

Einführung in die MEEC-Branche

Status: March 2010

Modul-Nr./ Code	5.1.1 EIME
Modulbezeichnung	Einführung in die MEEC-Branche
Semester oder Trimester	1. Semester
Dauer des Moduls	einsemestrig
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	nein
Modulverantwortlicher/Modulverantwortliche	Prof. Stefan Luppold
Name der/des Hochschullehrer/s	Prof. Stefan Luppold
Lehrsprache	deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit) ⁶	180 Stunden, davon 56 Kontaktstunden
SWS	4
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Essay während des Semesters § 14 (6) SPO 31.08.2009
Gewichtung der Note in der Gesamtnote	3 %
Qualifikationsziele des Moduls	Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, - die MEEC-Branche zu definieren, in einen soziokulturellen Kontext einzuordnen,

	<p>hinsichtlich ihrer unterschiedlichen Facetten und Perspektiven zu beschreiben und gegenüber anderen Dienstleistungsbranchen abzugrenzen;</p> <ul style="list-style-type: none"> - gängige Fachzeitschriften hinsichtlich ihrer Zielgruppen, inhaltlichen Ausrichtung, Erscheinungsmodi etc. zu beschreiben - die quantitativen und qualitativen Dimensionen des Gesamtsystems MEEC und der verschiedenen Subsysteme darzustellen und zu diskutieren (Rekurs auf systemtheoretische Perspektive) - am Beispiel eines realen Fallbeispiels die in der Branche angewandten Methoden und Instrumente feststellen und einordnen zu können - den Stand der Theoriebildung und wissenschaftlichen Auseinandersetzung mit aktuellen Themen der MEEC-Branche zu erkennen
Inhalte des Moduls	<ul style="list-style-type: none"> - Einordnung des Faches MEEC-Management als wissenschaftliche Disziplin (Forschungsstand, Fachliteratur etc.) - Vorstellung gängiger Fachzeitschriften hinsichtlich ihrer Zielgruppen, inhaltlichen Ausrichtung, Erscheinungsmodi etc. - Einordnung der MEEC-Wirtschaft in generelle wirtschaftliche und sozialwissenschaftliche Disziplinen (Bezug zur Betriebswirtschaft, Volkswirtschaft, Sozialwissenschaften etc.) - Charakteristika und Strukturen der MEEC-Wirtschaft in der Praxis - Inhaltliche Dimensionen der MEEC-Wirtschaft im Überblick (Hardware, Software, Wirtschaftlichkeit (Wertschöpfungskette etc.), Organisation, Akteure und Netzwerke) - Analyse und Bewertung ausgewählter Praxisbeispiele unter Hinweis auf gängige Methoden und Instrumente
Lehr- und Lernmethoden des Moduls ⁹	<p>interaktive Vorlesung Anwendungsübungen mit Internetrecherche Übungen in Gruppenarbeit Praxisbeispiele Essay Writing Selbststudium</p>
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge etc.)	<p>Nach Möglichkeit werden Exkursionen zu ausgewählten Veranstaltungsstätten bzw.</p>

	<p>Veranstaltungen in das Modul integriert, um den Studierenden die Möglichkeit zum persönlichen Erleben ausgewählter Akteure sowie zur eigenen Netzwerkbildung (z. B. im Hinblick auf Praktika oder den späteren Berufseinstieg) zu bieten. Darüber hinaus werden zur Ergänzung der Vermittlung theoretischen Wissens Gastvorträge verschiedener, in der Praxis Tätiger in das Modul eingebunden.</p>
<p>Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)</p>	<p><u>Pflichtlektüre:</u></p> <p>Fenich, George G. (2008): Meetings, Expositions, Events and Conventions: An Introduction to the Industry. 2nd edition, Pearson, Upper Saddle River [Part I, Chapter 1: "Introduction to the Meetings, Expositions, Events and Conventions Industry"]</p> <p>Lucas, Rainer (2007): Eventmarketing als ein kultureller Faktor gesellschaftlicher Entwicklung. In: Lucas, Rainer (Hrsg.) (2007): Zukunftsfähiges Eventmarketing : Strategien, Instrumente, Beispiele. (Kulturkommerz; 14). Schmidt, Berlin (S. 15-28)</p> <p>Mühlböck, Astrid (2007): Eine Messe ist Event-Kommunikation. In: Wünsch, Ulrich (Hrsg.) (2007): Handbuch Event-Kommunikation: Grundlagen und Best Practice für erfolgreiche Veranstaltungen. Schmidt, Berlin (S. 37-54)</p> <p><u>Zusätzlich empfohlene Literatur zur Vertiefung einzelner Bereiche:</u></p> <p>Delfmann, Werner et al. (Hrsg.) (2005): Kölner Kompendium der Messewirtschaft: Das Management von Messegesellschaften. Kölner Wirtschaftsverlag, Köln</p> <p>Rogers, Tony (2008): Conferences and Conventions: A Global Industry. 2nd edition, Butterworth-Heinemann, Amsterdam</p> <p>Schreiber, Michael-Thaddäus (Hrsg.) (2002): Kongress- und Tagungsmanagement. 2. durchges. Aufl. Oldenbourg, München</p>

	<p>Kirchgeorg, Manfred et al. (Hrsg.) (2005): Trade Show Management: Planning, Implementing and Controlling of Trade Shows, Conventions and Events. Gabler, Wiesbaden</p>
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Einführung in das Management und seine quantitativen Methoden

Status: March 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. van Elst
Lehrsprache	Deutsch
Zahl der zugeteilten ECTS-Credits	10
Gesamtworkload und ihre Zusammensetzung (z.B. Selbststudium + Kontaktzeit)	300, davon 112 Kontaktstunden
SWS	8
Art der Prüfung/ Voraussetzung für die Vergabe von Leistungspunkten	Klausur 240' am Ende des 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, die Rollenbild des Managers im Kontext der Unternehmung und anderer Organisationen sowie in der Gesellschaft zu beschreiben und ausgewählte

	<p>Aufgabenstellungen des Managements mit Hilfe geeigneter und insbesondere auch quantitativer Methoden zu lösen. Insbesondere sind sie in der Lage</p> <ul style="list-style-type: none"> - 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 - Die Finanzströme entlang der Wertkette zu benennen sowie die Bedeutung und Prinzipien von Budgetierung und Controlling beschreiben zu können. - Aufgaben der linearen Algebra und der Analysis zu lösen und auf konkrete Fragestellungen der Managementlehre anzuwenden - Das Gelernte auf aktuelle Fragestellung
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	<p>und in ausgewählten Fallbeispielen 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 ○ Grundfragen der Integration quantitativer Fragestellungen in den Managementprozess, insbesondere: <ul style="list-style-type: none"> ○ Die Rolle des Finanzmanagements entlang der Wertkette ○ Budgetierung, Kostenmanagement und Controlling als Aufgabe und Instrument des Managements ○ 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>
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung, Übungen zur Anwendung quantitativer Methoden auf Aufgabenstellungen des Management
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	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)
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Schreyögg, Georg; Koch, Jochen (2007): Grundlagen des Managements : Basiswissen für Studium und Praxis. 1. 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>Horvarth und Partner (Hrsg.) (2006); Das Controllingkonzept, 6. Aufl.; Ch. Beck/DTV-Taschenbuch, München</p> <p><u>Zusätzlich empfohlene Literatur:</u></p> <p>Becker, Lutz (Hrsg.) (2008): Management und Führungspraxis : Digitale Fachbibliothek. Symposium, Düsseldorf [Wird in Auszügen zur Verfügung gestellt]</p>

Daft, Richard L. (2008): New era of management. 2. Aufl. Thomson South Western, Mason
[Kapitel 1, 2, 3, 16]

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

Business Environment

Status: March 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
Lehr- und Lernmethoden des Moduls	<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>
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	<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>
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtlektüre:</u></p> <p>Worthington, Ian; Britton, Chris (2006): The Business Environment. 5. ed. Prentice Hall, Harlow</p> <p>Bofinger, Peter (2007): Grundzüge der Volkswirtschaftslehre : eine Einführung in die Wissenschaft von Märkten. 2. aktual. Aufl. Pearson, München [Auszüge]</p> <p>Chamberlin, Graeme; Yueh, Linda Y. (2006): Macroeconomics. Thomson Learning, London [Auszüge]</p> <p>Führich, Ernst (2008): Wirtschaftsprivatrecht: Basiswissen des Bürgerlichen Rechts und des Handels- und Gesellschaftsrechts für Wirtschaftswissenschaftler und</p>

Unternehmenspraxis. 9. aktual. und überarb. Aufl. Vahlen, München
[Auszüge]

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 (2006): Grundzüge der Volkswirtschaftslehre : Lehr- und Übungsbuch. 4. aktual. Aufl. Kiehl, Ludwigshafen

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

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: March 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 IB, IKM, 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, Prof. Dr. Zerr, Kim Jucknat
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	Studienarbeit und Präsentation während des Semester (freie Themenwahl) § 14 (4) / § 14 (9) 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, - Methoden und Arbeitstechniken wissenschaftlichen Arbeitens und

	<p>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</p> <ul style="list-style-type: none"> - 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>

Schnell, Rainer; Hill, Paul B.; Esser, Elke (2008): Methoden der empirischen Sozialforschung. 8. unveränd. Aufl. Oldenbourg, München
[Ausgewählte Kapitel]

Bortz, Jürgen (2005): Statistik für Human- und Sozialwissenschaftler. 6. vollst. Überarb. und aktual. Aufl. Springer, Heidelberg
[Ausgewählte Kapitel]

Zusätzlich empfohlene Literatur:

Wewel, Max-Christoph (2008): Statistik im Bachelor–Studium der BWL und VWL : Methoden, Anwendungen und Interpretationen. 2., aktual. Nachdruck. Pearson Studium, München
[Teil I]

Toutenburg, Helge; Heumann, Christian (2008): Deskriptive Statistik. 6. aktual. und erw. Aufl. Springer, Berlin
[Kapitel 1 bis 5]

English as a Foreign Language 1

Status: March 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 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
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: <ul style="list-style-type: none"> ➤ communicate in a variety of business situations in the English language, ➤ know the basic terminology used in

	<p>business as well as parts of the language for specific purposes and apply the terminology in practical business situations,</p> <ul style="list-style-type: none"> ➤ 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> <p>Cotton, David; Falvey, David; Kent, Simon</p>

(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

MEEC Märkte

Status: March 2010

Modul-Nr./ Code	5.2.1 MÄRK
Modulbezeichnung	MEEC-Märkte
Semester oder Trimester	2. Semester
Dauer des Moduls	einsemestrig
Art der Lehrveranstaltung (Pflicht, Wahl, etc.)	Pflicht
Ggfs. Lehrveranstaltungen des Moduls	
Häufigkeit des Angebots des Moduls	Jedes Studienjahr
Zugangsvoraussetzungen	0.1.2 ENVR
Verwendbarkeit des Moduls für andere Studiengänge	nein
Modulverantwortlicher/Modulverantwortliche	Prof. Stefan Luppold
Name der/des Hochschullehrer/s	Prof. Stefan Luppold
Lehrsprache	deutsch
Zahl der zugeteilten ECTS-Credits	6
Gesamtworkload und ihre Zusammensetzung (z. B. Selbststudium + Kontaktzeit)	180 Stunden, davon 70 Kontaktstunden
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	Studierende, die dieses Modul erfolgreich absolviert haben, sind in der Lage, - die Entwicklungslinien der Teilmärkte „Messe“, „Kongress“ und „Event“ in Vergangenheit und Zukunft (Trends) sowohl in der nationalen als auch in internationalen Ausprägungen zu beschreiben und einander

	<p>gegenüberzustellen</p> <ul style="list-style-type: none"> - die verschiedenen Dimensionen (Angebot und Nachfrage) von Veranstaltungsmärkten im Überblick darzustellen und zu klassifizieren - die verschiedenen Akteure der MEEC-Märkte, ihre jeweiligen Ansprüche, Erwartungen und Bedürfnisse sowie Interaktionsmuster und Vernetzungen/Netzwerke zu unterscheiden
Inhalte des Moduls	<ul style="list-style-type: none"> - Angebots- und Nachfragedimension des deutschen und internationalen Veranstaltungsmarktes (Gesamtmarkt und Teilmärkte wie beispielsweise Messemarkt, Kongressmarkt etc.) - Entwicklungslinien und aktueller Status (Merkmale, Volumina, aktuelle Trends) der Märkte - Akteure und Stakeholder des Veranstaltungsmarktes: relevante Institutionen, Organisationen, Betriebsgesellschaften, Dienstleister, Ämter und Behörden (Ordnungsamt etc.), Unternehmen etc. mit ihrer jeweiligen Bedeutung, ihrem spezifischen Rollenverständnis sowie ihrer Netzwerk- und Interaktionspraxis - Vorstellung ausgewählter Praxisbeispiele (z. B. Olympische Spiele), die die soziale und politische Bedeutung von Veranstaltungen nicht nur für die Veranstaltungsmärkte selbst, sondern für das gesamtgesellschaftliche System zeigen
Lehr- und Lernmethoden des Moduls	<p>interaktive Vorlesung Anwendungsübungen mit Internetrecherche Übungen in Einzel- und Gruppenarbeit Fallstudien Case Studies Selbststudium</p>
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge etc.)	<p>In Ergänzung der Vermittlung theoretischen Wissens werden nach Möglichkeit Gastvorträge von Vertretern zentraler Akteure der Veranstaltungsmärkte (z. B. Verbandspräsidenten, Geschäftsführer von Betriebsgesellschaften o. ä.) in das Modul eingebunden.</p>
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<p><u>Pflichtliteratur (prüfungsrelevant):</u></p> <p>Fenich, George G. (2008): Meetings,</p>

Expositions, Events and Conventions: An Introduction to the Industry. 2nd edition, Pearson, Upper Saddle River.
[Part I, Chapter 1: "Introduction to the Meetings, Expositions, Events and Conventions Industry"]

Zusätzliche empfohlene Literatur zur Vertiefung einzelner Bereiche:

AUMA Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e.V. (Hrsg.) (2006): Beckmann, Klaus: Seminar-, Tagungs- und Kongressmanagement : Veranstaltungsdidaktik und -design, Projektmanagement, Durchführung und Nachbereitung. 2. Aufl. Scriptor, Berlin 2006 [darin v. a. Seite 18 bis 41 „Der Tagungs- und Kongressmarkt“]

Shone, Anton (2003): The Business of Conferences: A Hospitality Sector Overview for the UK and Ireland. Butterworth-Heinemann, Oxford

- **div. Veröffentlichungen relevanter Branchenverbände** (inkl. Statistiken) wie ICCA, AIPC, UFI, EVVC, FAMAB, IAPCO etc. => die jeweils neuesten Versionen werden in den Veranstaltungen bekannt gegeben

Interdependenz von Management, Kultur und Kommunikation

Status: March 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. Müller, Prof. Dr. Zerr Im Wechsel der Studienjahre
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

	<p>einfache interkulturelle Unterschiede zu diskutieren</p> <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):</p>

Cultures and organizations : software of the mind : [intercultural cooperation and its importance for 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 Organisationsgestaltung

Grundlagen des strategischen Managements

Status: March 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 IMK, IMA, ITM, MKE, KM und EM
Modulverantwortlicher/Modulverantwortliche	Prof. Dr. Lutz Becker
Name der/des Hochschullehrer/s	Prof. Dr. Lutz Becker
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 <ul style="list-style-type: none"> ○ Strategisches Management und Business Development <ul style="list-style-type: none"> ○ Strategie und Gesellschaft, eine kritische Reflexion
Lehr- und Lernmethoden des Moduls	Interaktive Vorlesung, Gruppenarbeit, Quellenarbeit, Fallstudien, Medien
Besonderes (z.B. Online-Anteil, Praxisbesuche, Gastvorträge, etc.)	Gastvorträge von Experten aus Praxis und Wissenschaft
Literatur (Pflichtlektüre/zusätzlich empfohlene Literatur)	<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: March 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 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 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: <ul style="list-style-type: none"> ➤ 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

MEEC Products

Status: March 2010

Module-Nr./ Code	5.3.1 PROD
Module title	MEEC Products
Semester or trimester	3rd 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	0.2.2 STRA
Applicability of the module to other programmes	No
Person responsible for the module	Prof. Stefan Luppold
Names of the instructors	Tobias Lienhard
Teaching language	English
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 in accordance with examination regulations § 14 (5) 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: - define the term “product” in the MEEC industry - differentiate between different products of

	<p>the MEEC industry (trade fairs, shows, conventions, conferences, events etc.) in view of their ability to reach defined objectives and target groups</p> <ul style="list-style-type: none"> - estimate products in view of their particular potential for the value chain and evaluate their market opportunities and marketability - develop products, position them on target markets, market them, modify them according to changing markets resp. adapt them to changed markets and integrate them into the product line, taking into consideration the life cycle of the products - evaluate the secondary economic benefit of a product - and therefore coordinate the different product shareholders from the point of view of a responsible person
Content	<ul style="list-style-type: none"> - Products at a glance: events, trade fairs, conventions etc.: types of events (self-managed events vs. guest events), content, segments etc. - Organizers and visitors: target markets, user groups and their particular requirements - Strategic event planning, development of products, legal issues, interactive processes between shareholders, evaluation of products, positioning strategies - value chain of events, primary and secondary economic benefit - realisation of a secondary economic benefit analysis (case study)
Teaching and learning methods of the module	<p>Interactive reading Application Exercises Groupwork Case Studies Self-study</p>
Special features (e.g. online activities, event/company visits, guest speakers etc.)	-

<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required Reading:</u></p> <p>Fenich, George G. (2008): Meetings, Expositions, Events and Conventions: An Introduction to the Industry. 2nd ed., Pearson, Upper Saddle River [Part I, Chapter 1: “Introduction to the Meetings, Expositions, Events and Conventions Industry”]</p> <p><u>Supplementary recommended Reading:</u></p> <p>Allen, Johnny et al. (2008): Festival and Special Event Management. 4. ed. Wiley & Sons, Milton</p> <p>Getz, Donald (2007): Event Studies: Theory, Research and Policy for Planned Events. Butterworth-Heinemann, Amsterdam</p> <p>Kirchgeorg, Manfred et al. (ed.) (2005): Trade Show Management: Planning, Implementing and Controlling of Trade Shows, Conventions and Events. Gabler, Wiesbaden</p> <p>Krugman, Carol (2007): Global Meetings and Exhibitions. Wiley & Sons, Hoboken</p> <p>Sonder, Mark (2004): Event Entertainment and Production. Wiley & Sons, Hoboken</p>
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MEEC Services

Status: March 2010

Module-Nr./ Code	5.3.2 SERV
Module title	MEEC Services
Semester or trimester	3rd 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	0.2.2 STRA
Applicability of the module to other programmes	No
Person responsible for the module	Prof. Dr. Louise Bielzer
Name of the instructors	Prof. Dr. Louise Bielzer
Teaching language	English
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	Examination 120' in accordance with examination regulations § 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 will be able to: - differentiate between the various service providers (catering, event agencies, technical service providers, etc.) and various service portfolios for the MEEC industry and

	<p>understand their context</p> <ul style="list-style-type: none"> - position and market services on competitive markets from the point of view of a service provider, modify them according to changing market requirements and adapt them to international target markets - integrate services into the design of a product (single event) or series of products (series of events) and estimate their particular potential for the value chain - apply teamwork and collaboration skills
Content of the module	<ul style="list-style-type: none"> - Specifics of services as opposed to products - Players involved in production and their interaction and collaboration forms (preferred partnership, contract negotiation etc.), Presentation of organisational, legal and economic aspects - Specifics of marketing a) general (e.g. catering) and b) MEEC specific services (e.g. design of trade fair booths) - Understanding of service marketing in its theoretical context (e.g. according to the neo-institutional or neo-behaviouristic paradigm) - Operational service marketing (7-P approach, dealing in particular with the areas “performance policy”, “communication policy”, “distribution policy”, “price policy”, “personnel policy”) - Quality management of services - Controlling and evaluation of services
Teaching and learning methods of the module	<p>Interactive reading Internet research Application exercises (individual & group) Learning by Teaching Case studies Self-study</p>
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>Lovelock, Christopher H.; Wirtz, Jochen (2007): Services Marketing: People, Technology, Strategy. 6th ed. Pearson Prentice Hall, Upper Saddle River [Part I: Understanding Service Markets, Products and Customers, pp. 2-63; Part II: Building the Service Model, pp. 66-97 and</p>

184-206]

Supplementary recommended Reading:

Bieberstein, Ingo (2006):

Dienstleistungsmarketing. 4. überarb. und aktual. Aufl. Kiehl, Ludwigshafen

Meffert, Heribert; Bruhn, Manfred (2008):

Dienstleistungsmarketing : Grundlagen, Konzepte, Methoden. 6. vollst. überarb. Aufl. Gabler, Wiesbaden

Zeithaml, Valarie A.; Bitner, Mary J.;

Gremler, Dwayne D. (2008): Services Marketing: Integrated Customer Focus Across the Firm. 5th ed., McGraw-Hill, Boston

Hoffman, K. Douglas; Bateson, John E.

(2006): Services Marketing: Concepts, Strategies & Cases. 3rd ed., South-Western, Mason

Grönroos, Christian (2007): Service

Management and Marketing: Customer Management in Service Competition. 3rd ed. Wiley, Chichester

Fisk, Raymond P.; Grove, Stephen J.;

John, Joby (2008): Interactive Services Marketing. 3rd ed., Houghton Mifflin, Boston

Krugman, Carol (2007): Global Meetings and Exhibitions. Wiley & Sons, Hoboken

Allen, Johnny et al. (2008): Festival and Special Event Management. 4th ed. Wiley & Sons, Milton

Shone, Anton; Parry, Bryn (2004):

Successful Event Management: A Practical Handbook. 2nd ed., Thomas Learning, London

Introductory Company Project

Status: March 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	“Einführung in das wissenschaftliche Arbeiten und die empirische Sozialforschung“ and „Grundlagen des strategischen Managements“
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
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 results. In this process, they learn creative

	<p>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>
Content of the module	<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 ○ Composition of a project team

	<ul style="list-style-type: none"> ○ 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. Symposium, 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: March 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 ICM, IMA, ITM, MCCE, CA and EM programmes
Person responsible for the module	Thomas Engelhard
Name(s) of the instructor(s)	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 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
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: - present the execution of strategic planning within the context of the management process via the selection, procurement,

	<p>allocation, deployment and organisation of financial and human resources</p> <ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Execution of strategic planning via the procurement, deployment and allocation of resources - 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 - Issues of employment law on HR - 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 - Breaking down, sequencing, running parallel, synchronising and combining tasks - 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>Ryan, Bob (2007): Corporate Finance and</p>

Valuation, Thomson Learning, London

Bieg, Hartmut; Kussmaul, Heinz; Waschbusch, Gerd (2006):
Investitionsmanagement in Übungen.
Vahlen, München

Stiefl, Jürgen (2008): Finanzmanagement :
unter besonderer Berücksichtigung von
kleinen und mittelständischen Unternehmen.
Oldenbourg, München

Daft, Richard L. (2008): New era of
management. 2. Aufl. Thomson South
Western, Mason
[Chapters 1, 2, 10, 12, 13, 17, 19, 20, 21]

Dowling, Peter J.; Festing, Marion; Engle, Allen D. (2008): International human
resource management : managing people in
a multinational context. 5. Aufl. Thomson
Learning, London

Supplementary recommended reading:

Adler, Nancy J.; Gunderson, Allison
(2008): International dimensions of
organizational behavior. 5. Aufl. Thomson
South Western, Mason

Berger, Peter et al. (2004): Human resource
management und Arbeitsgestaltung.
Symposion, Düsseldorf

**Bertelsmann Stiftung <Gütersloh>; Auer-
Rizzi, Werner et al.** (2007):
Unternehmenskulturen in globaler Interaktion
: Analysen, Erfahrungen, Lösungsansätze.
Gabler, Wiesbaden

Hofstede, Geert H.; Hofstede, Gert J.
(2005): Cultures and organizations : software
of the mind. 2. Aufl. McGraw-Hill, New York

Arabic 1

Status: March 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
Entry requirements	None (placement test)
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Arabic is also used in the course). We aim to offer lectures in English in future.
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"> ➤ know the basics of the Arabic 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 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
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p>Language textbooks:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8. Aufl. Langenscheidt, Berlin</p>

Chinese 1

Status: March 2010

Module-Nr./ Code	0.3.3 CHI1
Module title	Chinese 1
Semester or trimester	3rd 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
Entry requirements	None (placement test)
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Chinese is also used in the course). We aim to offer lectures in English in future.
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"> ➤ 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
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>The following textbooks are used. Recommendations to purchase books are made before the beginning of the semester.</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): Wir lernen chinesisches. Renmin Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): Umgangschinesisch effektiv : ein Crash-Kurs der chinesischen Umgangssprache. Schmetterling, Stuttgart (Medienkombination)</p>

French 1

Status: March 2010

Module-Nr./ Code	0.3.3 FRA1
Module title	French 1
Semester or trimester	3 rd semester
Duration of module ¹	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
Entry requirements	None (placement test)
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, French is also used in the course). We aim to offer lectures in English in future.
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-A2 or B1-B2 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	3%

grade	
Qualification objectives of the module	<p>Students who have successfully participated in this module will be able to:</p> <p>either</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 (target level A1-A2, with no previous knowledge of the language). <p>or</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 (target level B1-B2, with previous knowledge of the language with approx. three years of French at school).
Content of the module	<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-A2, 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> <p>Learning aids</p>

Teaching and learning methods of the module	Exercises
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p>The following textbook is used. Recommendations to purchase books are made before the beginning of the semester.</p> <p>Bloomfield, Anatole; Tausin, Béatrice (2002): Affaires à suivre : cours de français professionnel de niveau intermédiaire. Hachette, Paris (Medienkombination)</p>

Russian 1

Status: March 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
Entry requirements	None (placement test)
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, the foreign language is also used in the course). We aim to offer lectures in English in future.
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"> ➤ 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
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<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: March 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
Entry requirements	None (placement test)
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Spanish is also used in the course). We aim to offer lectures in English in future.
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-A2 or B1-B2 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%

<p>Qualification objectives of the module</p>	<p>Students who have successfully participated in this module will be able to:</p> <p>either</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 (target level A1-A2, with no previous knowledge of the language). <p>or</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 (target level B1-B2, with previous knowledge of the language with approx. three years of Spanish at school).
<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-A2, 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> <p>Learning aids</p>

Teaching and learning methods of the module	Exercises
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p>The following textbooks are used. Recommendations to purchase books are made before the beginning of the semester.</p> <p>Gonzales, Marisa et al. (2007): Colegas 1 : berufsorientierter Spanischkurs für Anfänger. Klett, Stuttgart (Medienkombination)</p> <p>Gonzales, Marisa et al. (2008): Colegas 2 : berufsorientierter Spanischkurs für Anfänger. Klett, Stuttgart (Medienkombination)</p>

MEEC Location Management

Status: March 2010

Module-Nr./ Code	5.4.1 LOCA
Module title	MEEC Location Management
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	0.3.2 RESO 0.4.2 ACCO
Applicability of the module to other programmes	No
Person responsible for the module	Prof. Dr. Louise Bielzer
Name of the instructors	Prof. Dr. Louise Bielzer
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	Seminar paper in accordance with examination regulations § 14 (5) 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: - analyse the current market position of an event location and position it successfully vs. its competitors in the future

	<ul style="list-style-type: none"> - recognise relationships between an event location's structural conditions and its operation, identify critical factors and compare and evaluate various practical examples - define, explain, plan and analyse critically the primary and secondary activities within the event location's value chain - apply established management methods (e.g. portfolio analysis, balanced scorecard, scenario techniques, value analysis) to examples within the MEEC industry - demonstrate empathy and apply argumentation skills during the preparation and the execution of the assessment task
Contents of the module	<ul style="list-style-type: none"> - Forms and characteristics of conventional event locations and special event locations - Event locations in competition: status-quo analysis and positioning strategies /future scenarios - Conceptual design of event locations: basic analysis methods (market and needs analysis, location study, space and function concepts etc.) - Construction of various event buildings, based on selected practical examples: call for tenders and public relations work during construction - Operational concepts (types of business, organisation concepts, personnel concepts etc. for the property) and their individual economic impact - financing models of event buildings (external financing/debt financing, equity financing, structured finance etc.)
Teaching and learning methods of the module	<p>Interactive lectures Application Exercises (individual & group) Benchmarking (based on secondary research, internet research) Case studies Self-study</p>
Special features (e.g. online activities, event/company visits, guest speakers etc.)	<p>If possible, excursions to selected event locations will be integrated into the module in order to give the students the opportunity to personally experience and network with selected players (e.g. in view of an internship or employment at a later date) In addition, theory will be completed by</p>

	<p>practice by integrating presentations by industry practitioners into the module.</p>
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading :</u></p> <p>Fenich, George G. (2008): Meetings, Expositions, Events and Conventions: An Introduction to the Industry. 2nd ed., Pearson, Upper Saddle River. [Part II, Chapter 4: Meeting and convention venues]</p> <p>Sawyer, Thomas H. (ed.) (2005): Facility Design and Management for Health, Fitness, Physical Activity, Recreation, and Sports Facility Development. 11th ed. Sagamore Publishing. Champaign, IL. [Section I Facility and Event Management, Chapter 3: The Planning Process; Chapter 4: Planning Facilities: Master Plan, Site Selection, and Development Phases; Chapter 6: Financial Management Process]</p> <p><u>Supplementary recommended reading:</u></p> <p>Bielzer, Louise; May, Thomas (2005): Bewertung von Messen und Veranstaltungszentren. In: Bienert, Sven (ed.) (2005): Bewertung von Spezialimmobilien : Risiken, Benchmarks und Methoden. Gabler, Wiesbaden (S. 381-404)</p> <p>Davidson, Robert; Rogers, Tony (2006): Marketing Destinations and Venues for Conferences, Conventions and Business Events. Elsevier, Amsterdam</p> <p>Mull, Richard; Beggs, Brent; Renneisen, Mick (2009): Recreation Facility Management. Design, Development, Operations and Utilization. Human Kinetics. Champaign, IL.</p> <p>Vornholz, Günter (2005): Finanzierung von Sport- und Freizeitanlagen. (Beiträge zur Lehre und Forschung der Leibeserziehung; 151). Hofmann, Schorndorf</p>

MEEC Operations

Status: March 2010

Module-Nr./ Code	5.4.2 OPER
Module title	MEEC Operations
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	0.3.2 RESO 0.4.2 ACCO
Applicability of the module to other programmes	No
Person responsible for the module	Prof. Dr. Louise Bielzer
Names of instructors	Prof. Dr. Louise Bielzer
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study + contact hours)	180 hours, of which 56 contact hours
Hours per week	4
Assessment type/ requirement for the award of credits	Learner's portfolio in accordance with examination regulations § 14 (7) 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: - develop and implement event concepts, taking into account various cultural, social and political contexts

	<ul style="list-style-type: none"> - organise, execute and evaluate processes for the preparation of events and processes accompanying events and implement the necessary structures and function units, taking into account legal aspects - ensure the efficiency of an event with the help of risk and quality management and select and implement methods to evaluate the quantitative and qualitative success of an event - generate intangible competitive advantages (e.g. images, emotions, brands etc.) - apply appropriate management methods, leadership concepts and instruments as well as decision-making techniques to operations of the MEEC industry
Contents of the module	<ul style="list-style-type: none"> - Event concepts in different cultural, social and political contexts - Operational management of events according to different types of event: call for papers, definition of objective and estimation of the impact of an event, planning phase (strategic and operational planning, event organisation (human resources, form of organisation, function units, legal issues, budget planning etc.); Conceptualisation phase (site inspection & selection, staging and dramaturgy / event production, quality control concept); implementation phase (project management, HR management on location, logistics, hospitality, quality management); control phase (event evaluation) - Selected function units in detail: security management, sales, catering, purchasing / procurement etc. - Brand-building with events, branding, emotional marketing, event marketing and entertainment marketing
Teaching and learning methods of the module	<p>Interactive lectures Application Exercises (individual & group) Role Play Learning by Teaching Case studies Self-study</p>
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	<p>If possible, an excursion to an event will be integrated into the module. In addition, theory will be completed by</p>

	practice by integrating presentations by industry practitioners into the module.
<p>Literature (Required reading/supplementary recommended reading)</p>	<p><u>Required reading:</u></p> <p>Fenich, George G. (2008): Meetings, Expositions, Events and Conventions: An Introduction to the Industry. 2nd ed., Pearson, Upper Saddle River [Part III, Chapter 9: Planning MEEC Gatherings, Chapter 10: Producing MEEC Gatherings, Chapter 11: Food & Beverage, Chapter 15: Putting it all together]</p> <p><u>Supplementary recommended reading:</u></p> <p>Allen, Johnny et al. (2008): Festival and Special Event Management. 4th ed., Wiley & Sons, Milton</p> <p>Bowdin, Glen A. et al. (2006): Events Management. 2nd ed., Butterworth-Heinemann, Oxford</p> <p>Dams, Vok; Dams, Colja M.(2008): Code Rouge: Gesetze des Erfolgs für Events und Live-Marketing. F.A.Z.-Institut für Management-, Markt- und Medieninformationen GmbH, Frankfurt</p> <p>Getz, Donald (2005): Event Management & Event Tourism. 2nd ed., Cognizant Communication Corporation, Elmsford</p> <p>Goldblatt, Joe J. (2002): Special Events: 21st Century Global Event Management. 3rd ed., Wiley & Sons, New York</p> <p>Goldblatt, Joe J. (2005): Special Events: Event Leadership for a New World. 4th ed., Wiley & Sons, Hoboken</p> <p>Kirchgeorg, Manfred et al. (Hrsg.) (2005): Trade Show Management: Planning, Implementing and Controlling of Trade Shows, Conventions and Events. Gabler, Wiesbaden</p> <p>Monroe, James C. (2006): Art of the Event: Complete Guide to Designing and Decorating Special Events. Wiley & Sons, Hoboken</p>

Mull, Richard; Beggs, Brent; Renneisen, Mick (2009): Recreation Facility Management. Design, Development, Operations and Utilization. Human Kinetics. Champaign, IL.

Shone, Anton; Parry, Bryn (2004): Successful Event Management: A Practical Handbook. 2nd ed., Thomas Learning, London

Silvers, Julia Rutherford (2008): Risk Management for Meetings and Events. Butterworth-Heinemann, Oxford.

Advanced Company Project

Status: March 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; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2009): Projektführung und Projektmanagement. Symposium, Düsseldorf</p> <p>Bentley, Colin (2002): Prince 2 : a practical handbook. 2. ed. Butterworth-Heinemann, Oxford</p> <p>Levine, Harvey A. (2005): Project portfolio management. Jossey-Bass, San Francisco</p> <p>Mees, Jan; Oefner-Py, Stefan; Sünemann, Karl-Otto (1995): Projektmanagement in neuen Dimensionen : das Helogramm zum Erfolg. 2. überarb. und erw. Aufl. Gabler, Wiesbaden</p>

Managerial Accounting

Status: March 2010

Module-Nr./ Code	0.4.2 MACC
Module title	Managerial Accounting
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	<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 ICM, IMA, ITM, MCCE and CA 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: March 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
Entry requirements	0.3.3 ARA1
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Arabic is also used in the course). We aim to offer lectures in English in future.
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 elements, ➤ 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
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p>Language textbooks:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8. Aufl. Langenscheidt, Berlin</p>

Chinese 2

Status: March 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
Entry requirements	0.3.3 CHI1
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Chinese is also used in the course). We aim to offer lectures in English in future.
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 basics of the Chinese alphabet, ➤ 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	<ul style="list-style-type: none"> – Exercises
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>The following textbooks are used. Recommendations to purchase books are made before the beginning of the semester.</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): Wir lernen chinesisches. Renmin Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Gu, Wen; Meinshausen, Frank (2005): Umgangschinesisch effektiv : ein Crash-Kurs der chinesischen Umgangssprache. Schmetterling, Stuttgart (Medienkombination)</p>

French 2

Status: March 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
Entry requirements	0.3.3 FRA1
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, French is also used in the course). We aim to offer lectures in English in future.
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 or B2 according to the 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

	<p>this module will be able to:</p> <p>either</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 (target level A2). <p>or</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) (target level B2).
<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:</p> <p>Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference</p> <p>More complex grammar structures and varieties</p> <p>Basic lexis</p> <p>Learning aids</p> <p>Target level 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
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>The following textbook is used. Recommendations to purchase books are made before the beginning of the semester. Bloomfield, Anatole; Tauzin, Béatrice (2002): Affaires à suivre : cours de français professionnel de niveau intermédiaire. Hachette, Paris (Medienkombination)</p>

Russian 2

Status: March 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
Entry requirements	0.3.3 RUS1
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Russian is also used in the course). We aim to offer lectures in English in future.
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"> ➤ deal with simple to more complex everyday situations and simple business situations in the spoken language ➤ write standard texts (e.g. lists) autonomously in Russian.
Content of the module	<p>Specific phonetic characteristics of Russian More complex grammar structures Extension of basic vocabulary Learning aids</p>
Teaching and learning methods of the module	Exercises
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
<p>Literature (Required reading/supplementary recommended reading)</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: March 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
Entry requirements	0.3.3 SPA1
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Spanish is also used in the course). We aim to offer lectures in English in future.
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 or B2 according to the 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

	<p>this module will be able to:</p> <p>either</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 (target level A2). <p>or</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 simple accompanying written documents (handouts, short reports) (target level B2).
<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:</p> <p>Consolidation of the phonetic knowledge of the foreign language and work on L1 phonetic interference</p> <p>More complex grammar structures and varieties</p> <p>Basic lexis</p> <p>Learning aids</p> <p>Target level 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
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p>The following textbooks are used. Recommendations to purchase books are made before the beginning of the semester.</p> <p>Gonzales, Marisa et al. (2007): Colegas 1 : berufsorientierter Spanischkurs für Anfänger. Klett, Stuttgart (Medienkombination)</p> <p>Gonzales, Marisa et al. (2008): Colegas 2 : berufsorientierter Spanischkurs für Anfänger. Klett, Stuttgart (Medienkombination)</p>

International Aspects of the MEEC Industry

Status: March 2010

Module-Nr./ Code	5.5.1 INTE
Module title	International Aspects of the MEEC Industry
Semester or trimester	5 th semester
Duration of the module	Single semester
Course type (mandatory, elective, etc.)	Mandatory
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Depend on the cooperating university
Applicability of the module to other programmes	No
Person responsible for the module	Prof. Dr. Louise Bielzer
Names of instructors	Prof. Dr. Louise Bielzer
Teaching language	English
Number of ECTS credits	6
Total workload and its breakdown (e.g. self-study + contact hours)	180 hours, of which 56 contact hours
Hours per week	4
Assessment type/ requirement for the award of credits	Presentation in accordance with examination regulations § 14 (9) CER 31.08.2009
Weighting of the grade within the overall grade	3 %
Qualification objectives of the module	Students who have successfully participated in this module will be able to: - present, explain and lecture on selected

	<p>national markets as regards hardware (e.g. event locations), software (e.g. types of events and event contents), organisation and profitability</p> <ul style="list-style-type: none"> - to analyse the market of the host country, including its market segments, structures and players etc. and compare it with other markets - decode and recognise other cultural contexts and arrange events with international participants in cross-cultural contexts - to differentiate between international networks of the event sector and integrate them as possible interaction partners
Content of the module	<ul style="list-style-type: none"> - Cultural specifics of various national event markets / event cultures - Presentation of various national markets as regards hardware (e.g. event locations), software (e.g. types of events and event contents), organisation and profitability, in particular leading markets for specific types of event (e.g. the Italian trade fair market, the Canadian convention market, sports events in the USA) - Analysis of various practical examples taken from international contexts - Events in cross-cultural contexts: challenges and courses of action - Development of a benchmark system for a selected market segment - International networks of the event sector and their respective significance in the various market segments
Teaching and learning methods of the module	<p>Interactive lectures Application Exercises International Benchmarking based on Internet Research Case studies Self-study</p>
Special features (e.g. online activities, event/company visits, guest speakers etc.)	<p>If possible, theory will be completed by practice by integrating presentations by practitioners of the event economy with experience abroad into the module</p>
Literature	<p><u>Required reading:</u></p>

(Required reading/supplementary recommended reading)

Fenich, George G. (2008): Meetings, Expositions, Events and Conventions: An Introduction to the Industry. 2nd ed., Pearson, Upper Saddle River
[Part III, Chapter 14: International issues in MEEC]

Supplementary list of recommended reading:

Mead, Richard R. (2005): International Management: Cross-Cultural Dimensions. 3rd ed., Blackwell, Malden

Rogers, Tony (2008): Conferences and Conventions: A Global Industry. 2nd ed., Butterworth-Heinemann, Amsterdam

Mahbubani, Kishore (2008): The New Asian Hemisphere: The Irresistible Shift of Global Power to the East. Public Affairs, New York

Current Issues of the MEEC Industry

Status: March 2010

Module-Nr./ Code	5.5.2 CURR
Module title	Current Issues of the MEEC Industry
Semester or trimester	5 th semester
Duration of module	Single semester
Course type (mandatory, elective, etc.)	Mandatory subject
If relevant, course units within the module	
Frequency of module	Once a year
Entry requirements	Depend on the cooperating university
Applicability of the module to other programmes	No
Person responsible for the module	Prof. Stefan Luppold
Names of the instructors	Prof. Stefan Luppold
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 Assignment in accordance with examination regulations § 14 (4) 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: - identify and analyse current issues of event market segments, taking into account ethical, social and ecological aspects in particular

	<ul style="list-style-type: none"> - critically analyse and evaluate an example of a current issue - identify and evaluate relevant trends of international markets and, if relevant, transfer them to other markets - work on research questions independently in an academic manner and, as a result, contribute towards developing theoretical approaches for the MEEC industry
Content of the module	<ul style="list-style-type: none"> - Discussion of current issues of the MEEC Industry (e.g. currently discussing “Green Events”, Experience Economy, “Pharma-Kodex”, etc.) - Work on current issues by creating a case study and evaluating it - Presentation and discussion of relevant international market trends - Possibility of transferring market trends from one market segment to another market segment: opportunities and risks
Teaching and learning methods of the module	<p>Interactive lectures Exercises Case studies Self-study</p>
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>Fenich, George G. (2008): Meetings, Expositions, Events and Conventions: An Introduction to the Industry. 2nd edition, Pearson, Upper Saddle River [Part III, Chapter 14: International issues in MEEC]</p> <p><u>Supplementary recommended reading:</u></p> <p>Mikunda, Christian (2007): Marketing spüren : Willkommen am dritten Ort. 2. überarb. und aktual. Aufl. Redline, Heidelberg</p> <p>Opaschowski, Horst W. (2000): Kathedralen des 21. Jahrhunderts : Erlebniswelten im Zeitalter der Eventkultur. Germa Press, Hamburg</p>

Gilmore, James H.; Pine Buddy J. (2007): Authenticity: What Consumers Really Want. Harvard Business School Press, Boston

Klingmann, Anna (2007): Brandsapes : Architecture in the Experience Economy. MIT Press, Cambridge

Fachverband Messe- und Ausstellungsbau (ed.): Report 2007/2008. Fachverband Messe- und Ausstellungsbau e.V., Bad Kreuznach

Conference & Incentive Management - CIM: The European Magazine for the Incentive and Meeting Industry. CIM Verl., Hamburg
[current issues of the MEEC Industry included]

Events: The International Management Magazine for Meetings, Incentives, Congresses, Exhibitions. Werbe- und Verl.-Ges. Ruppert, Frankfurt
[current issues of the MEEC Industry included]

Regional Studies

Status: March 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)	Prof. Dr. Müller, Dr. Fan, Dr. Maruda, t.b.c. (depends on the business and cultural area selected)
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 56 contact hours
Hours per week	3
Assessment type / requirement for the award of credits	Seminar paper § 14 (5) CER 31.08.2009
Weighting of the grade within the total grade	3%
Qualification objectives of the module	Students who have successfully participated in

	<p>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
<p>Content of the module</p>	<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 <p>Eastern Europe</p>
<p>Teaching and learning methods of the module</p>	<p>Interactive lectures</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	

Literature
(Required reading/supplementary
recommended reading)

Required reading:

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

Diverse (kulturraumspezifisch)
Einzelheiten werden zu Beginn der jeweiligen
Lehrveranstaltung bekannt gegeben

Supplementary recommended literature:

Bolten, Jürgen (2007): Einführung in die interkulturelle Wirtschaftskommunikation. (UTB; 2922). Vandenhoeck & Rupprecht, Göttingen

Walter, Rolf (2006): Geschichte der Weltwirtschaft: eine Einführung. (UTB; 2724). Böhlau, Köln

Diverse (kulturraumspezifisch)
Einzelheiten werden zu Beginn der jeweiligen
Lehrveranstaltung bekannt gegeben.

Change and Innovation

Status: March 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
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 processes of change and the socio-technical innovation processes from a general management perspective

	<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	Interactive lectures / seminars, case studies / talks by industry practitioners
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>The following articles (approx. 15 pages each) are given to the students in a reader at the beginning of the module.</p> <p>Lorz, Michael (2008): The 21st century leader as innovation facilitator. In: Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2008): Führung, Innovation und Wandel : Wie Sie Potenziale entdecken und erfolgreich umsetzen. (Die neue Führungskunst; 3). Symposium, Düsseldorf</p> <p>Nadin, Mihai (2008): How can anticipation inform creative leadership? In: Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2008): Führung, Innovation und Wandel : Wie Sie Potenziale entdecken und</p>

erfolgreich umsetzen. (Die neue Führungskunst; 3). Symposion, Düsseldorf

Rixon, Philippe (2008): Innovation leadership : best practices from theatre creators. In: Becker, Lutz; Ehrhardt, Johannes; Gora, Walter (Hrsg.) (2008): Führung, Innovation und Wandel : Wie Sie Potenziale entdecken und erfolgreich umsetzen. (Die neue Führungskunst; 3). Symposion, Düsseldorf

Supplementary recommended reading

Hamel, Gary (2007): The future of management. Harvard Business School Press, Boston

Hesselbein, Frances; Goldsmith, Marshall; Somerville, Iain (2002): Leading for innovation and organizing for results. Jossey-Bass, San Francisco

Arabic 3

Status: March 2010

Module-Nr./ Code	0.5.3 ARA3
Module title	Arabic 3
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	0.4.3 ARA2
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Arabic is also used in the course). We aim to offer lectures in English in future.
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"> ➤ read and write brief standard texts, ➤ 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
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p>Language textbooks:</p> <p>Krahl, Günther; Reuschel, Wolfgang; Schulz, Eckehard (2005): Lehrbuch des modernen Arabisch. 8. Aufl. Langenscheidt, Berlin</p>

Chinese 3

Status: March 2010

Module-Nr./ Code	0.5.3 CHI3
Module title	Chinese 3
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	0.4.3 CHI2
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Chinese is also used in the course). We aim to offer lectures in English in future.
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"> ➤ read and write brief standard texts, ➤ 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
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>The following textbooks are used. Recommendations to purchase books are made before the beginning of the semester.</p> <p>Zhang, Hong; Zhu, Xiaoxing (2007): Chinesisch erleben. Gaodeng Jiaoyu Chubanshe, Beijing (Medienkombination)</p> <p>Chen, Fu; Zhu, Zhiping; Cordes, Ruth (2005): Wir lernen chinesisches. Renmin 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: March 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
Entry requirements	0.3.3 FRA2
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, French is also used in the course). We aim to offer lectures in English in future.
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 B1 or C1 according to the CEFR Written examination (90') and test § 14 (2) / § 14 (3) 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:

	<p>either</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. (target level B1) <p>or</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 (target level B2-C1).
Content of the module	<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 B1, specifically: Complex grammatical structures and varieties Extension of general vocabulary, Specialist business language and texts Learning aids</p> <p>Target level B2-C1, specifically: Consolidation of knowledge of the language in oral and grammatical exercises Specialist business vocabulary Different styles and degrees of formality Advanced writing Learning aids</p>
Teaching and learning methods of the module	Exercises
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
Literature (Required reading/supplementary recommended reading)	<p>The following textbook is used. Recommendations to purchase books are made before the beginning of the semester. Bloomfield, Anatole; Tausin, Béatrice (2002): Affaires à suivre : cours de français</p>

	professionnel de niveau intermédiaire. Hachette, Paris (Medienkombination)
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Russian 3

Status: March 2010

Module-Nr./ Code	0.5.3 RUS3
Module title	Russian 3
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	0.4.3 RUS2
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Russian is also used in the course). We aim to offer lectures in English in future.
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"> ➤ 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	<p>Extension of knowledge of grammar system Extension of basic vocabulary Basic business vocabulary Learning aids</p>
Teaching and learning methods of the module	Exercises
Special features (e.g. online activities, event/company visits, guest speakers, etc.)	
<p>Literature (Required reading/supplementary recommended reading)</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: March 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
Entry requirements	0.3.3 SPA
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. Andreas Müller
Name(s) of the instructor(s)	Foreign language instructors (native speaker teachers)
Teaching language	German (if the students meet language requirements, Spanish is also used in the course). We aim to offer lectures in English in future.
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 B1 or C1 according to the 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

	<p>this module will be able to:</p> <p>either</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. (target level B1) <p>or</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. (target level B2-C1)
<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 B1, specifically: Complex grammatical structures and varieties Extension of general vocabulary, Specialist business language and texts Learning aids</p> <p>Target level B2-C1, specifically: Consolidation of knowledge of the language in oral and grammatical exercises Specialist business vocabulary Different styles and degrees of formality Advanced writing Learning aids</p>
<p>Teaching and learning methods of the module</p>	<p>Exercises</p>
<p>Special features (e.g. online activities, event/company visits, guest speakers, etc.)</p>	
<p>Literature (Required reading/supplementary recommended reading)</p>	<p>The following textbooks are used. Recommendations to purchase books are made before the beginning of the semester.</p>

Gonzales, Marisa et al. (2007): Colegas 1 :
berufsorientierter Spanischkurs für Anfänger.
Klett, Stuttgart
(Medienkombination)

Gonzales, Marisa et al. (2008): Colegas 2 :
berufsorientierter Spanischkurs für Anfänger.
Klett, Stuttgart
(Medienkombination)

Internship

Status: March 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 (12 weeks = 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 <ul style="list-style-type: none"> - Analytical reflection of practical experience - Identification of relevant questions for the bachelor thesis - Analysis of problems/obstacles when applying what they have learnt - Development of factors of success when transferring into practice - Development of an implementation plan
Teaching and learning methods of the module	<ul style="list-style-type: none"> - Practical activity - Mentoring by a professor for the preparation and the follow-up assignment and guidance with reflection during the activity
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: March 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 EMQM and 0.1.3 WISS