tullis, Graham (2006): Coursebook : upper intermediate business English. (Intelligent business). Longman, Harlow</p> <p>Cotton, David; Falvey, David; Kent, Simon (2003): Course book. (Market Leader :</p>

intermediate business english). Longman, Harlow

Flinders, Steven; Sweeney, Simon (1996): Business english pair work. Penguin Books, London

Crowther-Alwyn, John (1997): Business roles : 12 simulations for business english. Cambridge University Press, Cambridge

Allison, John; Powell, Mark (2005): In company : case studies. Macmillan, Oxford

Emmerson, Paul (2002): Business grammar builder. Macmillan, Oxford

Periodika:

- The economist : London, New York
- Newsweek : the international newsmagazine. New York
- New York Times
- Financial Times
- BBC News

Culture Marketing

Status: August 2010

Module-Nr./ Code	6.3.1 CUMA
Module title	Culture Marketing
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Prof. Dr. Sonnenburg, Prof. Dr. Zerr
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 42 contact hours, 138 self-study
Hours per week	3
Assessment type / requirement for the award of credits	Seminar paper § 14 (5) CER 31.08.2009 Withdrawal latest by 8 th November 2010 Presentation period: 15 th November to 9 th December 2010 Begin of assignment work: 15 th November 2010 Submission deadline: 15 th November 2010
Weighting of the grade within the total grade	3 %

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> - analyse and interpret the demands of the receiver on a work of art as a commercial good, a symbol and in terms of its aesthetic impact - assess the characteristics of the cultural market - develop specific strategies to market art products and productions (estimate market potential and develop strategies to cultivate markets)
<p>Content of the module</p>	<p>Fundamentals of marketing</p> <ul style="list-style-type: none"> - Systematic classification of culture marketing as a part of management - Market research, market segmenting, marketing audits (with historically critical trend and audience analysis) - Target group definition and targeting (typologies, behaviour patterns and deduction of proposition) - Concept development for marketing strategies (market and public positioning, communication and PR in the culture industry)
<p>Teaching and learning methods of the module</p>	<p>Lectures, exercises, case studies, self-study</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	<p>Guest speaker from a cultural institution (e.g. Mr Mölich-Zebhauser, Baden-Baden Festival Hall)</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Scheff Bernstein, Joanne (2007): Arts marketing insight : the dynamics of building and retaining performing arts audiences. Jossey Bass, San Francisco</p>

Colbert Francois (2001): Marketing culture and the arts. 2.ed. Presses HEC, Montreal

Supplementary recommended reading:

Byrnes, William J. (2003): Management and the arts. 3. ed. Focal Press, Oxford

Kolb, Bonita M. (2004): Marketing for Cultural Organisations: New Strategies for Attracting Audiences to Classical Music, Dance, Museums, Theatre and Opera. 2. ed. Thomson Learning, London

Kotler, Philip; Scheff, Joanne (1997): Standing room only: strategies for marketing the performing arts. Harvard Business School Press, Boston

Culture Financing and Culture Law

Status: August 2010

Module-Nr./ Code	6.3.2 CFCL
Module title	Culture Financing and Culture Law
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Introduction to Cultural Administration
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Riedel, Fischer
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 42 contact hours, 138 self-study
Hours per week	3
Assessment type / requirement for the award of credits	Written Examination 120' § 14 (2) CER 31.08.2009 Withdrawal latest by 29 th October 2010 Examination date: 5 th November 2010
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: - outline the different legal organisation

	<p>forms in the culture industry</p> <ul style="list-style-type: none"> - evaluate the available legal organisation forms, select suitable ones and implement legal instruments appropriately - evaluate and use the different forms of financing for culture (public/state; private financing, sponsoring, fundraising, foundations)
Content of the module	<ul style="list-style-type: none"> ○ Culture law: case studies in the culture industry, work with visitors, artists, performers, technical providers and other players and suppliers. ○ Practice of law applicable to works and services in the culture industry ○ Event and artists social insurance, legal issues of financing culture projects via sponsoring, foundations and fundraising ○ Intellectual property rights ○ Fundamentals of financing in the culture industry, regional and state support of culture, cross-national financing (EU and UNESCO funded projects), sponsoring, foundations, fundraising
Teaching and learning methods of the module	Lectures, exercises, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Hopkins, Bruce R. „The Law of Fundraising“, 2008, 3. Edition, booktopia</p> <p>Fikentscher Wolfgang „Cultur, Law and Economics“, 2004 Stämpfli Verlag</p> <p>Hopkins, Bruce R. (2009) „The Law of Fundraising“, 3. Edition, booktopia</p>

Warner Irving,“ The Art of Fundraising, 2001, published by Harper& Row

Fechner, Frank (2009): Medienrecht : Lehrbuch des gesamten Medienrechts unter besonderer Berücksichtigung von Presse, Rundfunk und Multitmedia. 9. überarb. und erg. Aufl. (UTB; 2154). Mohr Siebeck, Tübingen

Supplementary recommended reading:

Brooks Hopkins Karen; „Successful Fundraising for Arts and Cultural organizations, 2. Edition, 1997, ORYX press

Warner Irving,“ The Art of Fundraising, 1975 published by Harper& Row

Bruhn, Manfred; Mehlinger, Rudolf (1995): Allgemeiner Teil. 2. überarb. und aktual. Aufl. (Rechtliche Gestaltung des Sponsoring : Vertragsrecht, Steuerrecht, Medienrecht; 1). Beck, München

Bruhn, Manfred; Mehlinger, Rudolf (1999): Spezieller Teil. 2. überarb. und aktual. Aufl. (Rechtliche Gestaltung des Sponsoring : Vertragsrecht, Steuerrecht, Medienrecht; 2). Beck, München

Fechner, Frank (2008): Medienrecht : Lehrbuch des gesamten Medienrechts unter besonderer Berücksichtigung von Presse, Rundfunk und Multitmedia. 9. überarb. und erg. Aufl. (UTB; 2154). Mohr Siebeck, Tübingen

Heinrichs, Werner (1997): Kulturpolitik und Kulturfinanzierung : Strategien und Modelle für eine politische Neuorientierung der Kulturfinanzierung. Beck, München [kapitelweise]

Heinze, Thomas (Hrsg.) (1999): Kulturfinanzierung : Sponsoring, Fundraising, Public-Privat-Partnership. (Hagener Studien zum Kulturmanagement; 1). Lit-Verl., Münster

Unverzagt, Alexander et al. (Hrsg.) (19XX): Handbuch Kultur und Recht :

praxisorientiertes Rechtshandbuch für
Künstler und Kulturmanager. Raabe, Stuttgart
(Loseblattsammlung)

Püschel, Heinz (1997): Urheberrecht : eine
Einführung in das Urheberrecht mit dem
TRIPS-Abkommen über handelsbezogene
Aspekte der Rechte des geistigen Eigentums.
Haufe, Freiburg

Unverzagt Alexander (1998) Handbuch
Kultur und Recht, Raabe Stuttgart

**Carl Christian Müller, Michael
Truckenbrodt**

Handbuch Urheberrecht im Museum
Praxiswissen für Museen, Ausstellungen,
Sammlungen und Archive
Erscheint im Juni 2010,
ISBN 978-3-8376-1291-2

Introductory Company Project

Status: August 2010

Module-Nr./ Code	0.3.1 IPRO
Module title	Introductory Company Project
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	“Introduction to scientific research methods” and “Basic Principles in strategic Management”
Applicability of the module to other programmes	This module is part of all the programmes at Karlshochschule International University. The subject of the project varies according to the programme specialisation of the students.
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Prof. Dr. Sonnenburg
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self- study and contact hours)	180 hours, of which 84 contact hours
Hours per week	6
Assessment type / requirement for the award of credits	Project work § 14 (11) CER 31.08.2009 Withdrawal latest by 10 th November 2010 Begin 17 th November 2010 Presentation latest by 4 th February 2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	In teams, the students find a project, plan it autonomously and implement it as far as it is feasible, starting with the generation of an idea and concluding with a presentation of the

	<p>results. In this process, they learn creative techniques and project management methods and develop communication and team-working skills.</p> <p>Students who have successfully participated in this module will be able to:</p> <p>to develop a project idea and alternative approaches using selected creative techniques</p> <p>to plan a project, carry it out and supervise it using appropriate methods, present it in its various steps, including the following:</p> <ul style="list-style-type: none"> ○ formulate a project brief ○ describe and assume the roles in a project team ○ draw up a project structure plan and a milestones plan ○ draw up a Gantt chart ○ plan and allocate resources using objective, time-related and budgetary criteria ○ draw up and present a project report and other reports (progress report, change request, meeting minutes etc.) ○ implement specific controlling instruments <p>The students are also able to work in teams and recognise the opportunities and problems that arise from teamwork. They are also able to find ways out of a crisis and solve conflicts. The project also gives them experience in collaboration based on the division of labour.</p>
<p>Content of the module</p>	<ul style="list-style-type: none"> ○ Introduction to the concept of the module ○ Historical outline and its role in a corporate context ○ Development, formulation and evaluation of a project idea and alternative approaches using selected creativity techniques ○ Project management starting with the project brief and concluding with the presentation of the results ○ Definition of the project objective ○ Formulation of the project brief

	<ul style="list-style-type: none"> ○ Composition of a project team ○ Draw up a project structure plan and a milestones plan ○ Draw up Gantt charts ○ Plan and allocate resources using objective, time-related and budgetary criteria and find alternatives ○ Time buffer and uncertainty, critical path ○ Reporting and controlling instruments: progress report, change request, meeting minutes etc. ○ Implement controlling instruments ○ Overview of the architecture and application of selected project tools ○ Teambuilding, communication in a project, conflict management and crisis management ○ Revision and critical analysis
Teaching and learning methods of the module	Interactive lectures Exercises Team work
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	An internal project defined by the students (in exceptions also an external project) should be completed or carried out up to a specific milestone.
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Verzug, Eric (2008): The fast forward MBA in Project Management; Wiley & Sons</p> <p><u>Supplementary recommended reading:</u></p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2009): Projektführung und Projektmanagement. Symposion, Düsseldorf</p> <p>Boos, Evelyn (2007): Das große Buch der Kreativitätstechniken. Compact, München</p> <p>Levine, Harvey A. (2005): Project portfolio management. Jossey-Bass, San Francisco</p> <p>Michalko, Michael (2006): Thinkertoys: A handbook of creative-thinking techniques. 2nd edition, Ten Speed, Berkeley</p> <p>Schelle, Heinz (2010): Projekte zum Erfolg führen : Projektmanagement systematisch und kompakt. 6. überarb. Aufl. Beck, München</p>

Resources: Financial Resources, Human Resources, Organisation

Status: August 2010

Module-Nr./ Code	0.3.2 RESO
Module title	Resources: Financial Resources, Human Resources, Organisation
Semester or trimester	3rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	Seminars, accompanied by tutorials to optimise the link between theory and practice
Frequency of module	Once a year
Entry requirements	Module 0.1.1. EMQM
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MCCE, CA and EM programmes
Person responsible for the module	Thomas Engelhard
Name(s) of the instructor(s)	Prof. Dr. Ankenbrand
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 hours (of which 84 contact hours)
Hours per week	6
Assessment type / requirement for the award of credits	Written examination 180' at the end of the semester § 14 (2) CER 31.08.2009 Withdrawal latest by 5 th January 2011 Examination date: 12 th January 2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> - present the execution of strategic planning within the context of the management process via the selection, procurement, allocation, deployment and organisation of financial and human resources - explain the term resources in the context of a “resource-based view” - assess, allocate suitably depending on the situation and develop various resources from a general management perspective in the context of varying conditions (“constraints”), strategies and conflict situations (“tensions”) - apply different methods of researching and making decisions regarding the procurement measures required in a company - describe the tasks and instruments of financial management (financial consequences of productivity-based decisions, alternative forms of financing, short and long-term financial and liquidity planning, capital expenditure budgeting including its mathematical principles) - understand the role of human resource management within the context of general management, explain and critically question the most important structures and processes of HRM and apply selected methods and tools of personnel management - present the basic functional, institutional and behaviour-related aspects of the organisation, give a basic outline of research in the field of organisational theory and discuss various theoretical approaches - analyse the composition of the organisation and its formal structure, interpret the objectives and conditions of structuring an organisation and assess organisation structures with a view to the situation and cultural context
Content of the module	- Differentiation between the factors work

	<p>and capital</p> <ul style="list-style-type: none"> - The interrelation between productivity-based and financial decisions in a company - Decisions on the employment of capital (principles, static and dynamic methods of capital expenditures budgeting) - Decisions on the procurement of capital (systemisation and presentation of various financing types) - Tasks and instruments of financial management - Principles of financial and liquidity planning - Development and implementation of HR strategies - HR planning and procurement - HR selection - Personnel leadership, employee loyalty, personnel development - Views of man, work structuring, motivation, performance and reward - Conditions, objectives and concept of international HRM - Diversity as a challenge for personnel development - Interdependency between the organisation and the individual - Organisation with the context of starting a company - The organisation from an institutional, functional and instrumental perspective - Organisational conditions and tensions - Structures and processes in conflict areas of formal and informal organisation - The impact of corporate culture on organisation structuring
Teaching and learning methods of the module	Interactive lectures, group work and group discussions
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Jones, Gareth (2010) Organizational Theory, Design, and Change: Global Edition, 6th Edition, Pearson Higher Education</p> <p>Torrington, Derek; Hall, Laura; Taylor,</p>

Steven (2009) Fundamentals of Human Resource Management: Managing People at Work, Financial Times Press

Watson, Denzil; Head, Antony (2009) Corporate Finance, 5th Edition, Financial Times/ Prentice Hall

Supplementary recommended reading:

Levitt, Steven; Dubner, Stephen (2009) Freakonomics: A Rogue Economist Explores the Hidden Side of Everything

Boddy, David (2010) Management, Financial Times Press

Schreyögg, Georg; Koch, Jochen (2009): Grundlagen des Managements : Basiswissen für Studium und Praxis. 2. Aufl. Gabler, Wiesbaden

Thommen, U.G.; Achleitner, A.-K. (2009): Allgemeine Betriebswirtschaftslehre - Umfassende Einführung aus managementorientierter Sicht, Gabler

Arabic 1

Status: August 2010

Module-Nr./ Code	0.3.3 ARA1
Module title	Arabic 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Arabic has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90 mins) and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 6 th January 2011 Examination date: 13 th January 2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: ➤ know the basics of the Arabic alphabet

	<p>and, with guidance, structure simple sentences and classify individual elements,</p> <ul style="list-style-type: none"> ➤ know the basics of the phonetic system and name the most important differences between the Arabic language and their own language using examples, ➤ produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone).
Content of the module	<ul style="list-style-type: none"> – The alphabet (sounds and written), the article, gender, the nominal sentence, numbers, the adjective, radical, the broken plural, declination and conjugation, prepositions. – The house; the telephone conversation; in town; breakfast with the family; at the market; giving directions; receiving somebody; going out; the Arab League; Europe. – The phonetic and graphic code of the foreign language. – The type of basic grammatical structure (root languages, iconographic languages, spoken languages) and construction principles. – Basic vocabulary. – Learning aids.
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Language textbook:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8. Aufl. Langenscheidt, Berlin</p>

Chinese 1

Status: August 2010

Module-Nr./ Code	0.3.3 CHI1
Module title	Chinese 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Chinese has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 6 th January 2011 Examination date: 13 th January 2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> ➤ know the basics of the Chinese alphabet and, with guidance, structure simple sentences and classify individual elements, ➤ know the basics of the phonetic system and name the most important differences between the Chinese language and their own language using examples, ➤ produce simple sentences and carry out the most important ritual conversations (e.g. greeting someone).
Content of the module	<ul style="list-style-type: none"> – The phonetic and graphic code of the foreign language. – The type of basic grammatical structure (root languages, iconographic languages, spoken languages) and construction principles. – Basic vocabulary. – Learning aids.
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Direct online learning of the Chinese phonetic and written alphabet in the lessons.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): <i>Wir lernen chinesisches</i>. Renmin Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): <i>Chinesisch erleben</i>. Gaodeng Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): <i>Umgangschinesisch effektiv : ein Crash-Kurs der chinesischen Umgangssprache</i>. Schmetterling, Stuttgart</p>

French 1

Status: August 2010

Module-Nr./ Code	0.3.3 FRA1
Module title	French 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if French has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.1. (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 4 th January 2011 Examination date: 11 th January 2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> ➤ deal with simple everyday situations in the spoken language, ➤ understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> ➤ understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> ➤ use their spoken language to take part in a suitable range of advanced business communication situations, ➤ draw up accompanying written documents.
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the French-speaking world <p>Target level A1, specifically:</p> <p>The basics of the phonetic and written form of the foreign language</p> <p>Basic grammatical structures</p> <p>Basic lexis</p> <p>Learning aids</p> <p>Target level B1 and B2, specifically:</p> <p>Consolidation of knowledge of the language in oral and grammatical exercises</p> <p>Extension of the general vocabulary and the basics of business vocabulary</p> <p>Specialised texts</p> <p>Learning aids</p>

Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 1, méthode de français (A1-A2), CLE International</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 2, méthode de français (A2), CLE International</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 3, méthode de français (B1), CLE International</p> <p>Penfornis, Jean-Luc (2002) Français.com, CLE International</p>

Russian 1

Status: August 2010

Module-Nr./ Code	0.3.3 RUS1
Module title	Russian 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory (if Russian has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 4 th January 2011 Examination date: 11 th January 2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> ➤ know the Cyrillic alphabet and read simple texts, ➤ deal with simple everyday situations in the spoken language, ➤ understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language.
Content of the module	<p>The phonetic and graphic code of the Russian language.</p> <p>Basic grammatical structures Basic lexis Learning aids</p>
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Loos, Harald; Berditschewski, Anatoli (2008): Projekty : ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2001): Kljuci 1 : ein Russischlehrwerk für Erwachsene. Hueber, Ismaning (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2004): Kljuci 2 : ein Russischlehrwerk für Erwachsene. Hueber, Ismaning (Medienkombination)</p>

Spanish 1

Status: August 2010

Module-Nr./ Code	0.3.3 SPA1
Module title	Spanish 1
Semester or trimester	3 rd semester
Duration of module	Single semester
Course type (Mandatory, elective, etc.)	Mandatory (if Spanish has been selected as second foreign language)
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	None (placement test)
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University
Person responsible for the module	Beatriz Tapia Adler
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.1. (Beginners), A2-B1 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 6 th January 2011 Examination date: 13 th January 2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> ➤ deal with simple everyday situations in the spoken language, ➤ understand and deal with basic standard situations (e.g. filling in forms) using their knowledge of the written language. <p>Intermediate:</p> <ul style="list-style-type: none"> ➤ understand and deal with topics which are familiar (work, school, leisure, etc.) or of personal interest. Can describe experiences and events, briefly justify and explain opinions and plans. <p>Advanced:</p> <ul style="list-style-type: none"> ➤ use their spoken language to take part in a suitable range of advanced business communication situations, ➤ draw up accompanying written documents.
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> – Communication skills in everyday situations – Pronunciation and intonation – General vocabulary – Basic grammar – Business vocabulary – Simple application of the language in professional situations – Production of simple texts – Initial contact with the civilisation and culture of the Spanish-speaking world <p>Target level A1, specifically:</p> <p>The basics of the phonetic and written form of the foreign language</p> <p>Basic grammatical structures</p> <p>Basic lexis</p> <p>Learning aids</p> <p>Target level B1, B2, specifically:</p> <p>Consolidation of knowledge of the language in oral and grammatical exercises</p> <p>Extension of the general vocabulary and the basics of business vocabulary</p> <p>Specialised texts</p>

	Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>González Salgado, C. (2007): ene A1, Der Spanischkurs, Hueber Verlag</p> <p>González Salgado, C.; Sanz Oberberger, C. (2008): ene A2, Der Spanischkurs, Hueber Verlag</p> <p>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E. (2008): ene B1.1, Der Spanischkurs, Hueber Verlag</p> <p>Bade, P.; Görrissen, M.; Mellado, R. (2007): Avenida (B2), Klett Verlag</p>

Management of Specific Cultural Segments and Cultural Institutions
Theatre and Orchestra Management

Status: August 2010

Module-Nr./ Code	6.4.1 CULT - THEA
Module title	Management of Specific Cultural Segments and Cultural Institutions / Theatre and Orchestra Management
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Compulsory elective
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Introduction to Cultural Administration
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Dingarten, Spiess
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180, of which 56 contact hours and 124 hours self-study
Hours per week	4
Assessment type / requirement for the award of credits	Case study, project work §14 (11) / §14 (12) SPO 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: - analyse the specific management

	<p>requirements for the following cultural segments: theatre and orchestra</p> <ul style="list-style-type: none"> - develop concepts which are suitable for the segment and apply specific management methods - analyse and select decision alternatives as regards the following cultural segments: theatre management and orchestra management
Content of the module	<ul style="list-style-type: none"> - Concepts of operational and strategic management for application in the theatre business and orchestra management - Current issues of cultural administration - Specific cultural administration for the specific segments with theme marketing, PR and media management
Teaching and learning methods of the module	Lectures, exercises, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Excursions to cultural institutions
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>Required reading:</p> <p>Pallin, Gail (2003): Stage management : the essential handbook. Hern, London</p> <p>Mulcahy, Lisa (2002): Building the successful theatre company. Allworth</p> <p><u>Supplementary recommended reading:</u></p> <p>Allmann, Uwe (1997): Innovatives Theatermanagement : eine Fallstudie. Dt. Univ.-Verlag, Wiesbaden</p> <p>Hoegl, Clemens (1995): Ökonomie der Oper : Grundlagen für das Musiktheater-Management : Analysen und Arbeitsinstrumente. Arcult Media, Bonn</p>

Brezinka, Thomas (2005):
Orchestermanagement :
ein Leitfaden für die Praxis. Bosse, Kassel

Röper, Henning (2006): Handbuch
Theatermanagement : Betriebsführung,
Finanzen, Legitimation und Alternativmodelle.
2. unveränd. Aufl. Böhlau, Köln

Allmann, Uwe (1998): Innovatives
Theatermanagement : eine Fallstudie.,
Deutscher Univ.-Verlag, Wiesbaden

Management of Specific Cultural Segments and Cultural Institutions
Art trade, gallery business, museums

Status: August 2010

Module-Nr./ Code	6.4.1 CULT - ART
Module title	Management of specific cultural segments and cultural institutions / art trade, gallery business, museums
Semester or trimester	4th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Compulsory elective
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Introduction to Cultural Administration
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Beebone
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180, of which 56 contact hours and 124 hours self-study
Hours per week	4
Assessment type / requirement for the award of credits	Case study, project work §14 (11) / §14 (12) SPO 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: - analyse the specific management

	<p>requirements for the following cultural segments: art trade, gallery business, museums</p> <ul style="list-style-type: none"> - develop concepts which are suitable for the segment and apply specific management methods - analyse and select decision alternatives as regards the specific cultural segment
Content of the module	<ul style="list-style-type: none"> - Concepts of operational and strategic management for application in the art trade, gallery business and museums - Current issues of cultural administration - Specific cultural administration for the art trade, gallery business and museum segment with theme marketing, PR and/or media management
Teaching and learning methods of the module	Lectures, exercises, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Excursions to cultural institutions
<p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Honour, Hugh; Fleming, John (1995): A world history of Art. 4. ed. King, London [S. 695 ff.]</p> <p>Sass, Louis A. (1998): Madness and modernism : insanity in the light of modern art, literature, and thought. 3. print. Harvard University Press, Cambridge</p> <p>Honour, Hugh; Fleming, John (2009): A world history of Art. 4. ed. King, London [S. 695 ff.]</p> <p>Klein, Hans-Joachim (1999): Der gläserne Besucher : Publikumsstrukturen einer Museumslandschaft. (Berliner Schriften zur Museumskunde; 8). Mann, Berlin</p>

Supplementary recommended reading:

Deutsches Museum von Meisterwerken der Naturwissenschaft und Technik

<München>; Noschka-Roos, Annette

(Hrsg.) (2003): Besucherforschung in Museen : Instrumentarien zur Verbesserung der Ausstellungskommunikation. (Public understanding of science / Theorie und Praxis; 4). Dt. Museum, München

Zimmer, Annette (Hrsg.) (1996): Das Museum als Nonprofit-Organisation : Management und Marketing. Campus, Frankfurt a. M.

Klein, Hans-Joachim (1990): Der gläserne Besucher : Publikumsstrukturen einer Museumslandschaft. (Berliner Schriften zur Museumskunde; 8). Mann, Berlin

Kurt Dröge & Detlef Hoffmann, Museum erscheint April 2010

Management of Specific Cultural Segments and Institutions
TV, film and media

Status: August 2010

Module-Nr./ Code	6.4.1 CULT - TV
Module title	Management of specific cultural segments and cultural institutions / TV, film / media
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Compulsory elective
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Introduction to Cultural Administration
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Pfanz
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 of which 56 contact hours and 124 hours self-study
Hours per week	4
Assessment type / requirement for the award of credits	Case study, project work §14 (11) / §14 (12) SPO 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: - analyse the specific management requirements for the following cultural

	<p>segments: TV/film and media</p> <ul style="list-style-type: none"> - develop concepts which are suitable for the segment and apply specific management methods - analyse and select decision alternatives as regards the specific cultural segment
Content of the module	<ul style="list-style-type: none"> - Concepts of operational and strategic management for application in the TV/film and media industry - Current issues of cultural administration - Specific cultural administration for the TV/film and media segment with theme marketing, PR and media management
Teaching and learning methods of the module	Lectures, exercises, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Excursions to cultural institutions
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Albarran, Alan B. et al. (Ed.) (2006): Handbook of media management and economics. Erlbaum, Mahwah</p> <p>Kellner Douglas (1995): Media culture : cultural studies, identity and politics between the modern and the postmodern. Rotledge, London</p> <p><u>Supplementary recommended reading</u></p> <p>Küng, Lucy; Picard, Robert G.; Towse, Ruth (2008): The internet and the mass media. Sage, Los Angeles</p> <p>Points, Jeremy (2007): Teaching TV drama. BFI, London</p> <p>Küng, Lucy (2008): Strategic management in the media : from theory to practice. Sage, Los Angeles</p>

	<p>Kellner Douglas (2006): Media culture : cultural studies, identity and politics between the modern and the postmodern. Rotledge, London</p>
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Dramatisation and Dramaturgy of Artistic Productions

Status: August 2010

Module-Nr./ Code	6.4.2 DRAP
Module title	Dramatisation and Dramaturgy of Artistic Productions
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Introduction to Cultural Administration
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	t.b.c.
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 56 contact hours, 124 self-study / project work
Hours per week	4
Assessment type / requirement for the award of credits	Learner's portfolio §14 (7) SPO 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: - evaluate and appraise works of art and artistic performances

	<ul style="list-style-type: none"> - stage artistic productions - develop and implement dramaturgies - plan, organise and manage cultural events in the different cultural sectors
Content of the module	<ul style="list-style-type: none"> - Development of dramaturgies with the involvement of dramatisation elements (such as storyline, storybord, suspense, falling action etc.) - Dramatisation location, decoration, stage design, sound, lighting & visual media, time structuring, catering as dramatisation element - Interaction processes, stage direction, visitor activation - Self-dramatisation / role theory, acting theories (according to Goffman) - Planning, organisation and management of cultural events
Teaching and learning methods of the module	Lectures, exercises, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Excursions to various cultural institutions
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Cardullo, Bert (Ed.) (2000): What is Dramaturgy? Lang, New York</p> <p>Mitchell, Katie (2008): The directors craft : a handbook for the theatre. Routledge, London</p> <p><u>Supplementary recommended reading:</u></p> <p>Goffmann, Erving (1990): The presentation of self in everyday life. Doubleday, New York</p> <p>Schäfer-Mehdi, Stephan (2005): Event-Marketing : Kommunikationsstrategie, Konzeption und Umsetzung, Dramaturgie und</p>

Inszenierung. 2. Aufl. Cornelsen, Berlin

Fischer-Lichte, Erika (Hrsg.) (1999):
Transformationen : Theater der neunziger
Jahre. (Kongreß der Gesellschaft für
Theaterwissenschaft e.V.; 4). (Theater der
Zeit / Recherchen; 2). Theater der Zeit, Berlin

Fischer-Lichte, Erika (2004): Ästhetik des
Performativen. (Edition Suhrkamp; 2373).
Suhrkamp, Frankfurt

Fischer-Lichte, Erika (2009): Ästhetik des
Performativen. (Edition Suhrkamp; 2373).
Suhrkamp, Frankfurt

Advanced Company Project

Status: August 2010

Module-Nr./ Code	0.4.1 APRO
Module title	Advanced Company Project
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.1. IPRO
Applicability of the module to other programmes	This module is part of all the programmes at Karlshochschule International University. The subject of the project varies according to the programme specialisation of the students.
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Prof. Dr. Sonnenburg
Teaching language	German/English/other (depends on the subject of the project and the "sponsor")
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 56 (contact hours) + 124 (self-study)
Hours per week	4
Assessment type / requirement for the award of credits	Project work § 14 (11) CER 31.08.2009
Weighting of the grade within the total grade	2 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: autonomously identify, plan and implement a selected social or business project, preferably

	international, e.g. from the fields of culture, tourism, marketing, business development, trade fair, convention, event, organisation, personnel etc. with the help of tutors (instructors) and supervisors (professors). This involves integrating, applying and implementing the knowledge acquired in the modules to date.
Content of the module	Autonomous development of a project idea and implementation of a project under supervision and in collaboration with external partners (“sponsors”). If relevant, students can base their project on work carried out in the project module in the 3rd semester.
Teaching and learning methods of the module	Project work in a team (tutored)
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<ul style="list-style-type: none"> ▪ The projects are developed in close collaboration with interested companies or social organisations (e.g. SIFE, Rotaract, Leos), in some cases on location ▪ Students draw-up a written presentation for the sponsor ▪ The following is assessed: <ol style="list-style-type: none"> 1. The content and formal quality of the presentation and documentation 2. The academic performance of the written paper, research and analysis ▪ Students are expected to carry out project management as regards content and timing, which is fully documented. They are expected deliver the following: <ol style="list-style-type: none"> 1. Put together and organise a project team 2. Coordinate with the sponsor and the university instructor and other stakeholders (other groups) 3. Draw up a project brief and target definition in writing 4. Milestone and project structure planning and schedule (Gantt chart) 5. Present the individual work packages (Who does what by when?) taking into consideration the personal time budget 6. Weekly status update for the client and the university instructor (project progress report and meeting minutes) including work packages,

	<p>to-do's of the relevant time period (planned, in progress / degree of completion, completed), plan/actual comparison</p> <ol style="list-style-type: none"> 7. Quality assurance, risk and problem management 8. Project conclusion, delivery of performance and meeting of deadlines
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>The selection of literature is carried out by the students with the guidance of their tutors. The following is a list of optional general background reading:</p> <p>Armstrong, Michael (2004): How to be an even better manager : a complete A-Z of proven techniques and essential skills. 6. Aufl. Kogan Page, London</p> <p>Armstrong, Michael; Stephens, Tina (2006): Management and leadership: a guide to managing for results. Repr. Kogan Page, London</p> <p>Becker, Lutz (Hrsg.) (2008): Management und Führungspraxis : Digitale Fachbibliothek. Symposion, Düsseldorf [Wird in Auszügen zur Verfügung gestellt]</p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2007): Führungspraxis und Führungskultur. (Die neue Führungskunst; 2). Symposion, Düsseldorf</p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2008): Führung, Wandel und Innovation. (Die neue Führungskunst; 3). Symposion, Düsseldorf</p> <p>Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2008): Projektführung und Projektmanagement. (Die neue Führungskunst; 4). Symposion, Düsseldorf (erscheint Ende 2008)</p> <p>Bentley, Colin (2002): Prince 2 : a practical handbook. 2. ed. Butterworth-Heinemann, Oxford</p> <p>Hölzle, Philipp (2007): Projektmanagement : professionell führen, Erfolge präsentieren. 2. Aufl. Haufe, Freiburg</p>

Kappler, Ekkehard; Seibel, Johannes J.; Sterner, Siegfried (1983): Entscheidungen für die Zukunft : Instrumente und Methoden der Unternehmensplanung. Frankfurter Allgemeine Zeitung GmbH, Frankfurt

Levine, Harvey A. (2005): Project portfolio management. Jossey-Bass, San Francisco

Mees, Jan; Oefner-Py, Stefan; Sünemann, Karl-Otto (1995): Projektmanagement in neuen Dimensionen : das Helogramm zum Erfolg. 2. überarb. und erw. Aufl. Gabler, Wiesbaden

Managerial Accounting

Status: August 2010

Module-Nr./ Code	0.4.2 MACC
Module title	Managerial Accounting
Semester or trimester	4th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	<ul style="list-style-type: none">- Introduction to Management and its Quantitative Methods- Strategic Planning- Resources: Finance, Human Resources, Organisation
Applicability of the module to other programmes	This module is part of the IB, ICM, IMA, ITM, MCCE, CA and EM programmes.
Person responsible for the module	Prof. Dr. Bernd Ankenbrand
Name(s) of the instructor(s)	Prof. Dr. Bernd Ankenbrand Thomas Engelhard
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 hours (of which 56 contact hours)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination 180' § 14 (2) CER 31.08.2009
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module are able to :

	<ul style="list-style-type: none"> - present the meaning of corporate accounting as source of information, which generates figures that are useful for external stakeholders to assess the company's business performance (external accounting, annual financial statement) and for internal stakeholders to make business decisions based on the data (internal accounting); - define the structure and the data of the annual financial statement, describe how the balance sheet is drawn up, including bookkeeping and the profit and loss account, explain the different items of the balance sheet and the profit and loss account and understand their significance - describe cost accounting as basis for budget planning and as basis for the calculation of products, services, contracts, projects etc.; - present the meaning of cost management and define adequate methods (cost / benefit calculation, calculation of cost types, cost centres and cost units, cost accounting and cost allocation); - The students are able to define what makes up project cost management and how it is carried out using an example.
Content of the module	<ul style="list-style-type: none"> o Corporate accounting as central source of information for the company o Sub-areas of corporate accounting and their functions o The fundamentals of the annual financial statement (composition, structure, approach and evaluation of the individual items of the balance sheet and the profit and loss statement) o The fundamentals of the structure, content and technique of double-entry accounting o The most important information in the appendix and the financial report o Analysis and policy of the balance sheet (objectives, instruments, composition

	<p>and operation)</p> <ul style="list-style-type: none"> ○ Controlling and traditional accounting (essential differences) ○ Tasks and functions of internal accounting ○ Composition and operation of cost accounting and cost allocation (calculation of cost types, cost centres and cost units) ○ Tasks and instruments of controlling ○ Cost management as joint task of accounting and controlling ○ The nature and shortcomings of traditional costing systems (full cost accounting and direct costing) ○ Strategic points of modern cost management (activity-based costing, target costing) ○ Project cost management ○ Case studies
Teaching and learning methods of the module	Interactive lectures, exercises, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>Weber, Jürgen; Schäfer, Utz (2008): Introduction to Controlling 11. vollst. überarb. Aufl. Schäffer-Poeschel, Stuttgart</p> <p>Williams, Jan R.; Haka, Susan F.; Bettner, Mark S. (2008): Financial accounting. 13. ed. McGraw-Hill, Boston</p> <p><u>Supplementary recommended reading:</u></p> <p>Kußmaul, Heinz; Bieg, Hartmut (2006): Externes Rechnungswesen. 4. völlig überarb. und erw. Aufl. Oldenbourg, München</p> <p>Wöhe, Günter; Kußmaul, Heinz (2008): Grundzüge der Buchführung und Bilanztechnik. 6. völlig überarb. Aufl. Vahlen, München</p>

	IFUA Horváth & Partner <Stuttgart> (2006): Horváth, Peter: Das Controllingkonzept. 6. Aufl. Beck, München
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Arabic 2

Status: August 2010

Module-Nr./ Code	0.4.3 ARA2
Module title	Arabic 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 ARA1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: <ul style="list-style-type: none">➤ have an extended knowledge of the fundamentals of the Arabic alphabet,➤ identify a suitable number of individual

	<p>elements,</p> <ul style="list-style-type: none"> ➤ deduct meaning from contexts, ➤ carry out simple dialogues in everyday situations.
Content of the module	<ul style="list-style-type: none"> – The perfect, the verb sentence, the nisbe ending, the genitive link, the suffixed personal pronouns, determination (summary), the adverb, the imperfect, the demonstrative pronouns, conjunctive and apocopate, the imperative, negation. – A personal letter; at the travel agent's; at the grocer's; in a restaurant; international news; in a bookshop; my university; in a hotel. – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbook:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8. Aufl. Langenscheidt, Berlin</p>

Chinese 2

Status: August 2010

Module-Nr./ Code	0.4.3 CHI2
Module title	Chinese 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 CHI1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: ➤ have an extended knowledge of the basics of the Chinese alphabet,

	<ul style="list-style-type: none"> ➤ identify a suitable number of individual elements, ➤ deduct meaning from contexts, ➤ carry out simple dialogues in everyday situations.
Content of the module	<ul style="list-style-type: none"> – Further phonetic and graphic characteristics of the foreign language code – Basic grammar – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Direct online learning of the Chinese phonetic and written alphabet in the lessons.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): Wir lernen chinesisches. Renmin Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): Chinesisches erleben. Gaodeng Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): Umgangschinesisches effektiv : ein Crash-Kurs der chinesisches Umgangssprache. Schmetterling, Stuttgart (Medienkombination)</p>

French 2

Status: August 2010

Module-Nr./ Code	0.4.3 FRA2
Module title	French 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 FRA1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	French (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.2 (Beginners), B1.2 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<p>Beginners:</p> <ul style="list-style-type: none"> ➤ deal with simple to more complex everyday situations and simple business situations in the spoken language, ➤ write standard texts (e.g. lists) autonomously in French <p>Intermediate:</p> <ul style="list-style-type: none"> ➤ use their spoken language to take part in a suitable range of advanced business communication situations, ➤ draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> ➤ use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, ➤ draw up accompanying simple written documents (handouts, short reports)
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically: Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference More complex grammar structures and varieties Basic lexis Learning aids</p> <p>Target level B1.2 and B2, specifically:</p>

	<p>Consolidation of knowledge of the language in oral and grammatical exercises</p> <p>Extension of the general vocabulary and the basics of business vocabulary</p> <p>Specialised texts</p> <p>Colloquial language</p> <p>Learning aids</p>
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
<p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 1, méthode de français (A1-A2), CLE International</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 2, méthode de français (A2), CLE International</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 3, méthode de français (B1), CLE International</p> <p>Penfornis, Jean-Luc (2002) Français.com, niveau intermédiaire, CLE International</p> <p>Penfornis, Jean-Luc (2003) Affaires.com, CLE International</p> <p>Steele, Ross (2004) Civilisation progressive du français, CLE International</p>

Russian 2

Status: August 2010

Module-Nr./ Code	0.4.3 RUS2
Module title	Russian 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 RUS1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: ➤ deal with simple to more complex everyday situations and simple business

	<p>situations in the spoken language</p> <ul style="list-style-type: none"> ➤ write standard texts (e.g. lists) autonomously in Russian.
Content of the module	<ul style="list-style-type: none"> – Specific phonetic characteristics of Russian – More complex grammar structures – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Loos, Harald; Berditschewski, Anatoli (2008): Projekty : ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2001): Kljuci 1 : ein Russischlehrwerk für Erwachsene. Hueber, Ismaning (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2004): Kljuci 2 : ein Russischlehrwerk für Erwachsene. Hueber, Ismaning (Medienkombination)</p>

Spanish 2

Status: August 2010

Module-Nr./ Code	0.4.3 SPA2
Module title	Spanish 2
Semester or trimester	4 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (SS)
Entry requirements	0.3.3 SPA1
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Beatriz Tapia Adler
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Spanish (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A1.2 (Beginners), B1.2 (Intermediate), B2 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<p>Beginners:</p> <ul style="list-style-type: none"> ➤ deal with simple to more complex everyday situations and simple business situations in the spoken language, ➤ write standard texts (e.g. lists) autonomously in Spanish <p>Intermediate:</p> <ul style="list-style-type: none"> ➤ use their spoken language to take part in a suitable range of advanced business communication situations, ➤ draw up accompanying written documents <p>Advanced:</p> <ul style="list-style-type: none"> ➤ use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, ➤ draw up accompanying simple written documents (handouts, short reports)
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> – Extension of lexical knowledge and consolidation of grammatical structures and contents as well as the progressive development of listening comprehension skills and written and spoken production skills. – Information on culture and civilisation is also included regularly in the course. – Extension of business terminology. Use of the terminology and the structures in business situations. <p>Target level A2, specifically: Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference More complex grammar structures and varieties Basic lexis Learning aids</p> <p>Target level B1.2 and B2, specifically:</p>

	<p>Consolidation of knowledge of the language in oral and grammatical exercises</p> <p>Extension of the general vocabulary and the basics of business vocabulary</p> <p>Specialised texts</p> <p>Colloquial language</p> <p>Learning aids</p>
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
<p>Literature</p> <p>(Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>González Salgado, C. (2007): ene A1, Der Spanischkurs, Hueber Verlag</p> <p>González Salgado, C.; Sanz Oberberger, C. (2008): ene A2, Der Spanischkurs, Hueber Verlag</p> <p>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E. (2008): ene B1.1, Der Spanischkurs, Hueber Verlag</p> <p>Bade, P.; Görrissen, M.; Mellado, R. (2007): Avenida (B2), Klett Verlag</p>

Current Issues in the Management of Cultural Institutions

Status: August 2010

Module-Nr./ Code	6.5.1 CISS
Module title	Current Issues in the Management of Cultural Institutions Modern Brand Metaphors
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Introduction to Cultural Administration
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Prof. Dr. Sonnenburg
Teaching language	Depends on the country selected for the semester abroad
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 (of which 56 contact hours)
Hours per week	4
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 31.08.2009 Withdrawal latest by 11 th October 2010 Begin of assignment work: 18 th October 2010 Presentation until: 10 th December 2010
Weighting of the grade within the total grade	3 %

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> - discuss the specific requirements of the management of cultural projects in an international context - evaluate the current academic industry discussions - develop solution models for cultural projects
<p>Content of the module</p>	<ul style="list-style-type: none"> - Operational and strategic cultural management concepts from an international perspective - Current issues of cultural management internationally (case studies) - Specific cultural management for individual cultures, countries and cross-national, international cultural projects - Application of current research methods
<p>Teaching and learning methods of the module</p>	<p>Lectures, exercises, case studies, projects, self-study</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	<p>Semester abroad</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Hartley, John (Hrsg.) (2005): Creative industries. Blackwell, Malden</p> <p>European Commission (2008): Report symposium for the european year of cultural dialogue www.interculturaldialogue.eu.web</p>

Supplementary recommended reading:

Schwencke, Olaf (2006): Das Europa der Kulturen - Kulturpolitik in Europa : Dokumente, Analysen und Perspektiven – von den Anfängen bis zur Gegenwart. 2. überarb. und erw. Aufl. (Edition Umbruch; 14). Kulturpolit. Gesellschaft, Bonn

International Culture Policy

Status: August 2010

Module-Nr./ Code	6.5.2 ICPO
Module title	International Culture Policy
Semester or trimester	5th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Sonnenburg
Name(s) of the instructor(s)	Prof. Dr. Vihinen
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180, of which 56 contact hours
Hours per week	4
Assessment type / requirement for the award of credits	Presentation § 14 (9) CER 31.08.2009 Withdrawal latest by 11 th October 2010 Begin of assignment work: 18 th October 2010 Presentation until: 7 th January 2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> - identify and assess the general framework, structures, processes and institutions of international cultural policy - create, discuss and plan international cultural projects - discover and appreciate differences due to culture - behave cooperatively and tolerantly and demonstrate team-working skills
Content of the module	<ul style="list-style-type: none"> - Internationalisation of culture (cultural exchange and intercultural dialogue) - The logic of actions of people working in the culture and arts industry as regards global markets - Overview of the general framework as regards cultural policy for art and culture in Europe and for selected global cultural projects - Case studies with discussions on strategy and courses of action
Teaching and learning methods of the module	Presentations, exercises, projects, case studies, self-study
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Required reading:</u></p> <p>ERICarts Institut for the European Commission (2008): Mobility Matters : study of mobility of artists and cultural professionals in Europe http://www.ericarts.org/web/index.php</p> <p>Commission of the European Communities (2007): European agenda for culture in a globalizing world http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2007:0242:FIN:EN:PDF</p>

Supplementary recommended reading:

Fuchs, Max; Kulturpolitik, neue Auflage 2007

Fuchs, Max (1998): Kulturpolitik als gesellschaftliche Aufgabe : eine Einführung in Theorie, Geschichte, Praxis. Westdt. Verlag, Opladen

Grossberg, Lawrence; Nelson, Cary; Treichler, Paula (Hrsg.) (1992): Cultural studies. Routledge, New York

Regional Studies

Status: August 2010

Module-Nr./ Code	0.5.1 REST
Module title	Regional Studies
Semester or trimester	5th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory module with selection possibilities
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Valid for all the students with the exception of those on the ICM programme, who select a complementary module to avoid duplication
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Müller
Name(s) of the instructor(s)	t.b.c.
Teaching language	English (in individual cases the module can be taught in the language spoken in the business and cultural area, providing the students have C1 proficiency in the language)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 hours, of which 42 contact hours
Hours per week	3
Assessment type / requirement for the award of credits	Seminar Paper § 14 (5) CER 31.08.2009 Withdrawal latest by 11 th October 2010 Begin of assignment work: 18 th October 2010 Submission deadline: 15 th November 2010 Presentation until: 7 th January 2011
Weighting of the grade within the total	3%

grade	
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <ul style="list-style-type: none"> – understand the social and cultural foundations of business behaviour in the cultural area of the host country and evaluate it with a view to their own business activity – discuss the alternatives of business actions (market entry) in the context of regional, economic background data and submit proposals – formulate business development and marketing prospects for the target region, specifically related to the subject of the programme they study (e.g. inbound and outbound tourism, trade fair activities, marketing and media industry, typical cultural institutions in the country etc.); these perspectives constitute the subject of the student assignment carried out under supervision
Content of the module	<ul style="list-style-type: none"> ○ Main features of integrated civilisation and geography ○ Demography and regional stereotypes ○ Socio-economic society structures ○ Current economy and politics ○ Composition and dynamics of the market and its media ○ Case studies on representative companies ○ International aspects of economic activities in the host country as well as market and demand requirements, in particular as regards the exchange between the host and the native country ○ Strategies for business actions in the target region <p>Selection possibilities (the students select one cultural area):</p> <ul style="list-style-type: none"> – Spanish-speaking countries and Brazil – French-speaking countries – Anglo-American countries – Arabia – East Asia / South-East Asia – Eastern Europe
Teaching and learning methods of the module	Interactive lectures

<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Moran, Robert T.; Harris, Philip R.; Moran, Sarah V. (2007): Managing cultural differences : global leadership strategies for the 21st century. 7. Aufl. Elsevier/Butterworth-Heinemann, Heidelberg/Amsterdam</p> <p>Diverse (kulturraumspezifisch) Einzelheiten werden zu Beginn der jeweiligen Lehrveranstaltung bekannt gegeben</p> <p><u>Supplementary recommended literature:</u></p> <p>Bolten, Jürgen (2007): Einführung in die interkulturelle Wirtschaftskommunikation. (UTB; 2922). Vandenhoeck & Rupprecht, Göttingen</p> <p>Walter, Rolf (2006): Geschichte der Weltwirtschaft: eine Einführung. (UTB; 2724). Böhlau, Köln</p> <p>Diverse (kulturraumspezifisch) Einzelheiten werden zu Beginn der jeweiligen Lehrveranstaltung bekannt gegeben.</p>

Change and Innovation

Status: August 2010

Module-Nr./ Code	0.5.2 CHIN
Module title	Change and Innovation
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	0.3.2 RESO Resources (HRM/Organisation)
Applicability of the module to other programmes	
Person responsible for the module	Prof. Dr. Becker
Name(s) of the instructor(s)	Prof. Dr. Becker
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	180 (of which 42 contact hours)
Hours per week	3
Assessment type / requirement for the award of credits	Learner's Portfolio § 14 (7) CER 31.08.2009 Withdrawal latest by 11 th October 2010 Begin of assignment work: 18 th October 2010 Submission deadline: 7 th January 2011
Weighting of the grade within the total grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: - analyse the socio-economic

	<p>processes of change and the socio-technical innovation processes from a general management perspective</p> <ul style="list-style-type: none"> - plan, structure and monitor corporate innovation processes and the processes of organisational change - implement appropriate management tools depending on the situation in order to achieve innovation objectives and to shape organisational change
Content of the module	<ul style="list-style-type: none"> ○ Socio-technical and socio-economic drivers of innovation and change ○ Business possibilities for shaping innovation and change, in particular the strategic and organisational integration of different innovation perspectives (e.g. product and process innovation with the innovation of distribution) ○ Innovation and change as management task ○ The basic methods of innovation and change management ○ Business development ○ Case studies
Teaching and learning methods of the module	<p>This is a research-focussed module with a strong emphasis on the student's individual research work. Applied methods: LdL (Learning by Teaching) / Case study creation / Interactive lectures / interviews with and talks by industry practitioners</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p><u>Reading:</u></p> <p>A list readings will be submitted with the syllabus in advance</p>

Arabic 3

Status: August 2010

Module-Nr./ Code	0.5.3 ARA3
Module title	Arabic 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 ARA2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Arabic (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 6 th January 2011 Examination date: 13 th January 2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: ➤ read and write brief standard texts,

	<ul style="list-style-type: none"> ➤ carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Revision of the conjunctive, the imperative, apocopate and negation. The dual, the numbers 1 and 2, question pronouns “how many”, the months, cardinal numbers, year numbers, the perfect form of verbs with و and ى, conjunctive and apocopate of verbs with و or ى, word order: إِنَّ and the subject of the sentence. – At my university; in a hotel; about Islam and Muslims; registering with the authorities; the President’s speech; interview with the President. – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbook:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8. Aufl. Langenscheidt, Berlin</p>

Chinese 3

Status: August 2010

Module-Nr./ Code	0.5.3 CHI3
Module title	Chinese 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 CHI2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Chinese (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 6 th January 2011 Examination date: 13 th January 2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to: ➤ read and write brief standard texts,

	<ul style="list-style-type: none"> ➤ carry out dialogues in everyday situations with a suitable level of complexity.
Content of the module	<ul style="list-style-type: none"> – Extension of basic grammar forms – Extension of basic vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester. Example: direct online learning of the Chinese phonetic and written alphabet in the lessons.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): Wir lernen chinesisich. Renmin Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): Umgangschinesisch effektiv : ein Crash-Kurs der chinesischen Umgangssprache. Schmetterling, Stuttgart (Medienkombination)</p>

French 3

Status: August 2010

Module-Nr./ Code	0.5.3 FRA3
Module title	French 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 FRA2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	French
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners), B2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 4 th January 2011 Examination date: 11 th January 2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> ➤ deal with more complex everyday situations and everyday business situations in the spoken language, ➤ write simple texts in French. <p>Intermediate:</p> <ul style="list-style-type: none"> ➤ use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, ➤ draw up accompanying simple written documents (handouts, short reports) <p>Advanced:</p> <ul style="list-style-type: none"> ➤ follow complex business communication situations and take part in them using the spoken language, ➤ write longer texts with analytical contents in French
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> – Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. – Use of language in business situations. <p>Target level A2, specifically: Complex grammatical structures and varieties Extension of general vocabulary, Specialist business language and texts Learning aids</p> <p>Target level B2 and C1, specifically: Consolidation of knowledge of the language in oral and grammatical exercises Specialist business vocabulary Different styles and degrees of formality</p>

	<p>Advanced writing Learning aids</p>
Teaching and learning methods of the module	<p>Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<p>Special features are specified at the beginning of the semester.</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 2, méthode de français (A2), CLE International</p> <p>Girardet, J.; Pécheur, J. (2008) : Écho 3, méthode de français (B1), CLE International</p> <p>Penfornis, Jean-Luc (2002) Français.com, niveau intermédiaire, CLE International</p> <p>Penfornis, Jean-Luc (2003) Affaires.com, CLE International</p> <p>Steele, Ross (2004) Civilisation progressive du français, CLE International</p>

Russian 3

Status: August 2010

Module-Nr./ Code	0.5.3 RUS3
Module title	Russian 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 RUS2
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Véronique Rigaud-Költzsch
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Russian (English or German, according to the students' linguistic proficiencies)
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 4 th January 2011 Examination date: 11 th January 2011
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> ➤ deal with a suitable range of everyday situations in the spoken language ➤ understand oral communication in a business context and make simple contributions in the spoken language ➤ write short texts (e.g. letters) autonomously in Russian.
Content of the module	<ul style="list-style-type: none"> – Extension of knowledge of grammar system – Extension of basic vocabulary – Basic business vocabulary – Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>Loos, Harald; Berditschewski, Anatoli (2008): Projekty : ein Russischlehrwerk für Beruf und Alltag. Hueber, Ismaning (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2001): Kljuci 1 : ein Russischlehrwerk für Erwachsene. Hueber, Ismaning (Medienkombination)</p> <p>Sokolowa, Ludmila; Zeller, Heiner (2004): Kljuci 2 : ein Russischlehrwerk für Erwachsene. Hueber, Ismaning (Medienkombination)</p>

Spanish 3

Status: August 2010

Module-Nr./ Code	0.5.3 SPA3
Module title	Spanish 3
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year (WS)
Entry requirements	0.4.3 SPA
Applicability of the module to other programmes	This module is part of all the undergraduate programmes at Karlshochschule International University.
Person responsible for the module	Beatriz Tapia Adler
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	Spanish
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study and contact hours)	Total workload = 180 hours (contact hours = 56)
Hours per week	4
Assessment type / requirement for the award of credits	Reach the level A2 (Beginners), B2 (Intermediate), B2-C1 (Advanced) according to the Common European Framework of Reference for Languages, CEFR Written examination (90') and test § 14 (2) / § 14 (3) CER 31.08.2009 Withdrawal latest by 6 th January 2011 Examination date: 13 th January 2011
Weighting of the grade within the total grade	3%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>Beginners:</p> <ul style="list-style-type: none"> ➤ deal with more complex everyday situations and everyday business situations in the spoken language, ➤ write simple texts in Spanish. <p>Intermediate:</p> <ul style="list-style-type: none"> ➤ use the spoken language in a versatile manner to deal with a suitable range of business communication situations autonomously, ➤ draw up accompanying simple written documents (handouts, short reports) . <p>Advanced:</p> <ul style="list-style-type: none"> ➤ follow complex business communication situations and take part in them using the spoken language, ➤ write longer texts with analytical contents in Spanish.
<p>Content of the module</p>	<p>The contents in general:</p> <ul style="list-style-type: none"> – Increase vocabulary and perfect their grammar knowledge in order to further improve their speaking and writing skills (discussion, expressing opinions, presenting an argument, negotiations) as well as training listening and reading comprehension skills. – Use of language in business situations. <p>Target level A2, specifically: Complex grammatical structures and varieties Extension of general vocabulary, Specialist business language and texts Learning aids</p> <p>Target level B2 and C1, specifically: Consolidation of knowledge of the language in oral and grammatical exercises Specialist business vocabulary Different styles and degrees of formality Advanced writing</p>

	Learning aids
Teaching and learning methods of the module	Exercises focussing on listening comprehension and oral production, reading comprehension and writing production.
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Special features are specified at the beginning of the semester.
Literature (Required reading/supplementary recommended reading)	<p>Recommendations to purchase books are made before the beginning of the semester.</p> <p>Language textbooks:</p> <p>González Salgado, C. (2007): ene A1, Der Spanischkurs, Hueber Verlag</p> <p>González Salgado, C.; Sanz Oberberger, C. (2008): ene A2, Der Spanischkurs, Hueber Verlag</p> <p>González Salgado, C.; Alcántara Alcántara, F.; Sanz Oberberger, C.; Douterelo Fernández, E. (2008): ene B1.1, Der Spanischkurs, Hueber Verlag</p> <p>Bade, P.; Görrissen, M.; Mellado, R. (2007): Avenida (B2), Klett Verlag</p>

Internship

Status: August 2010

Module-Nr./ Code	0.6.1 INTS
Module title	Internship
Semester or trimester	6 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	
Applicability of the module to other programmes	This module is part of all the programmes at Karlshochschule International University.
Person responsible for the module	Prof. Dr Stefan Sonnenburg
Name(s) of the instructor(s)	Professors acting as mentors in accordance with § 11 parag. 6 of the study and examination regulations
Teaching language	Depends on the location of the company
Number of ECTS credits	18
Total workload and its breakdown (e.g. self-study and contact hours)	540 hours (3 months = 480 hours internship and 60 hours for preparation and follow-up assignment)
Hours per week	3 hours per week for preparation and follow-up assignment
Assessment type / requirement for the award of credits	Internship analysis § 14 (10) CER 31.08.2009
Weighting of the grade within the total grade	4 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to (in accordance with the study and examination regulations):

	<ul style="list-style-type: none"> - apply and transfer the theoretical knowledge they acquired during their studies to practical problems and use their academic knowledge to critically question their practical experience - describe processes and structures in the company where they carry out the internship - analyse the business model, value chain and corporate and business segment strategy of the company where they carry out their internship - put into context and reflect their own experiences in the company, generate ideas from practice for their own (lifelong) learning and their bachelor thesis and critically question practice with the methods of their subject - identify problems and obstacles when trying to implement what they've learnt in practice and develop criteria for a successful transfer between theory and practice - draw up an implementation plan to support this transfer on the basis of self-evaluation of their own strengths and weaknesses and organise learning partnerships, networks to exchange experiences or follow-up measures
Content of the module	<ul style="list-style-type: none"> - Contents in accordance with the study and examination regulations: - Practical activity in a business function in a company, association or comparable organisation. - The following functional areas come into consideration: <ul style="list-style-type: none"> • Management/general management • Organisation • Marketing • Distribution • Controlling, finance and accounting

	<ul style="list-style-type: none"> • HR management • Project management • Procurement • Data processing • Appropriate operating department <p>- Analytical reflection of practical experience</p> <p>- Identification of relevant questions for the bachelor thesis</p> <p>- Analysis of problems/obstacles when applying what they have learnt</p> <p>- Development of factors of success when transferring into practice</p> <p>- Development of an implementation plan</p>
Teaching and learning methods of the module	<p>- Practical activity</p> <p>- Mentoring by a professor for the preparation and the follow-up assignment and guidance with reflection during the activity</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	Guidance with reflection during the activity is provided online in the form of e-learning
Literature (Required reading/supplementary recommended reading)	No requirements, appropriate use of the literature given in modules 0.3.1 IPRO and 0.4.1 APRO

Bachelor thesis including its defence

Status: August 2010

Module-Nr./ Code	0.6.2 BACH
Module title	Bachelor thesis including its defence (in accordance with §§ 15 and 16 of the study and examination regulations)
Semester or trimester	6 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	The students must have acquired 150 ECTS credits
Applicability of the module to other programmes	None
Person responsible for the module	Prof. Dr. Zerr
Name(s) of the instructor(s)	Tutor in accordance with § 15 parag. 4 of the study and examination regulations
Teaching language	English / German
Number of ECTS credits	12 (11 + 1)
Total workload and its breakdown (e.g. self-study and contact hours)	360 hours (thesis: 2 months plus preparation of the thesis defence)
Hours per week	
Assessment type / requirement for the award of credits	Bachelor thesis (weighting: 80 %) and defence of the bachelor thesis (weighting: 20 %) § 15 CER 31.08.2009
Weighting of the grade within the total grade	16%
Qualification objectives of the module	In accordance with § 15 parag. 1 of the study and examination regulations students who have successfully participated in this module will be able to:

	<ul style="list-style-type: none"> - investigate and answer an academic question independently using academic methods within a given time period - give a presentation summarising the results of their work (max. 20 mins) and defend it with informed academic arguments in a discussion (max. 20 mins)
Content of the module	– Bachelor thesis and defence of the bachelor thesis in accordance with §§ 15 and 16 of the study and examination regulations
Teaching and learning methods of the modul	Self-directed learning, support, if needed by the professor in charge
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	No special requirements, appropriate use of literature given in the modules 0.1.1 IMQM (0.1.1 EMQM) and 0.1.3 SCIE (0.1.3 WISS)