

Master's degree program

# International Business Studies

Module handbook — winter semester 2021/2022

**Advanced  
knowledge**



(English version below)

Bitte beachten Sie:

### ***Rückkehr in die Präsenzlehre***

Die FAU WiSo plant für das Wintersemester 2021/2022 die weitgehende Rückkehr zur Präsenzlehre, vor Ort auf dem Nürnberger City-Campus. Daher werden, solange es möglich ist und die entsprechenden Vorschriften es erlauben, alle Veranstaltungen in Präsenz abgehalten (nur für internationale Studierende wird es ein passendes digitales Angebot geben). Sollte es im laufenden Semester Phasen geben, in denen ein Präsenzbetrieb nicht zulässig oder nur eingeschränkt möglich ist, werden wir selbstverständlich die dann erforderlichen Lehrformate zur Verfügung stellen.

Die FAU hat eine Corona-Satzung aufgrund von Einschränkungen im Lehr- und Prüfungsbetrieb durch das Corona-Virus SARS-CoV-2 veröffentlicht, die auch für das Wintersemester 2021/2022 Gültigkeit hat. Das Modulhandbuch in der vorliegenden Fassung enthält Corona-bedingte Änderungen an der Prüfungsform, die in den jeweiligen Modulbeschreibungen gekennzeichnet sind.

Folgende Szenarien sind auf der Grundlage der Corona-Satzung möglich:

- **Prüfungsformate unverändert**

Das ursprünglich vorgesehene Prüfungsformat, z. B. eine Klausur bleibt bestehen. In diesen Modulbeschreibungen wurde keine Änderung vorgenommen.

- **Einmaliger Wechsel der Prüfungsform**

Der Wechsel der Prüfungsformate ist möglich, wenn die ursprünglich geplante Prüfungsform auf Grund des Corona-Virus nicht umsetzbar ist. Diese Änderungen finden Sie in den Modulbeschreibungen angeführt. Die ursprüngliche Prüfungsform wird bei dieser Variante durchgestrichen, die neue Prüfungsform ist in oranger Schriftfarbe angegeben.

- **Alternative Prüfungsformen verankern und später darüber entscheiden**

Die Satzung sieht eine weitere Option vor. Es können zwei Alternativen festgelegt werden. Die Entscheidung für die eine oder die andere Alternative trifft der Modulverantwortliche und ist den Studierenden spätestens vier Wochen vor der Prüfung bekannt zu geben. Hier bleibt die ursprüngliche Prüfungsform zunächst bestehen, darunter finden Sie die alternative Prüfungsform eingefügt, ebenfalls in oranger Schriftfarbe. Vier Wochen vor der Prüfung wird die finale Prüfungsform durch den Modulverantwortlichen bekannt gegeben.

Im Informationssystem UnivIS finden Sie unter [www.univis.fau.de](http://www.univis.fau.de) für alle Veranstaltungen Angaben, in welchem Format (Präsenz, Online oder hybrid Online/Präsenz) die Lehrveranstaltungen abgehalten werden sowie Detailinformationen zum jeweiligen Online-Format bzw. Informationen zu Zeit und Ort.

Ausführlichere Informationen zu den Modulen finden Sie auch in den jeweiligen Kursen auf StudOn. Treten Sie daher unbedingt den Kursen bei, die Sie dieses Semester besuchen möchten.

Weitere aktuelle Informationen entnehmen Sie bitte den Webseiten der Lehrstühle.

Please note

### ***Return to in-person teaching***

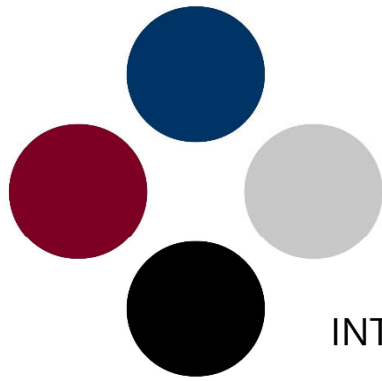
For the winter term 2021/22, FAU WiSo is planning to return to our City Campus in Nürnberg for in-person teaching. Therefore, all lectures will take place in person as far as the circumstances and regulations will allow (there will only be a suitable digital offer for international students). In case there are timeframes where regular teaching is not allowed or only possible to a limited extent, we will of course provide the respectively necessary teaching formats.

Due to the restrictions in our teaching and examination activities caused by the corona virus SARS CoV-2, FAU has published a set of corona regulations. The module handbook in its present version contains changes in the examination method induced by corona, which are marked in the respective module description.

Based on the corona regulations, the following scenarios are possible:

- **Examination method unchanged**  
The originally intended examination method, e.g., an exam, persists. There are no changes to this module.
- **One-time change of the examination method**  
Changes in the examination method are possible if the originally intended examination method is not realizable due to the corona virus. These changes can be found in the module description of the respective module. The original examination method is crossed out in this case, the new examination method is marked in orange font color.
- **Anchor alternative examination method and decide later**  
The corona regulations allow for a third alternative. It is possible to set two alternative examination methods. The decision on one of the two alternatives is made by the respective responsible person for the module and must be communicated to the students at least four weeks before the examination takes place. In this case, the originally intended examination method remains in place and you will find the alternative examination method written below in orange font color. Four weeks before the examination, the final examination method will be announced by the responsible examiner.

You can find detailed information on all lectures' format (online, on-site, or hybrid), as well as date, time, and place on the information system UnivIS, available at [www.univis.fau.de](http://www.univis.fau.de). More extensive information on the modules offered this term can also be found on StudOn. It is essential to join the courses you would like to attend on StudOn. Further current information can be found on each department's websites.



# MIBS

MASTER OF SCIENCE IN  
INTERNATIONAL BUSINESS STUDIES

Master in International Business Studies					
		1	2	3	4
	ECTS	ECTS	ECTS	ECTS	ECTS
<b>Core Courses (Kernbereich) (60 out of 90 ECTS/60 aus 90 ECTS)</b>	<b>60</b>	20	20	20	
Modulbereich: Environment of international business	10				
Issues in international political economy	5				
International and european trade law	5				
Modulbereich: Foundations of international management	10				
Foundations of international management I	5				
Foundations of international management II	5				
Modulbereich: International strategic management	10				
Business strategy	5				
Advanced methods of management research IV	5				
Modulbereich: International functional management	10				
International marketing	5				
Global operations strategy	5				
Modulbereich: International information management	10				
E-Business projects and innovation	5				
Service innovation	5				
Modulbereich: Soft skills	10				
Managing intercultural relations	5				
International management solutions	5				
Modulbereich: International finance and change management	10				
International finance	5				
Change Management	5				
Modulbereich: International corporate sustainability	10				
Business ethics and corporate social responsibility	5				
Management and organization theories through the lens of mission-driven organizations	5				
Modulbereich: International relations	10				
The organization of the international system	5				
Power, order and institutions in world politics	5				
<b>Elective Courses (Wahlbereich)</b>					
Modulbereich: Area studies (1 Area out of 4) *	30	10	10	10	
Modulbereich: English speaking countries (English)**	30				
Area specific language courses – English speaking countries*					
Issues in international political economy	5				
Issues in political economy	5				
Issues in global governance	5				
Issues in international trade	5				
International trade and labor	5				
Issues in global economic governance	5				
Economics of innovation	5				
Patenting for innovation	5				
Labor markets in the knowledge economy	5				
Empirical environmental economics	5				
Courses exchange semester (Area studies: English speaking countries)****					
Free specialisation module (Area studies: English speaking countries)***					
Modulbereich: Romance countries (Spanish, French)**	30				
Area specific language courses – Romance countries*					
Negotiation skills based on the Zurich negotiating model	5				
Agile Arbeitsweisen im Kontext Lateinamerikas	5				
Latin America in the era of globalisation	5				
International relations and Latin America	5				
Courses exchange semester (Area studies: Romance countries)****					
Free specialisation module (Area studies: Romance countries)***					
Modulbereich: Asia (English)**	30				
Area specific language courses – Asia*					
Organizing for digital transformation	5				
Research projects in international management I	5				
Research projects in international management II	5				
Human Resource Management in Asia	5				
Psychological Contracts of Expatriates in Asia and Europe	5				
Courses exchange semester (Area studies: Asia)****					

Free specialisation module (Area studies: Asia)***						
Modulbereich: Europe (German)**		30				
Area specific language courses - Europe*						
Europäische Mediensysteme und Öffentlichkeit I		5				
Europäische Mediensysteme und Öffentlichkeit II		5				
Europäisches Verfassungsrecht		5				
Europäisches Wirtschaftsrecht		5				
Fallkolloquium Europäisches Wirtschaftsrecht		5				
Internationalisierung mittelständischer Unternehmungen		5				
Branchen- und themenspezifisches Nachhaltigkeitsmanagement		5				
International Trade and Labor		5				
Issues in Political Economy		5				
Economics of Innovation		5				
Psychological Contracts of Expatriates in Asia and Europe		5				
Research projects in international management I		5				
Research projects in international management II		5				
Understanding and Mastering Case Studies in Technology and Entrepreneurship		5				
Strategic transformation of European firms   Organisational and leadership approaches		5				
Courses exchange semester (Area studies: Europe)****						
Free specialisation module (Area studies: Europe)***						
Further elective modules can be listed in the module handbook						
<b>Masterthesis</b>		30	30			
Masterthesis		30				
	SWS					
	ECTS	120	30	30	30	30

\* MIBS students can take up to 10 ECTS of language courses. This means students are free to integrate either 0 ECTS, 5 ECTS, or 10 ECTS of language courses into their Area Studies. Requirements for language courses being counted as ECTS are the following:

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

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

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

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

\*\*\* You can choose among all other courses offered at our university that are accepted by the respective program coordinator. These courses are called Free Specialisation Modules (FSM). A detailed explanation can be found at the end of this document.

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



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

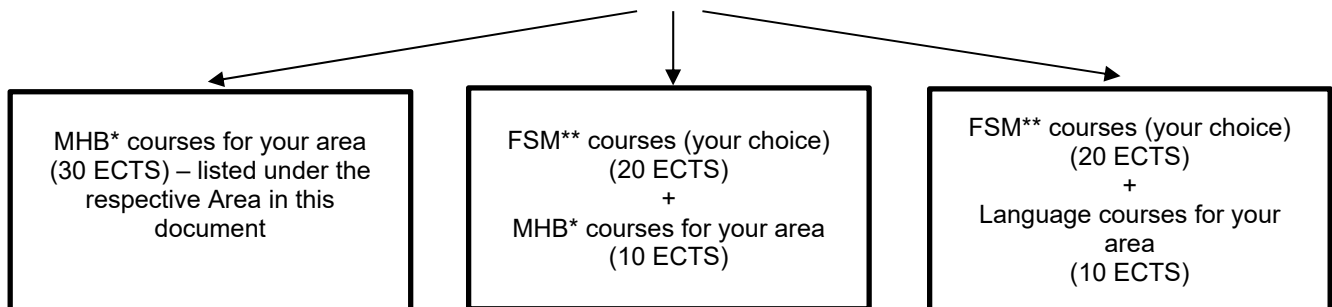
For students with start of studies before winter term 2020/21 (2019, 2018, 2017, etc.)

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

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

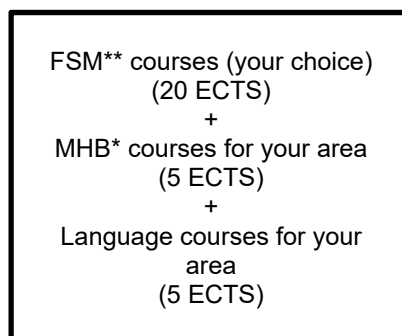
A maximum of 10 ECTS can be achieved in languages.

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



OR... A blend.

Example for a blend:



\*MHB = Module Handbook

\*\*FSM = Free Specialization Module

**Instructions for creating a course schedule:**

Students have the opportunity to create their own course schedule in our virtual course database *univis*. Most available courses for each semester can be found there, sorted by specific areas of interest or a specific chair, including pieces of information about the lecturer, venues, and content.

By accessing the following path <https://univis.fau.de/> >> *Vorlesungsverzeichnis* >> *Rechts- und Wirtschaftswissenschaftliche Fakultät (RW)* >> *Fachbereich Wirtschaftswissenschaften*, all courses of the FAU's School of Business, Economics and Society can be addressed. Bachelor's and Master's courses can be selected on this page. A guidance on how to create your final course schedule can be found here (in German): [www.wiso.fau.de/stundenplan](http://www.wiso.fau.de/stundenplan)

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

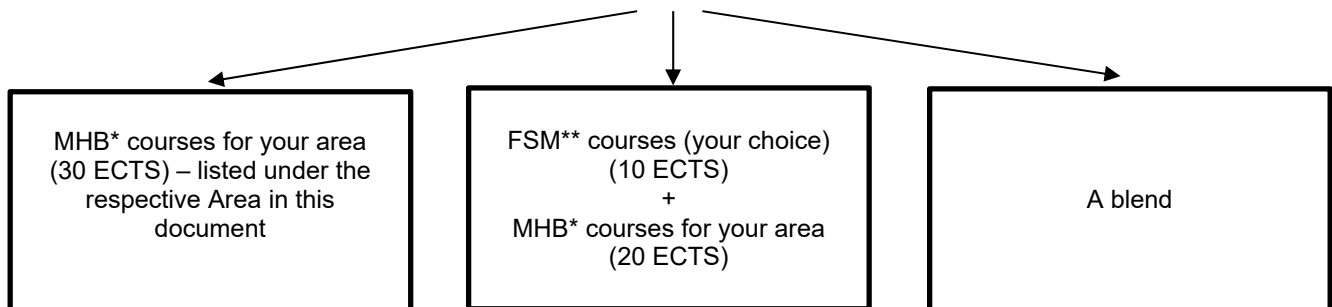
**For students with start of studies in winter term 2020/21**

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

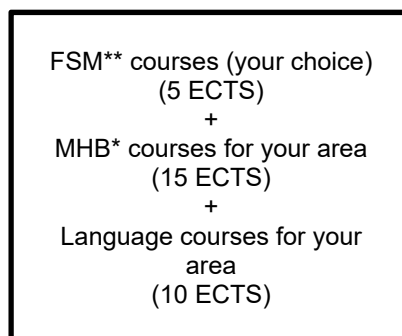
A maximum of 10 ECTS can be achieved in FSM\*\*.

A maximum of 10 ECTS can be achieved in languages.

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



Example for a blend:



\*MHB = Module Handbook

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## Hinweis zu Art und Umfang von Prüfungsleistungen

Die Art der am Fachbereich Wirtschaftswissenschaften gültigen Prüfungsleistungen ist definiert in §16 Prüfungsarten der Master-Rahmenprüfungsordnung (MPO). Darüber hinaus sind Prüfungsumfänge in den §§17, 18 MPO geregelt. Die Prüfungsordnungen sind unter folgendem Link einzusehen: <http://www.zuv.fau.de/universitaet/organisation/recht/studiensatzungen/rw.shtml#Wirtschaft>. Soweit die einzelnen Modulbeschreibungen nichts Genaueres definieren, sind für die Masterstudiengänge am Fachbereich folgende Prüfungsformen mit den entsprechenden Prüfungsumfängen gültig:

**English: Those are the valid assessment forms used in this institution:**

Prüfungsart (examination form)	Assessment
<b>1. schriftliche Prüfung (written assessment forms)</b>	
a. Written examination	60/ 90/ 120 minutes
b. Written assignment	Approx. 15 pages
c. Seminar paper	Approx. 15 pages
<b>1. mündliche Prüfung (Oral examination)</b>	Approx. 20 minutes
<b>2. Sonderformen (other assessment forms)</b>	
1. Research project/Project report	Approx. 30 pages
2. Placement report	Approx. 4 pages
3. Handout	Approx. 2 pages
4. Report	Approx. 6 pages
5. Short test	Approx. 15 minutes
6. Presentation	Approx. 25 minutes
7. Presentation/Presentation paper	Approx. 20 minutes /approx. 20 pages
8. Discussion paper	Approx. 10 pages
9. Moderation	Approx. 20 minutes
10. Demonstration lesson	Approx. 45 minutes
11. Case Study	Approx. 25 minutes and/or approx. 10 pages
12. Class participation	Approx. 10 minutes
13. Portfolio	Not specified
14. Electronic examination	Approx. 90 minutes
15. Multiple-choice test	Approx. 30 minutes
16. Research participation	Approx. 60 minutes
17. Reflection paper	Approx. 10 minutes or approx. 10 pages
18. Strategic concept	Approx. 6 pages

#### **Rechtsbelehrung**

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

Stand:  
1st October 2021

#### **Legal instructions**

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

Last updated:  
1st October 2021

#### **Programmkoordinator / Program coordinator:**

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Germany

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### **List of abbreviations**

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

1	<b>Module name</b> MIBS-54440	<b>Issues in international political economy</b>	<b>5 ECTS</b>
2	Courses/lectures	V: Issues in international political economy (2 SWS) Ü: Issues in international political economy (2 SWS)	2,5 ECTS 2,5 ECTS
3	Lecturers	Prof. Christoph Moser and staff	

4	<b>Module coordinator</b>	Prof. Christoph Moser
5	<b>Contents</b>	This course deals with international trade policy. The focus will be on the political and economic determinants and consequences of trade liberalization as well as trade policies that increase trade barriers. The course will provide important insights into the global governance of international trade flows, the World Trade Organization and the role of the United States, China and the European Union.
6	<b>Learning objectives and skills</b>	Students gain an understanding of the importance and evolution of the international trading system and how it affects multinational corporations (MNCs). Students learn about different trade policy tools, their economic consequences and their political constraints, in particular in the United States, China and the European Union. Students learn to critically assess trade-related news in the media.
7	<b>Recommended prerequisites</b>	Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9 <sup>th</sup> international edition).
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master IBS: mandatory elective for the area "English-speaking countries". Students who select English-speaking countries as an area study cannot take this module as a core course module, but <b>must</b> take it as part of their area studies. Master Wirtschaftspädagogik, Studienrichtung II: elective course (Wahlbereich im Zweifach Sozialkunde), core course (Pflichtbereich im Zweifach Englisch) Erweiterungsprüfung Berufliche Schulen/Studienfach Wirtschaftspädagogik Master Sozialökonomik: elective course (Wahlbereich) Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: elective course (Wahlbereich)
10	<b>Method of examination</b>	Written examination 60 min. (Klausur 60 Min.)
11	<b>Grading procedure</b>	Written examination result 100% (Prüfungsergebnis 100 %)
12	<b>Module frequency</b>	Winter term (WS)
13	<b>Workload</b>	Attendance: 60 h Self-study: 90 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Krugman, P., M. Obstfeld and M. Melitz (2017/18), "International Trade: Theory and Policy" OR "International Economics: Theory and Policy," 11 <sup>th</sup> global edition. Further, course materials will be announced in the course.

1	<b>Module name</b> MIBS-55270	<b>International and European trade law</b>	<b>5 ECTS</b>
2	Courses/lectures	Lect/S: International and European trade law (2 SWS)	5 ECTS
3	Lecturers	Prof. Ismer/Prof. Meßerschmidt	

4	<b>Module coordinator</b>	Prof. Ismer
5	<b>Contents</b>	<p>Basics of International and European Law:</p> <ul style="list-style-type: none"> <li>- EU Trade Law</li> <li>- Concept of Internal Market</li> <li>- Economic Freedoms and Law of Competition</li> <li>- Economic Globalization and the Law of the WTO</li> <li>- The World Trade Organization</li> <li>- WTO Dispute Settlement</li> <li>- Principles of Non-Discrimination</li> <li>- Rules on Market Access</li> <li>- Rules on Unfair Trade</li> <li>- Trade Liberalisation versus other societal values and interests</li> <li>- WTO and EU Law</li> </ul>
6	<b>Learning objectives and skills</b>	<p>Students will</p> <ul style="list-style-type: none"> <li>- know the European Economic Law and WTO-Law as fundamental basis of the International Trade Law</li> <li>- be able to analyse and discuss specific aspects of European and International Economic Law on an advanced level</li> <li>- will be able to produce case studies</li> <li>- will achieve an advanced skill of analysis</li> </ul>
7	<b>Recommended prerequisites</b>	Basic knowledge of European Economic Law
8	<b>Integration in curriculum</b>	Semester 2, 4
9	<b>Module compatibility</b>	<p>Master IBS: core course (Pflichtbereich);</p> <p>Master Sozialökonomik: elective course (Wahlbereich)</p> <p>Master Arbeitsmarkt und Personal: elective course (Wahlbereich)</p> <p>Master Economics: elective course (Wahlbereich)</p>
10	<b>Method of examination</b>	Written examination 60 min (Klausur 60 Min.)
11	<b>Grading procedure</b>	Written examination result 100% (Klausurergebnis 100 %)
12	<b>Module frequency</b>	Summer term (SS)
13	<b>Workload</b>	<p>Attendance: 45 h</p> <p>Self-study: 105 h</p>
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	<p>Van den Bossche/Prévost, Essentials of WTO Law, 3. Auflage 2017 (in WISO-Bibliothek available)</p> <p>Additional Course materials will be announced in the course.</p>



1	<b>Module name</b> MIBS-53710	<b>Foundations of international management I</b>	<b>5 ECTS</b>
2	Courses/lectures	Lect/S: Foundations of international management I (3 SWS)	5 ECTS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	1. Environment of International Management: History and Major Trends 2. Theoretical and Conceptual Foundations of International Management 3. Theories of Internationalization 4. Strategic Management in International Corporations.
6	<b>Learning objectives and skills</b>	The participants understand and analyze typical management problems of international firms. The participants will get to know modern theories and methods of international management and will be able to apply these to practical problems. They get a detailed overview of the current state of international management research and are able to evaluate theoretical and empirical studies in this area critically.
7	<b>Recommended prerequisites</b>	English language proficiency (C1)
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“ Master Sozialökonomik: freier Vertiefungsbereich sowie im Pflichtbereich „Spezielle BWL“ Master Arbeitsmarkt und Personal: Wahlbereich Master Economics: Wahlbereich Master IIS: Module in the section Customized Introduction to IIS (Management) Master Management: Vertiefungsbereich
10	<b>Method of examination</b>	Lect: Report (6 pages) (Diskussionspapier (6 Seiten)) S: Presentation (Präsentation )
11	<b>Grading procedure</b>	Report (Lect.) (80%), Presentation (S) (20%); Exam language: English (Note des Diskussionspapiers 80% und Präsentation 20%)
12	<b>Module frequency</b>	WS
13	<b>Workload</b>	Attendance: 45 h Self-study: 105 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Holtbrügge, D. & Welge, M.K. (2020). International Management. Mimeo, Nürnberg (chapters 1-4). Holtbrügge, D. & Haussmann, H. (eds.) (2017). Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 2 <sup>nd</sup> edition. Augsburg-München: Hampp.

1	<b>Module name</b> MIBS-53720	<b>Foundations of international management II</b>	<b>5 ECTS</b>
2	Courses/lectures	Lect/S: Foundations of international management II (3 SWS)	5 ECTS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	1. Organization of International Corporations 2. Human Resource Management in International Corporations 3. Public Affairs Management in International Corporations
6	<b>Learning objectives and skills</b>	The participants understand and analyze typical management problems of international firms. The participants will get to know modern theories and methods of international management and will be able to apply these to practical problems. They get a detailed overview of the current state of international management research and are able to evaluate theoretical and empirical studies in this area critically.
7	<b>Recommended prerequisites</b>	Successful attendance of Foundations of International Management I English language proficiency (C1)
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master Management: Vertiefungsbereich Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“ Master Sozialökonomik: freier Vertiefungsbereich oder im Pflichtbereich „Spezielle BWL“ Master Arbeitsmarkt und Personal: Wahlbereich Master Economics: elective course (Wahlbereich) Master IIS: Module in the section Customized Introduction to IIS (Management)
10	<b>Method of examination</b>	Lect: Report (6 pages). (Diskussionspapier (6 Seiten)) S: Presentation (Präsentation )
11	<b>Grading procedure</b>	Report (Lect.) (80%), Presentation (S) (20%); Exam language: English (Note des Diskussionspapiers 80% und Präsentation 20%)
12	<b>Module frequency</b>	WS
13	<b>Workload</b>	Attendance: 45 h Self-study: 105 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Holtbrügge, D. & Welge, M.K. (2020): International Management. Mimeo, Nürnberg (chapters 5, 6 & 8). Holtbrügge, D. & Haussmann, H. (eds.) (2017). Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 2 <sup>nd</sup> edition. Augsburg-München: Hampp.

1	<b>Module name</b> MIM-53410	<b>Business strategy</b>	<b>5 ECTS</b>
2	Courses/lectures	Lect/Ex: Business strategy (3 SWS)	5 ECTS
3	Lecturers	Prof. Junge and assistants	
4	<b>Module coordinator</b>	Prof. Junge / Prof. Hungenberg	
5	<b>Contents</b>	<p>This course focuses on selected theories, concepts and tools of strategic management. It is concerned with formulation and implementation of strategies, focusing on the business level of strategy. At business level, customer value and competitive advantage are the central issues. In this context, the digital transformation triggers digital business models, such as platform strategies or other related disruptive innovations. Therefore, the digital transformation is a central focus of this course.</p> <p>The course uses a combination of lectures, discussions and case studies in order to provide the analytic and conceptual foundations for making strategic decisions at business level.</p>	
6	<b>Learning objectives and skills</b>	<p>By the end of the course students can appreciate the need for a comprehensive approach to strategy making and they are aware of top management's role in setting the direction of a company. Students develop knowledge of theories, concepts and tools of business strategy and they develop an understanding of the application of concepts and tools to real life cases.</p>	
7	<b>Recommended prerequisites</b>	None	
8	<b>Integration in curriculum</b>	Semester 1	
9	<b>Module compatibility</b>	<p>Master IBS: core course (Pflichtbereich)  Master Management: Pflichtbereich I  Master Wirtschaftspädagogik, Studienrichtung I:  fachwissenschaftlicher Pflichtbereich; Studienrichtung II:  fachwissenschaftlicher Wahlbereich  Master Wirtschaftsingenieurwesen: Wahlbereich  Master IIS: Module in the section Customized Introduction to IIS (Management)  Master International Production Engineering and Management:  Interdisziplinäre IEM</p>	
10	<b>Method of examination</b>	Written examination (60 min) (Klausur 60 Min.)	
11	<b>Grading procedure</b>	Written examination result (100%) (Klausurergebnis 100%)	
12	<b>Module frequency</b>	Winter term (WS)	
13	<b>Workload</b>	Attendance: 45 h Self-study: 105 h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	Hungenberg, H.: Strategisches Management in Unternehmen, 8th Ed., Wiesbaden 2014 <ul style="list-style-type: none"> <li>▪ Dess, G., McNamara, G., Eisner, A.: Strategic management, 10th Ed., Maidenhead 2020</li> </ul>	

1	<b>Module name</b> MIM-55461	<b>Advanced methods of management research IV</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Advanced methods of management research IV (3 SWS) ( <b>Mandatory attendance</b> )	5 ETCS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	Current issues in the field of International Management
6	<b>Learning objectives and skills</b>	The students learn about advanced methods of management research and how to apply them to current questions in the field of International Management. Students carry out a research project in this field that consists of all relevant phases (literature review, theoretical concept, hypothesis development, data collection and analysis, theoretical and practical contribution). They are able to critically reflect their research in terms of relevance and rigor (representativeness, reliability, validity, etc.).
7	<b>Recommended prerequisites</b>	Foundations of International Management I (required) Foundations of International Management II (required) Knowledge of advanced statistics and SPSS is required. English language proficiency (C1) The number of participants is restricted.
8	<b>Integration in curriculum</b>	Semester 2 (Before students start to write their master thesis. The seminar is a prerequisite if students want to write their master thesis at the Department of International Management)
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master Management: Pflichtbereich II (MIM-55460)
10	<b>Method of examination</b>	Written examination (30 min), Presentation, seminar paper
11	<b>Grading procedure</b>	Written examination (33%), Presentation (33%), seminar paper (33%) <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 21 Abs. 1 Sätze 2 und 4 der BPOWiWi in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 31 Abs. 1 Satz 2 BPOWiWi eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>
12	<b>Module frequency</b>	SS
13	<b>Workload</b>	Attendance: 30h Self-study: 120h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Tba in the course

1	<b>Module name</b> MARK-54831	<b>International marketing</b>	<b>5 ECTS</b>
2	Courses/lectures	Lect: International marketing (2 SWS)	5 ETCS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	<p>This course offers students a deep and specialized expertise in marketing activities in an international environment. In addition, the focus is on the evaluation, analysis and application of theoretical marketing approaches.</p> <p>The following topics will be discussed in particular:</p> <ul style="list-style-type: none"> <li>- The scope and challenge of international marketing</li> <li>- International market coverage strategy</li> <li>- Design of the international marketing-mix</li> <li>- Standardization vs. differentiation of international product, price, sales, and communication management</li> </ul> <p>Particular areas or regions covered in the lecture will be announced prior to the course.</p>
6	<b>Learning objectives and skills</b>	The students acquire specialized and deep knowledge in the domain of international marketing. They can explain, apply and reflect on theories, concepts and empirical studies in the area of international marketing in a deepened and critical way. Foundations for the use of the marketing-mix in an international setting are taught and the students are able to bring them into question critically. Furthermore, the students are able to independently conceptualize strategic courses of action as well as scopes for design for the marketing-mix in an international context.
7	<b>Recommended prerequisites</b>	Registration via vhb ( <a href="http://www.vhb.org">www.vhb.org</a> ) is necessary in order to gain access to the course and the StudOn e-learning platform.
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	<p>Master IBS: core course (Pflichtbereich)</p> <p>Master Marketing:</p> <ul style="list-style-type: none"> <li>- Vertiefungsbereich Marketing Management</li> <li>- Wahlpflichtbereich der Modulgruppe „Marketing“ für beide Vertiefungsbereiche, wenn nicht bereits im Vertiefungsbereich Marketing Management gewählt</li> </ul>
10	<b>Method of examination</b>	Discussion paper (6 pages) (Diskussionspapier (6 Seiten))
11	<b>Grading procedure</b>	Discussion paper (100%) (Diskussionspapier (100%))
12	<b>Module frequency</b>	WS
13	<b>Workload</b>	<p>Attendance: 30 h</p> <p>Self-study: 120 h</p>
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Alon, I., Jaffe, E., Prange, C. & Vianelli, D. (2017). Global Marketing: Contemporary Theory, Practice, and Cases. 2nd ed., New York, London: Routledge 2017.

1	<b>Module name</b> MIM-53651	<b>Global operations strategy</b>	<b>5 ECTS</b>
2	Courses/lectures	Lect/S: Global operations strategy (2 SWS)	5 ECTS
3	Lecturers	Prof. Voigt and research assistants	
4	<b>Module coordinator</b>	Prof. Voigt	
5	<b>Contents</b>	<p>During the past decades, operations have become increasingly international or even global in nature. Drivers of the globalization include increased competitiveness through offshore manufacturing and global sourcing.</p> <p>During this module, the increasing complexity and the challenges of operations on a global scale will be discussed together with the participants. The theory modules at the beginning structure the options of a general operations strategy and illustrate its implementation in the organization.</p> <p>The subject specific modules, elaborated by the participants, enable a profound understanding of single activity areas of global operations and their relation to the global operations strategy. Therewith the students will get insights in the importance of an integrated global operations strategy and will become familiar with the main strategic options in this field.</p>	
6	<b>Learning objectives and skills</b>	<p>Participation in the first seminar session is mandatory, as the topics for the teamwork are chosen during this session by the participants.</p> <p>In the following weeks, based on own research using scientific sources, key topics are elaborated in teams. Following predefined learning targets, the students need to structure the elaborated content in an academic presentation and present their results in class. Thereby, the teams are responsible for developing a didactic concept in order to support the understanding of the discussed topics. Furthermore, the participants are required to document their research method as well as their results. After the course, the participants are able to discuss the functions and impact of operations management in an international context.</p>	
7	<b>Recommended prerequisites</b>	None	
8	<b>Integration in curriculum</b>	Semester 1 or 3	
9	<b>Module compatibility</b>	<p>Master IBS: core course (Pflichtbereich)</p> <p>Master Management: elective course (Vertiefungsbereich)</p> <p>Master Wirtschaftspädagogik, Studienrichtung I: elective course (Wahlbereich)</p> <p>Master Marketing: elective course (Wahlbereich)</p> <p>Master Sozialökonomik: elective course (Wahlbereich)</p> <p>Master Arbeit und Personal: elective course (Wahlbereich)</p> <p>Master Economics: elective course (Wahlbereich)</p> <p>Master in International Information Systems: Module in the section Customized Introduction to IIS (Management II)</p>	
10	<b>Method of examination</b>	<p><del>Written examination 60 min. (Klausur 60 Min.), Presentation (group presentation)</del>  <del>(3-5 minutes per participant)</del></p> <p><i>Change of examination due to Corona:</i></p>	

		Presentation (digital group presentation)
11	<b>Grading procedure</b>	<del>Written examination 50%, Presentation (50%)</del>  <i>Change of examination due to Corona:</i> <i>Digital presentation (100%)</i>
12	<b>Module frequency</b>	Winter term (WS) All participants have to register in advance on StudOn! The registration for GOS on StudOn starts mid-September. The number of participants is limited to 60.
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h
14	<b>Module duration</b>	1 term
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	<ul style="list-style-type: none"> <li>▪ Abele, E. et al. (2008): Global Production. A Handbook for Strategy and Implementation. Berlin: Springer.</li> <li>▪ Reid, R. D. &amp; Sanders N. R. (newest ed.): Operations Management. Hoboken: Wiley &amp; Sons.</li> <li>▪ Slack, N. &amp; Lewis, M. (newest ed.): Operations Strategy. Harlow: PrenticeHall.</li> </ul>



1	<b>Module name</b> MIBS-56331	<b>E-business projects and innovation</b>	<b>5 ECTS</b>
2	Courses/lectures	Innovation and leadership (Lect.)	5 ECTS
			5 ECTS
3	Lecturers	Prof. Möslein and assistants	

4	<b>Module coordinator</b>	Prof. Möslein
5	<b>Contents</b>	<p>The lecture focuses on the challenges of leading and communicating innovation and change in IT enabled companies and networked organizations. Based upon that, creating a sustainable innovative environment is a leadership task. In order to succeed at this task, leaders must develop innovative abilities to deal with the challenges inherent in a business environment characterized by fluid, unstructured and changing information. The aim of this course is thereby twofold.</p> <p>First, the course delineates and describes different yet emerging innovation tools, organizing them into a coherent set of classes. Each class of tools is described using a set of up-to-date business cases that depict the current status of the information systems. The second aim of this course is to get an overview of how to structure leadership systems towards innovation, how leaders can motivate to foster innovative thinking and what new forms of innovation (e.g. open innovation) mean for the definition of leadership.</p> <p>In doing so, this lecture represents an Idea Transformation Class as students are encouraged not only to merely develop, but to actively deploy specifically developed concepts.</p>
6	<b>Learning objectives and skills</b>	<p>The students:</p> <ul style="list-style-type: none"> <li>• will understand and explore the theories and practicalities of leadership in open innovation contexts.</li> <li>• will gain knowledge on leading and communicating innovation and translate it in leadership behavior in real case contexts.</li> <li>• will learn to assess, reflect and feedback the impact of practical leadership for innovation.</li> <li>• can independently define new application-oriented problem solving in e-business in relation to the economic impact for businesses, along with solving problems using the appropriate methods.</li> <li>• discuss possible solutions in groups and present their research results.</li> </ul>
7	<b>Recommended prerequisites</b>	<ul style="list-style-type: none"> <li>• Basic understanding of innovation management</li> <li>• Basic understanding of management processes</li> <li>• First experience in team projects</li> </ul>
8	<b>Integration in curriculum</b>	Semester 1
9	<b>Module compatibility</b>	<p>Master IBS: core course (Pflichtbereich)</p> <p>Master International Information Systems: Module in the section Information Systems – Digital Business (<b>Core Course or Elective</b>) (IIS 57053)</p> <p>Master Management: Vertiefungsbereich (IIS 57053)</p>

		Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“ (IIS 57053)
10	<b>Method of examination</b>	Lect/Ex: Research project (tw. In Gruppenarbeit) and Presentation (Vorlesung/Übung: Projektarbeit (tw. In Gruppenarbeit) und Präsentation)
11	<b>Grading procedure</b>	Lect/Ex: Research project (tw. In Gruppenarbeit) (100%) and Presentation (passed) (Vorlesung/Übung: Projektarbeit (tw. In Gruppenarbeit) (100%) und Präsentation (bestanden))
12	<b>Module frequency</b>	Winter term (WS)
13	<b>Workload</b>	Attendance: 45h, self-study: 105h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	No. 1: <i>Huff, Möslein &amp; Reichwald: Leading Open Innovation</i> ; 2013 MIT Press, ISBN-13: 978-0262018494

1	<b>Module name</b> IIS-57241	<b>Service innovation</b> This course is a core course for students who started studying the MIBS program in WS 2018 or later. Students who started in WS 2017 or earlier can include this course in their area studies <u>only</u> .	<b>5 ECTS</b>
2	Courses/lectures 72401	Service innovation	2,5 ECTS 2,5 ECTS
3	Lecturers	Prof. Dr. Möslein, Prof. Dr. Roth and colleagues	
4	<b>Module coordinator</b>	Prof. Möslein	
5	<b>Contents</b>	Services now account for over 80% of all transactions in developed economies, but typically receive much less R&D attention than products. Developing service innovations demands a clear strategy from businesses with four interlocking core elements: search, selection, implementation and evaluation of innovative concepts. If even one of these phases is not been clearly thought through, the entire innovation process is likely to collapse. This course focuses on successful approaches, methods, tools and efforts to develop service innovations. Further information can be found on <a href="http://www.wi1.fau.de">www.wi1.fau.de</a> .	
6	<b>Learning objectives and skills</b>	The students can: <ul style="list-style-type: none"> <li>• learn about items, notions, characteristics and special features in innovation management for services, service design methods and cases.</li> <li>• learn to judge and discuss innovation management tasks and alternative solutions with respect to the specialites of services.</li> <li>• experience methods of service design by themselves in interactive lectures, gain a feeling for suitable methods and learn to reflect different effects.</li> <li>• apply their knowledge and competences in solving cases and thereby analyze selected issues of managing, developing and innovating services.</li> <li>• work together in international small work groups, present their results in English, give feedback to other students' work and discuss different solution approaches.</li> </ul>	
7	<b>Recommended prerequisites</b>	<ul style="list-style-type: none"> <li>- Basic understanding of product and service business processes</li> <li>- General knowledge on management and strategy</li> <li>- Openness to work interactively and in interdisciplinary and international teams</li> </ul> None	
8	<b>Integration in curriculum</b>	Semester 2, 4	
9	<b>Module compatibility</b>	Master in International Information Systems: Module in the section Information Systems – Digital Business ( <b>Elective</b> ) Master Management: Vertiefungsbereich Master Wirtschaftspädagogik, Studienrichtung I: Wahlbereich Master Sozialökonomik: Vertiefungsbereich Master Arbeitsmarkt und Personal: Wahlbereich Master Economics: Wahlbereich Master IBS: core course (Pflichtbereich)	
10	<b>Method of examination</b>	Lect/Ex: Written assignment (Vorlesung/ Übung: Hausarbeit) Seminar paper and presentation (Seminararbeit und Präsentation)	

11	<b>Grading procedure</b>	Seminar paper (Seminararbeit) (tw. In Gruppenarbeitpartly group work): (70%) and presentation (partly group work) (30%)
12	<b>Module frequency</b>	SoSe
13	<b>Workload</b>	Contact hours: 30 h Independent study: 120 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Specific literature will be listed in the course

1	<b>Module name</b> MIBS-53471	<b>Managing intercultural relations</b>	<b>5 ECTS</b>
2	Courses/lectures	L/S: Managing intercultural relations (3 SWS)	5 ECTS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	<ol style="list-style-type: none"> <li>1. Relevance of Intercultural Management</li> <li>2. Intercultural Management Research: Scope and Results</li> <li>3. Manifestations and Functions of Culture</li> <li>4. Concepts of Culture</li> <li>5. Intercultural Communication and Negotiations</li> <li>6. Culture and Management: Organization, Motivation and Leadership in Different Cultures</li> <li>7. Intercultural Competence</li> <li>8. Intercultural Training</li> <li>9. Conclusions</li> </ol>
6	<b>Learning objectives and skills</b>	The participants understand and analyze modern theories and methods of management and apply these to practical problems. They get a detailed overview of the current state of comparative, cross-cultural, indigenous and post-colonial management research and evaluate theoretical and empirical studies in these areas. They are able to conceptualize and measure intercultural competence and to conduct and evaluate innovative methods of intercultural training. They learn about methodological challenges of intercultural management research and are able to assess its rigor and relevance.
7	<b>Recommended prerequisites</b>	English language proficiency (C1)
8	<b>Integration in curriculum</b>	Semester 2, 4
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master Management: elective course (Vertiefungsbereich) Master Sozialökonomik: freier Vertiefungsbereich sowie im Pflichtbereich „Spezielle BWL“ Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: elective course (Wahlbereich)
10	<b>Method of examination</b>	Lect.: Discussion paper (6 pages) (Diskussionspapier (6 Seiten)) S.: Presentation (Präsentation)
11	<b>Grading procedure</b>	Discussion paper (Lect.) (80%); Exam language: English, presentation (S) (20%) ( Note des Diskussionspapiers 80% und Präsentation 20%)
12	<b>Module frequency</b>	SS
13	<b>Workload</b>	Attendance: 45 h Self-study: 105 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	<ul style="list-style-type: none"> <li>▪ Holtbrügge, D. (2019). Managing Intercultural Relations. Nürnberg: Mimeo.</li> </ul>

1	<b>Module name</b> MIBS-56522	<b>International management solutions</b>	<b>5 ECTS</b>
2	Courses/lectures	S: International management solutions (3 SWS) (Mandatory attendance)	5 ETCS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	Current issues in the field of International Management
6	<b>Learning objectives and skills</b>	The students learn about current challenges in international management and develop strategies and tools for their solution. Topics include market entry strategies, international human resource management and corporate social responsibility. The students develop creative skills and methodological competences, and apply current theoretical knowledge to practical management problems.
7	<b>Recommended prerequisites</b>	Advanced knowledge of international and intercultural management English language proficiency (C1) The number of participants is limited.
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master Management: Pflichtbereich II (MIBS-56523)
10	<b>Method of examination</b>	Project report
11	<b>Grading procedure</b>	Project report (100%)
12	<b>Module frequency</b>	Winter term (WS)
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Tba in the course

1	<b>Module name</b> MSE-52290	<b>International finance</b>	<b>5 ECTS</b>
2	Courses/lectures	Lect.: International finance, theory and policy (2 SWS) Exercise: International finance, theory and policy (1 SWS)	5 ECTS
3	Lecturers	Prof. Merkl	

4	<b>Module coordinator</b>	Prof. Merkl
5	<b>Contents</b>	This course covers a wide range of topics (e.g., exchange rates and exchange rate regimes, national accounts and capital flows, international financial system, international banking and central banking). Basic economic concepts will be provided as a background. Statistics and empirical results will be shown to understand the validity of these concepts. Recent real life examples/case studies will be used to analyze the implications for policy makers, international organisations and business.
6	<b>Learning objectives and skills</b>	Students <ul style="list-style-type: none"> <li>– understand and apply basic concepts of exchange rate determination and their validity.</li> <li>– learn about driving forces of capital flows.</li> <li>– analyze how international (central) banking and the international financial system work.</li> <li>– apply their knowledge in a presentation (either in case study style or in a small quantitative project).</li> </ul>
7	<b>Recommended prerequisites</b>	Macroeconomics (Bachelor)
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master Economics: Elective compulsory subjects (Wahlpflichtbereich) Master FACT: Vertiefungsbereich (Modulgruppe Finance and Insurance) Master Wirtschaftspädagogik, Studienrichtung I: Pflichtbereich; Studienrichtung II: Wahlbereich
10	<b>Method of examination</b>	Written examination (60 minutes) [The grade can be improved up to 0.7 units with a voluntary presentation during the winter term.]
11	<b>Grading procedure</b>	Written examination (100%) [The grade can be improved up to 0.7 with a voluntary presentation during the winter term.]
12	<b>Module frequency</b>	Winter term (WS)
13	<b>Workload</b>	Attendance: 45 h Self-study: 105 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Presentation slides and relevant literature will be provided



1	<b>Module name</b> MIM-53460	<b>Change management</b>	<b>5 ECTS</b>
2	Courses/lectures	L/P: Change management (2+1 SWS)	5 ECTS
3	Lecturers	Prof. Junge and assistants	
4	<b>Module coordinator</b>	Prof. Junge / Prof. Hungenberg	
5	<b>Contents</b>	This module focuses on one of the most important management tasks: to achieve change in organizations. It deals with systematic approaches to influence individuals, teams and the organization as a whole in a desired way – in order to develop a company from its current to a future state. The currently ongoing digital transformation makes this particularly worthwhile. Digitalization drives change and thus represents a great challenge, but also offers tremendous opportunities. The module provides participants with a systematic approach in order to (1) successfully initiate and implement organizational changes and (2) successfully guide an organization through a change process. Participants will be provided with theoretical concepts and practical tools for managing organizational change (e.g. research on cognitive biases, trait theory, motivation theory, affective events theory, emotional intelligence, and organizational ambidexterity).	
6	<b>Learning objectives and skills</b>	At the end of this module, students are familiar with the tasks and challenges of managing change in organizations. The participants should develop an understanding of the importance of successful leadership during organizational change as well as evaluate situations, which are related to organizational change.	
7	<b>Recommended prerequisites</b>	None	
8	<b>Integration in curriculum</b>	Semester 2, 4	
9	<b>Module compatibility</b>	Master Management: Vertiefungsbereich Master IBS: Kernbereich Master Wirtschaftspädagogik Studienrichtung I: fachwissenschaftlicher Pflichtbereich; Studienrichtung II: fachwissenschaftlicher Wahlbereich Master Arbeitsmarkt und Personal: Wahlpflichtbereich Master Sozialökonomik: freier Vertiefungsbereich	
10	<b>Method of examination</b>	Written examination (60 min.)	
11	<b>Grading procedure</b>	Written examination (100 %)	
12	<b>Module frequency</b>	Summer term	
13	<b>Workload</b>	Attendance: 45 h Self-study: 105 h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	Bazerman, M., Moore, D.: Judgement in Managerial Decision Making, 8 <sup>th</sup> ed., Hoboken 2017. Greenberg, J.: Managing Behavior in Organizations, 6 <sup>th</sup> ed., Boston 2013. Kahneman, D.: Thinking, Fast and Slow, 1 <sup>st</sup> ed., New York 2013. Robbins, S., Judge, T.: Organizational Behavior, 17 <sup>th</sup> ed., Boston 2017.	

1.	<b>Module name</b> MIM-56780	<b>Business ethics and corporate social responsibility</b>	<b>5 ECTS</b>
2.	Courses/lectures	V: Business ethics and corporate social responsibility (2 SWS)	5 ECTS
3.	Lecturers	Prof. Beckmann	

4.	<b>Module coordinator</b>	Prof. Beckmann
5.	<b>Contents</b>	This course combines the perspectives of the ethics of competitive markets, business ethics, and corporate social responsibility. First, we address the question of how social and environmental objectives are met at a macro-level. Here, we place particular emphasis on national and supranational governance structures. In a second step, we take on the perspective of the individual firm by raising the question as to if and to what extent firms need to incorporate moral issues into their value creation processes. Against this background, corporate social responsibility may serve as a means of implementing these moral issues. Thus, we take a closer look at CSR, its origins, development, and tools.
6.	<b>Learning objectives and skills</b>	Students: <ul style="list-style-type: none"> <li>• Are able to provide differentiated arguments on questions relevant to our society</li> <li>• Have skills to critically reflect current issues in business ethics and CSR</li> <li>• Know concepts that help to critically reflect the role of business in society</li> <li>• Understand the changing environment of companies</li> <li>• Are able to use dilemma structure as analytical tool</li> <li>• Understand the CSR discourse and its core concepts</li> </ul>
7.	<b>Recommended prerequisites</b>	None
8.	<b>Integration in curriculum</b>	Semester 2, 4
9.	<b>Module compatibility</b>	<ul style="list-style-type: none"> <li>• Modul im Vertiefungsbereich des Masters in Management</li> <li>• Modul im freien Vertiefungsbereich Master Sozialökonomik</li> <li>• Modul im freien Vertiefungsbereich des Masters in International Business</li> <li>• Modul im Vertiefungsbereich des Master Marketing</li> <li>• Modul im fachwissenschaftlichen Pflichtbereich der Studienrichtung I oder Modul im fachwissenschaftlichen Wahlbereich der Studienrichtung II im Master Wirtschaftspädagogik</li> <li>• Modul im Master FACT</li> </ul> <i>Please register via StudOn; no. of participants: 150</i>
10.	<b>Method of examination</b>	Electronic exam (60 min)
11.	<b>Grading procedure</b>	E-exam (100%)
12.	<b>Module frequency</b>	Summer term
13.	<b>Workload</b>	Attendance: 30h Self-study: 120h
14.	<b>Module duration</b>	1 Semester
15.	<b>Teaching and examination language</b>	English

16.	<b>(Recommended) reading</b>	Provided via StudOn
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1.	<b>Module name</b> MIM-58060	<b>Management and organization theories through the lens of mission-driven organizations</b>	<b>5 ECTS</b>
2.	Courses/lectures	S: Management and organization theories through the lens of mission-driven organizations (2 SWS) (Compulsory attendance)	5 ECTS
3.	Lecturers	Prof. Beckmann and assistants	

4.	<b>Module coordinator</b>	Prof. Beckmann
5.	<b>Contents</b>	<p>This course takes a closer look at management and organization theories. Discussed in the context of organizations driven by a social or environmental mission, these theories provide insights into why organizations exist, how they function and how they interact with each other. This course addresses theories such as transaction cost theory, agency theory or institutional theory.</p> <p>Studying management and organizations theories from the perspective of mission-driven organization helps us to better understand the potential conflict of diverse interests i.e. simultaneously creating financial, social, and environmental value. These insights provide insights into many issues that companies face when implementing sustainability strategies.</p>
6.	<b>Learning objectives and skills</b>	<p>Students:</p> <ul style="list-style-type: none"> <li>• Are able to analyze classic articles in management and organization theory</li> <li>• Can critically reflect these theories. In particular, students are able to engage each other in fruitful classroom discussions about the applicability of these theories as well as on their boundary conditions.</li> <li>• Advance their feedback skills by providing other students with feedback during class</li> <li>• Can apply these theories to the specific context of mission-driven organizations</li> <li>• Better understand the bigger picture i.e. to recognize patterns in situations</li> <li>• Can employ their theoretical knowledge to examples from practice.</li> <li>• Advance their teamwork skills through group work during class as well as team presentations</li> </ul>
7.	<b>Recommended prerequisites</b>	None
8.	<b>Integration in curriculum</b>	Semester 2, 4
9.	<b>Module compatibility</b>	<p>Master IBS: core course (Pflichtbereich)  Master Management: Pflichtbereich II (MIM-8061)  Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“  Master Sozialökonomik: freier Vertiefungsbereich sowie im Pflichtbereich „Spezielle BWL“</p> <p><i>Registration via StudOn; no. of participants: 30</i></p>
10.	<b>Method of examination</b>	Weekly theses development, seminar paper & presentation
11.	<b>Grading procedure</b>	Seminar paper (70%) Presentation (30%)

12.	<b>Module frequency</b>	Summer term
13.	<b>Workload</b>	Attendance: 28h Self-study: 122h
14.	<b>Module duration</b>	1 Semester
15.	<b>Teaching and examination language</b>	English
16.	<b>(Recommended) reading</b>	Provided via StudOn

1.	<b>Module name</b> MIBS-52690	<b>The organization of the international system</b> <b>This module cannot be offered in the winter term 2021/22.</b>	<b>5 ECTS</b>
2.	Courses/lectures	Lect.: The organization of the international system (2 SWS)	5 ECTS
3.	Lecturers	Prof. Gardini	

4.	<b>Module coordinator</b>	Prof. Gardini
5.	<b>Contents</b>	<p>The lecture will cover the following main topics.</p> <ul style="list-style-type: none"> <li>• International system, international organisation, cooperation and global governance: theoretical perspectives and historical evolution.</li> <li>• The United Nations: historical overview, major organs, competences and spheres of activity. The specialised agencies. Proposals for reform. Peacekeeping.</li> <li>• Regionalism and regional organisations: The European Union and the other European organisations; The Americas; Asia, Africa and the Middle East.</li> <li>• International organization in the areas of economy, trade, finance and development (World Bank, International Monetary Fund, World Trade Organisation)</li> <li>• Topical and new issues in international organisation/global governance: peace and security, economic and social development, human rights, the environment.</li> </ul>
6.	<b>Learning objectives and skills</b>	<p>Students who successfully complete this module will:</p> <ul style="list-style-type: none"> <li>• acquire a good understanding of the nature of the international system, its structures, processes and main actors;</li> <li>• have a good knowledge of the theoretical rationale and empirical examples of the main international organisations and their role and activities;</li> <li>• have a good knowledge of the topical issues and debates in contemporary international organisation/organisations and their possible evolution;</li> <li>• be able to assess critically the role and functions of key international actors and organisations in specific case studies</li> <li>• acquire a deep and critical understanding of the current shift in international power, its nature and distribution</li> </ul>
7.	<b>Recommended prerequisites</b>	None
8.	<b>Integration in curriculum</b>	Semester 1, 3
9.	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich)
10.	<b>Method of examination</b>	Written Examination (90 minutes)
11.	<b>Grading procedure</b>	Written Examination: 100%
12.	<b>Module frequency</b>	Winter semester
13.	<b>Workload</b>	Attendance: 30 h Self-study: 120 h
14.	<b>Module duration</b>	1 Semester

15.	<b>Teaching and examination language</b>	English
16.	<b>(Recommended) reading</b>	<ul style="list-style-type: none"> <li>• Armstrong, Lloyd &amp; Redmond, International Organisation in World Politics, Palgrave, 2013</li> <li>• Karns &amp; Mingst, International Organisations, Lynne Rienner, 2009</li> <li>• Klabbers, An introduction to international organizations Law, Cambridge University Press, 2015</li> </ul>



1.	<b>Module name</b> MIBS-52700	<b>Power, order and institutions in world politics</b>	<b>5 ECTS</b>
2.	Courses/lectures	S: Power, order and institutions in world politics (2 SWS) ( <b>mandatory attendance</b> )	5 ECTS
3.	Lecturers	Prof. Gardini	

4.	<b>Module coordinator</b>	Prof. Gardini
5.	<b>Contents</b>	<p>The seminar will cover the following main topics.</p> <ul style="list-style-type: none"> <li>• International system, international organisation, cooperation and global governance: theoretical perspectives and historical evolution.</li> <li>• The contested notions of power, order and institutions: theoretical perspectives and empirical examples: bridging the gap between academia and the practice of international affairs.</li> <li>• The changing nature of international power and its distribution: rising powers, transnational corporations, state and non-state actors.</li> <li>• International Economic power, order and public institutions (WTO, WB, IMF)</li> <li>• International Economic power, order and private institutions (WEF, WSF, CRAs, MNCs, NGOs)</li> <li>• Topical and new issues in international organisation/global governance: peace and security, economic and social development, human rights, the environment.</li> </ul>
6.	<b>Learning objectives and skills</b>	<p>Students who successfully complete this module will:</p> <ul style="list-style-type: none"> <li>• acquire a good understanding of the nature of power, order, and institutions in the international system;</li> <li>• understand the type of power projected by key actors (US, EU, emerging powers, international organizations)</li> <li>• have a good knowledge of the topical issues and debates in contemporary international relations and their possible evolution;</li> <li>• be able to assess critically the role and functions of key international actors and organisations in specific case studies</li> <li>• acquire a deep and critical understanding of the current shift in international power, its nature and distribution</li> </ul>
7.	<b>Recommended prerequisites</b>	None
8.	<b>Integration in curriculum</b>	Semester 1, 3
9.	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich)
10.	<b>Method of examination</b>	(Group-) Presentation, Seminar paper
11.	<b>Grading procedure</b>	Presentation: 40% Seminar paper: 60%
12.	<b>Module frequency</b>	Winter semester
13.	<b>Workload</b>	Attendance: 30 h Self-study: 120 h
14.	<b>Module duration</b>	1 Semester

15.	<b>Teaching and examination language</b>	English
16.	<b>(Recommended) reading</b>	<ul style="list-style-type: none"> <li>• Hurrell, On Global Order, Oxford University Press, 2008</li> <li>• Narlikar, New Powers: How to become one and how to manage them, Oxford University Press, 2010.</li> <li>• Brown and Ainley, Understanding international relations, Palgrave, 2009</li> </ul>

## **AREA STUDIES:**

1	<b>Module description</b> MIBS-54861	<b>Area specific language courses – English speaking countries</b>	<b>10 ECTS</b>
2	Courses/lectures	<p>4 English courses on level C1 CEFR / UNICert® III:</p> <p>English for academic purposes 1&amp;2 English for international business 1&amp;2</p> <p>or 2 out of the 4 above English courses</p> <p>and either 1 Spanish course on level A2 to B2 CEFR</p> <p>or 2 Spanish courses on level C1 CEFR / UNICert® III</p> <p>or similar combinations.</p>	<p>each 2.5 ECTS</p> <p>each 2.5 ECTS</p> <p>5 ECTS</p> <p>each 2.5 ECTS</p>
3	Lecturers	Staff at the department Fremdsprachenausbildung Nuremberg / language center (Head of department: Dr. Oesterreicher)	

4	<b>Module coordinator</b>	Dr. Oesterreicher
5	<b>Contents</b>	The focus of these courses is on deepening and extending the students' competencies in the foreign language(s) to effective operational proficiency in the context of International Business. The emphasis is on strengthening communicative competence through task-based learning and practice in the 4 key skills (listening, reading, speaking, writing).
6	<b>Learning objectives and skills</b>	The student acquires effective operational proficiency in the foreign language(s) in relation to their academic studies and professional life, and in intercultural and field-related communicative competence which enables him/her to participate in international business and postgraduate studies.
7	<b>Recommended prerequisites</b>	Successful completion of the underlying CEFR-level or equivalent qualification or placement test
8	<b>Integration in curriculum</b>	Semester 1,2, 3 and 4
9	<b>Module compatibility</b>	Master IBS elective course (Wahlbereich) for students having started the program in winter term 2015/16 or later
10	<b>Method of examination</b>	60 min examination written and oral in each 2.5 ECTS course / 90 min. examination written and oral in 5 ECTS courses (Klausur und mündl. Prüfung für jeden der vier Kurse)
11	<b>Grading procedure</b>	Average of all four end of term exams
12	<b>Module frequency</b>	WS, SS
13	<b>Workload</b>	Attendance: 90 h Self-study: 210 h
14	<b>Module duration</b>	4 semesters
15	<b>Teaching and examination language</b>	Foreign language chosen
16	<b>(Recommended) reading</b>	Course materials will be announced in the course

1	<b>Module name</b> MIBS-54440	<b>Issues in international political economy</b>	<b>5 ECTS</b>
2	Courses/lectures	V: Issues in international political economy (2 SWS) Ü: Issues in international political economy (2 SWS)	2,5 ECTS 2,5 ECTS
3	Lecturers	Prof. Christoph Moser and staff	

4	<b>Module coordinator</b>	Prof. Christoph Moser
5	<b>Contents</b>	This course deals with international trade policy. The focus will be on the political and economic determinants and consequences of trade liberalization as well as trade policies that increase trade barriers. The course will provide important insights into the global governance of international trade flows, the World Trade Organization and the role of the United States, China and the European Union.
6	<b>Learning objectives and skills</b>	Students gain an understanding of the importance and evolution of the international trading system and how it affects multinational corporations (MNCs). Students learn about different trade policy tools, their economic consequences and their political constraints, in particular in the United States, China and the European Union. Students learn to critically assess trade-related news in the media.
7	<b>Recommended prerequisites</b>	Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9 <sup>th</sup> international edition).
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master IBS: mandatory elective for the area "English-speaking countries". Students who select English-speaking countries as an area study cannot take this module as a core course module, but <b>must</b> take it as part of their area studies. Master Wirtschaftspädagogik, Studienrichtung II: elective course (Wahlbereich im Zweitfach Sozialkunde), core course (Pflichtbereich im Zweitfach Englisch) Erweiterungsprüfung Berufliche Schulen/Studienfach Wirtschaftspädagogik Master Sozialökonomik: elective course (Wahlbereich) Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: elective course (Wahlbereich)
10	<b>Method of examination</b>	Written examination 60 min. (Klausur 60 Min.)
11	<b>Grading procedure</b>	Written examination result 100% (Prüfungsergebnis 100 %)
12	<b>Module frequency</b>	Winter term (WS)
13	<b>Workload</b>	Attendance: 60 h Self-study: 90 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Krugman, P., M. Obstfeld and M. Melitz (2017/18), "International Trade: Theory and Policy" OR "International Economics: Theory and Policy," 11 <sup>th</sup> global edition. Further, course materials will be announced in the course.

1	<b>Module name</b> MIBS 56911	<b>Issues in political economy</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Issues in political economy (Mandatory attendance)	5 ECTS
3	Lecturers	Prof. Christoph Moser and staff	
4	<b>Module coordinator</b>	Prof. Christoph Moser	
5	<b>Contents</b>	This course deals with current topics in political economy and how politics and economics interact in various fields in the United States and the European Union. The course provides an introduction into the political systems and discusses the interactions between profit-maximizing firms and US and European non-market agents like the government, regulatory institutions and the public. The topics covered include but are not limited to the impact of political connections, corruption, lobbying and the revolving door on the United States of America and the European Union.	
6	<b>Learning objectives and skills</b>	Students gain a deeper understanding of how institutions, power and economic outcomes interact with each other. There will be a focus on the different actors such as governments, NGOs and private sector representatives. Students will also learn about empirical methods used in these fields. A special emphasis will be placed on the United States, the European Union and the transatlantic area.	
7	<b>Recommended prerequisites</b>	Basic knowledge of economics, politics and econometrics.	
8	<b>Integration in curriculum</b>	Semester 2,4	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): English-speaking countries; Europe	
10	<b>Method of examination</b>	Presentation, seminar paper (Präsentation und Seminararbeit)	
11	<b>Grading procedure</b>	30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)  <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>	
12	<b>Module frequency</b>	Summer term (SS)	
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	

16	<b>(Recommended) reading</b>	Course materials will be announced in the course
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1	<b>Module name</b> MIBS-54381 54382	<b>Issues in global governance</b>	<b>5 ECTS</b>
2	Courses/lectures	S. Issues in global governance (Mandatory attendance)	5 ECTS
3	Lecturers	Prof. Christoph Moser and staff	
4	<b>Module coordinator</b>	Prof. Christoph Moser	
5	<b>Contents</b>	This course deals with the “dark side” of global governance, i.e., with phenomena that are associated with a failure of global governance. These topics include but are not limited to failed states, drug trafficking, piracy, international terrorism and organized crime.	
6	<b>Learning objectives and skills</b>	Students gain an understanding of the economic and political consequences of a failure of global governance. In general, students learn about the scope and constraints of global governance.	
7	<b>Recommended prerequisites</b>	Basic knowledge of the concepts of economics and international political economy.	
8	<b>Integration in curriculum</b>	Semester 2, 4	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): English-speaking countries, Master Wirtschaftspädagogik, Studienrichtung II: core course (Wahlbereich im Zweifach Englisch) Erweiterungsprüfung Berufliche Schulen/Studienfach Wirtschaftspädagogik	
10	<b>Method of examination</b>	30% presentation, 70% seminar paper (30% Präsentation und, 70% Seminararbeit)	
11	<b>Grading procedure</b>	30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)  <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung</i>	
12	<b>Module frequency</b>	Summer term (SS)	
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	Course materials will be announced in the course	



1	<b>Module name</b> MIBS-54452	<b>Issues in international trade</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Issues in international trade (Compulsory attendance)	5 ECTS
3	Lecturers	Prof. Christoph Moser and staff	
4	<b>Module coordinator</b>	Prof. Christoph Moser	
5	<b>Contents</b>	This course will focus on major developments in the international trading system, on the multilateral, regional and bilateral level. Special emphasis will be given to developments in the WTO, the rule-making process and the completion of new multilateral commitments. In addition, the pursuit of regional and bilateral trade agreements will be monitored and its effects on businesses and trade flows will be examined. Finally, a thorough analysis of the trade policies pursued by developed and developing countries will be offered.	
6	<b>Learning objectives and skills</b>	Students gain a deeper understanding of the contemporary developments of trade policies on the multilateral, regional and country level and how it affects business and market opportunities. Special emphasis will be on the United States and the European Union.	
7	<b>Recommended prerequisites</b>	Basic knowledge of the concepts of international economics and international political economy.	
8	<b>Integration in curriculum</b>	Semester 1,3	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): English-speaking countries	
10	<b>Method of examination</b>	Presentation, seminar paper (Präsentation und Seminararbeit)	
11	<b>Grading procedure</b>	30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)  <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>	
12	<b>Module frequency</b>	Winter term (WS)	
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	Course materials will be announced in the course	

1.	<b>Module name</b> MIBS-57130	<b>International trade and labor</b>	<b>5 ECTS</b>
2.	Courses/lectures	V: International trade and labor (2 SWS) Ü: International trade and labor (2 SWS)	2,5 ECTS 2,5 ECTS
3.	Lecturers	Prof. Christoph Moser and staff	
4.	<b>Module coordinator</b>	Prof. Christoph Moser	
5.	<b>Contents</b>	This module deals with the consequences of globalization for the domestic labor market and discusses the winners and losers of trade liberalization. The module focuses on the impact of international economic integration on domestic wages, jobs and inequality, in particular in Germany and the United States.	
6.	<b>Learning objectives and skills</b>	Students are made familiar with the main relevant concepts of international trade and acquire specialized knowledge of the labor market effects of trade liberalization. Students learn about key theoretical predictions, their empirical evidence and the empirical strategies to assess their relevance. The module focuses on topics at the intersection between international trade and labor.	
7.	<b>Recommended prerequisites</b>	Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9 <sup>th</sup> international edition) and econometrics (e.g., Wooldridge, Jeffrey (2013), Introductory Econometrics: A Modern Approach, 5 <sup>th</sup> international edition).	
8.	<b>Integration in curriculum</b>	Semester 2, 4	
9.	<b>Module compatibility</b>	Master Economics: elective course (Wahlbereich) Master IBS: elective course (Wahlbereich): English-speaking countries; Europe Master Arbeitsmarkt und Personal: Wahlbereich Master Sozialökonomik: freier Vertiefungsbereich	
10.	<b>Method of examination</b>	Written examination 60 min. (Klausur 60 Min.)	
11.	<b>Grading procedure</b>	Written examination result 100% (Prüfungsergebnis 100%)	
12.	<b>Module frequency</b>	Summer term (SS)	
13.	<b>Workload</b>	Attendance: 60h Self-study: 90h	
14.	<b>Module duration</b>	1 semester	
15.	<b>Teaching and examination language</b>	English	
16.	<b>(Recommended) reading</b>	Krugman, P., M. Obstfeld and M. Melitz (2017/18), "International Trade: Theory and Policy" OR "International Economics: Theory and Policy," 11 <sup>th</sup> global edition. Further course materials will be announced in the course.	

1	<b>Module name</b> MIBS-54462	<b>Issues in global economic governance</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Issues in global governance (Compulsory attendance)	5 ECTS
3	Lecturers	Prof. Christoph Moser and staff	
4	<b>Module coordinator</b>	Prof. Christoph Moser	
5	<b>Contents</b>	This course deals with economical and political aspects of important international institutions that govern global finance, global trade and global economic policy coordination. It highlights that many economic challenges require international cooperation. The course will focus on key players of global economic governance like the International Monetary Fund (IMF), the World Bank, the World Trade Organization (WTO) and geopolitically important players like the United States and the European Union.	
6	<b>Learning objectives and skills</b>	Students gain a deeper understanding of the relevance and structure of global economic governance, including important treaties, development aid and economic crisis management. The need for global economic governance led to the creation of important international institutions, which are in turn shaped by influential stake holders.	
7	<b>Recommended prerequisites</b>	Basic knowledge of the concepts of international economics and international political economy.	
8	<b>Integration in curriculum</b>	Semester 1, 3	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): English-speaking countries, Master Wirtschaftspädagogik, Studienrichtung II: core course (Wahlbereich im Zweifach Englisch) Erweiterungsprüfung Berufliche Schulen/Studienfach Wirtschaftspädagogik	
10	<b>Method of examination</b>	Presentation, seminar paper (Präsentation und Seminararbeit)	
11	<b>Grading procedure</b>	30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)  <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>	
12	<b>Module frequency</b>	Winter term (WS)	
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	Course materials will be announced in the course	

1	<b>Module name</b> MSE-53295	<b>Economics of innovation</b>	<b>ECTS</b> <b>5</b>
2	Courses/lectures	L: Economics of innovation (2 SWS) T: Economics of innovation (2 SWS)	ECTS 5
3	Lecturers	Prof. Dr. Markus Nagler	
4	<b>Module coordinator</b>	Prof. Dr. Markus Nagler	
5	<b>Contents</b>	The lecture provides an introduction to economic issues of innovation and new ideas. The course first sets out general problems in the economics of innovation such as the public goods nature of ideas and the importance of innovation for economic prosperity. In the second part, the course discusses labour and personnel issues in innovation policy, for example the impact of immigration on innovation. In the last part, the course analyses issues in intellectual property rights and public economics topics such as public funding of research and the consequences of innovation for inequality.	
6	<b>Learning objectives and skills</b>	Students know the key issues in the economics of innovation and the impacts of potential public policies to promote innovation. They are able to assess current research in the economics of innovation and are able to relate its results to fundamental policy questions in the area. Students are acquainted with important empirical approaches in the area.	
7	<b>Recommended prerequisites</b>	Basic microeconomics, basic econometrics	
8	<b>Integration in curriculum</b>	2nd semester	
9	<b>Module compatibility</b>	Master Economics: Elective compulsory subjects Master Sozialökonomik: elective course (freier Vertiefungsbereich) Master in Management: elective course (Vertiefungsbereich) Master International Business Studies: elective course (Wahlbereich): English-speaking countries; Europe Master Arbeitsmarkt und Personal: freier Vertiefungsbereich	
10	<b>Method of examination</b>	Written exam (90 minutes)	
11	<b>Grading procedure</b>	Written exam (100%)	
12	<b>Module frequency</b>	Summer term	
13	<b>Workload</b>	Presence: 60 h Independent study: 90 h Lecture notes are provided throughout the course (usually around one week in advance).	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	

16	<b>(Recommended) reading</b>	<p>Bryan, Kevin and Heidi Williams (forthcoming): "Markets for innovation: Market failures and public policies", Handbook of Industrial Organization</p> <p>Bloom, Nicholas, John Van Reenen and Heidi Williams (2019): "A Toolkit of Policies to Promote Innovation," Journal of Economic Perspectives 33(3): 163-184</p> <p>Scotchmer, Suzanne. "Innovation and incentives". MIT press, 2004.</p>
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1	<b>Module name</b> IIS 57172	<b>Patenting for innovation</b>	<b>5 ECTS</b>
2	Courses/lectures IIS 57172	Patenting for innovation	5 ECTS
3	Lecturers	Prof. Möslin, Dr. Grill and colleagues	

4	<b>Module coordinator</b>	Prof. Möslin
5	<b>Contents</b>	<p>Intellectual Properties (IPs) in general and especially patents play an important role in innovation in any Hightech society. This topic is multi-faceted and can be accessed from different viewpoints: business, politics, legal framework, organization, etc. In this course, we will focus on:</p> <ul style="list-style-type: none"> <li>- the introduction to IPs and patents in general,</li> <li>- the role of IPs and patents in research, development and (open) innovation,</li> <li>- the patent exploitation through licensing contracts and patent pools,</li> <li>- the patent policies in the European Union, China and USA.</li> </ul>
6	<b>Learning objectives and skills</b>	<p>The students:</p> <ul style="list-style-type: none"> <li>• learn to understand the role of patenting in the innovation process,</li> <li>• gain deeper insights into the roles of IP in various types of businesses,</li> <li>• study the differences of IP and patents in different regions and contexts (Asia, United States, Europe).</li> </ul>
7	<b>Recommended prerequisites</b>	None
8	<b>Integration in curriculum</b>	Third semester
9	<b>Module compatibility</b>	<p>Master International Information Systems (from 2018/19 + 2016/17): Module in the section Seminar International Information Systems – electives – Digital Business</p> <p>Master International Business Studies: elective course (Wahlbereich): English-speaking countries</p> <p>Master Management: Vertiefungsbereich</p>
10	<b>Method of examination</b>	Seminar paper (Seminararbeit)
11	<b>Grading procedure</b>	Seminar paper (100%) (Seminararbeit)
12	<b>Module frequency</b>	Each WS
13	<b>Workload</b>	<p>Contact hours: 30 h</p> <p>Independent study: 120 h</p>
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Literature will be announced and distributed in the first sessions.

1	<b>Module name</b> MSE-57131	<b>Labor markets in the knowledge economy</b>	<b>ECTS</b> <b>5</b>
2	Courses/lectures	L: Labor markets in the knowledge economy (2 hours) T: Labor markets in the knowledge economy (2 hours)	ECTS 5
3	Lecturers	Prof. Dr. Markus Nagler	

4	<b>Module coordinator</b>	Prof. Dr. Markus Nagler
5	<b>Contents</b>	The course analyzes topics in labor economics and their connection to innovation and technology. We will mostly discuss classical topics in labor economics such as labor supply and migration which are seen through a technology and knowledge economy perspective. It is mainly an empirical course: labor economics is a front-runner in the use of econometrics and data.
6	<b>Learning objectives and skills</b>	Students know the key issues in the intersection of labor and innovation economics. They are able to assess current research in the area and are able to relate its results to fundamental policy questions in the area. Students are acquainted with important empirical approaches in the area.
7	<b>Recommended prerequisites</b>	Basic microeconomics, basic econometrics
8	<b>Integration in curriculum</b>	3rd semester
9	<b>Module compatibility</b>	Master Economics: Elective compulsory subjects Master Sozialökonomik: elective course (freier Vertiefungsbereich) Master in Management: elective course (Vertiefungsbereich) Master International Business Studies: elective course (Wahlbereich): English-speaking countries
10	<b>Method of examination</b>	Written exam (90 minutes) If students cannot participate in the written exam due to the current pandemic, an oral examination is possible
11	<b>Grading procedure</b>	Written exam (100%)
12	<b>Module frequency</b>	Winter term
13	<b>Workload</b>	Presence: 60 h Independent study: 90 h Lecture notes are provided throughout the course (usually around one week in advance).
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Angrist, Joshua and Jörn-Steffen Pischke (2008). "Mostly Harmless Econometrics", Princeton University Press.  Autor, David H. "Why are there still so many jobs? The history and future of workplace automation." The Journal of Economic Perspectives 29.3 (2015): 3-30.

1	<b>Module name</b> MSE-53285	<b>Empirical environmental economics</b>	<b>ECTS</b> <b>5</b>
2	Courses/lectures	Lecture: Empirical environmental economics (2 SWS) Exercise: Empirical environmental economics (1 SWS)	ECTS 2,5 2,5
3	Lecturers	Prof. Liebensteiner	

4	<b>Module coordinator</b>	Prof. Liebensteiner
5	<b>Contents</b>	This module provides an introduction to focal issues of environmental economics with a particular focus on empirical investigations. The module sets out to make students familiar with state-of-the-art econometric research methods in environmental economics. Key issues will be carbon emissions from the energy and transportation sectors, carbon pricing, integration and subsidization of renewable energies, and the effectiveness of different climate policies.
6	<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>• Students get to know fundamental problems of environmental economics (e.g. problems of air pollution from burning fossil fuels, integration of renewable energy sources, and effective policy making)</li> <li>• Students get to know recent econometric approaches to identifying the effects of environmental policies. <ul style="list-style-type: none"> <li>- Students will carry out a hands-on analysis of an environmental problem using real-world data and statistical software (STATA).</li> </ul> </li> </ul>
7	<b>Recommended prerequisites</b>	Basic microeconomics Basic econometrics (at least multivariate OLS regressions)
8	<b>Integration in curriculum</b>	3. Semester
9	<b>Module compatibility</b>	Master of Economics: Elective compulsory subjects Master FACT: Interdisciplinary module group Master of International Business Studies: elective course (Wahlbereich): English-speaking countries Master Arbeitsmarkt und Personal: Wahlbereich Master Management: Vertiefungsbereich Master Sozialökonomik: freier Vertiefungsbereich Master Wirtschaftsingenieurwesen: Allgemeines Wahlmodul
10	<b>Method of examination</b>	Written examination (90 min.) Presentation (10 min.)  <i>If original examination cannot be held due to Corona:</i> Oral examination (online) (15 min.) Presentation (10 min.)
11	<b>Grading procedure</b>	Written examination (80%) Presentation (20%)  <i>If original examination cannot be held due to Corona:</i> Oral examination (online) (80%) Presentation (20%)
12	<b>Module frequency</b>	Annually in the winter term
13	<b>Workload</b>	Attendance: 60 h Self-study: 60 h
14	<b>Module duration</b>	1 semester



15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	<ul style="list-style-type: none"> <li>• Journal articles: will be distributed to course participants via StudOn</li> <li>• Wooldridge, J.M. 2012 Introductory Econometrics: A Modern Approach. South-Western Cengage Learning.</li> </ul>

1	<b>Module name</b> MIBS-54870	<b>Courses exchange semester (Area studies: English speaking countries)</b>	<sup>1)</sup>
2	Courses/lectures	Courses exchange semester (Area Studies: English speaking countries)	<sup>1)</sup>
3	Lecturers	Staff at the exchange university	

4	<b>Module coordinator</b>	Prof. Christoph Moser
5	<b>Contents</b>	Courses students will be attending during the exchange semester in one of the partner universities or others (in English speaking countries) should fit into the module "Area Studies: English Speaking Countries" thus extending the student's knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study
7	<b>Recommended prerequisites</b>	Learning agreement
8	<b>Integration in curriculum</b>	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the exchange university
11	<b>Grading procedure</b>	In accordance with grading key and credits of the course
12	<b>Module frequency</b>	In accordance with the curriculum of the exchange university
13	<b>Workload</b>	In accordance with the specific course and the credits of the course
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Tbd in the course

<sup>1)</sup> up to 30 ECTS (thereof language courses 10 ECTS)

1	<b>Module name</b> MIBS-55650	<b>Free specialisation module (FSM) (Area studies: English speaking countries)</b>	
2	Courses/lectures		
3	Lecturers	Staff at the university Erlangen-Nuremberg	

4	<b>Module coordinator</b>	Prof. Christoph Moser
5	<b>Contents</b>	<p>Students may choose among all courses offered at our university that fit into the module “Area Studies: English Speaking Countries” thus extending the student’s knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.</p> <p>Specific courses recognized as FSM can be found at:  <a href="https://www.im.rw.fau.de/teaching/master/free-specialization-module/">https://www.im.rw.fau.de/teaching/master/free-specialization-module/</a></p>
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study
7	<b>Recommended prerequisites</b>	Learning agreement. Please coordinate with the programme coordinator at the beginning of each semester. Registration for those modules will take place during the regular registration for examination period at the test office (Prüfungsamt). Please present your learning agreement.
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the course
11	<b>Grading procedure</b>	In accordance with grading regulations of the course
12	<b>Module frequency</b>	In accordance with the curriculum of the university
13	<b>Workload</b>	In accordance with the specific course and the credits of the course
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Tbd in the course

1	<b>Module name</b> MIBS 54881	<b>Area specific language courses – Romance countries</b>	<b>10 ECTS</b>
2	Courses/lectures	<p>4 courses on level C1 CEFR in one Romance language:</p> <p>Or</p> <p>2 courses on level C1 CEFR in two Romance languages</p> <p>Or</p> <p>1 course on level A2 to B2 CEFR</p> <p>and 1 course on level B1 to B2 (alternatively 2 courses on level C1 CEFR ) in one Romance language</p> <p>Or similar combinations.</p>	<p>each 2.5 ECTS</p> <p>each 2.5 ECTS</p> <p>5 ECTS</p> <p>5 ECTS (each 2.5 ECTS)</p>
3	Lecturers	Staff at the department Fremdsprachenausbildung Nuremberg / language center (Head of department: Dr. Oesterreicher)	

4	<b>Module coordinator</b>	Dr. Oesterreicher
5	<b>Contents</b>	The focus of these courses is on deepening and extending the students' competencies in the foreign language(s) to effective operational proficiency in the context of International Business. The emphasis is on strengthening communicative competence through task-based learning and practice in the 4 key skills (listening, reading, speaking, writing).
6	<b>Learning objectives and skills</b>	The student acquires effective operational proficiency in the foreign language(s) in relation to their academic studies and professional life, and in intercultural and field-related communicative competence which enables him/her to participate in international business and postgraduate studies.
7	<b>Recommended prerequisites</b>	Successful completion of underlying CEFR-level or equivalent qualification or placement test
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 and 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich) for students having started the program in winter term 2015/16 or later
10	<b>Method of examination</b>	60 min examination written and oral in each 2.5 ECTS course / 90 min. examination written and oral in 5 ECTS courses (Klausur und mündl. Prüfung für jeden der vier Kurse)
11	<b>Grading procedure</b>	Average of all four end of term exams
12	<b>Module frequency</b>	WS, SS
13	<b>Workload</b>	Attendance: 90 h Self-study: 210 h
14	<b>Module duration</b>	4 semesters

15	<b>Teaching and examination language</b>	Foreign language chosen
16	<b>(Recommended) reading</b>	Course materials will be announced in the course

1	<b>Module name</b> MIBS-57500	<b>Negotiation Skills based on the Zurich Negotiating Model ®</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Negotiation Skills based on the Zurich Negotiating Model ® (2 SWS) <b>(mandatory attendance)</b>	5 ECTS
3	Lecturers	Michael Bullinger	
4	<b>Module coordinator</b>	Prof. Gardini, Ph.D.	
5	<b>Contents</b>	<p>We cannot not negotiate - if we like it or not, we have to negotiate. As soon as we need the agreement of somebody in order to reach our own goal, we have to negotiate. The question is, how we can influence the negotiating process towards a solution which satisfies my interests as well as those of my counterpart. Especially in long-lasting relationships it is important to achieve a sustained Win-Win-Solution based on commonly shared values. Only then will both parties stick to the agreement and are willing to continue a good relationship with the other side.</p> <p>The Zurich Negotiating Model® / ZNM is based on the principles of the common Win-Win-Philosophy, which focusses on substance and relationship. The ZNM broadens this scope to include personality and values. Only in the combination of these four elements is the key for a sustainable success. As a comprehensive model for orientation and action in the negotiating process, as well as a tool for reflection and analysis during preparation or follow-up, the Zurich Negotiating Model® offers fresh options for a specific approach to overcoming resistance during difficult negotiations.</p>	
6	<b>Learning objectives and skills</b>	The participants learn a repertoire of skills for the methodical preparation, conduct and review of negotiations and have opportunities to engage in active training, with the option of basing this on situations they have experienced themselves.	
7	<b>Recommended prerequisites</b>	None	
8	<b>Integration in curriculum</b>	Semester 1, 3	
9	<b>Module compatibility</b>	Master IBS: Elective course (Wahlbereich): Romance countries	
10	<b>Method of examination</b>	Written examination (60 min.)	
11	<b>Grading procedure</b>	Written examination 100%	
12	<b>Module frequency</b>	Winter term	
13	<b>Workload</b>	Attendance: 30h Self-study: 120h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	TBA	

1	<b>Module name</b> MIBS-57468	<b>Agile Arbeitsweisen im Kontext Lateinamerikas</b> (Agile project management in the context of Latin America)	<b>5 ECTS</b>
2	Courses/lectures	Seminar (mandatory attendance)	5 ECTS
3	Lecturers	Prof. Gardini, Ph.D. + Staff	

4	<b>Module coordinator</b>	Prof. Gardini, Ph.D.
5	<b>Contents</b>	The seminar is offered every semester by the Chair of Prof. Gardini, Ph.D. It deals with agile forms of work organisation and the basics of cultural theory. The seminar discusses approaches on how agile management methods can be successfully applied in the intercultural context between Europe and Latin America. The methods "Scrum" and "Kanban" will be taught in detail. Furthermore we will discuss processes of change taking place within enterprises and companies and discuss elements fostering agile forms of working and managing. The seminar is very practice-oriented.
6	<b>Learning objectives and skills</b>	The students <ul style="list-style-type: none"> <li>- acquire advanced methods of project management</li> <li>- learn methods of agile project management and its application in an intercultural context with a focus on Latin America</li> <li>- gain profound knowledge of and will be able to apply cultural theory as part of intercultural learning</li> <li>- will be able to recognize potentials and obstacles of agile management methods within companies</li> </ul>
7	<b>Recommended prerequisites</b>	None
8	<b>Integration in curriculum</b>	Semester 1, 2, 3
9	<b>Module compatibility</b>	Master IBS: Elective course (Wahlbereich): Romance countries Master Economics: Free elective course (freier Wahlbereich) Master Sozialökonomik: freier Vertiefungsbereich Master Arbeitsmarkt und Personal: freier Wahlbereich Master Management:) Vertiefungsbereich
10	<b>Method of examination</b>	- Written assignment
11	<b>Grading procedure</b>	- Written Assignment 100%
12	<b>Module frequency</b>	Winter term, summer term
13	<b>Workload</b>	Attendance: 30h Self-study: 120h
14	<b>Module duration</b>	1 Semester
15	<b>Teaching and examination language</b>	German
16	<b>(Recommended) reading</b>	To be announced

1	<b>Module name</b> MIBS-52461	<b>Latin America in the era of globalisation</b>	<b>5 ECTS</b>
2	Courses/lectures	Seminar ( <b>mandatory attendance</b> )	5 ECTS
3	Lecturers	Prof. Gardini, Ph.D. + Staff	
4	<b>Module coordinator</b>	Prof. Gardini, Ph.D.	
5	<b>Contents</b>	The seminar is offered every semester by the Chair of Prof. Gardini, Ph.D. It deals with topics related to the role of Latin America and the challenges of the region in the era of globalization. The increasing global interdependence of economics, politics and society is shaping today's world and poses complex challenges for world politics. The course deals with the central international developments in the 21st century (such as migration movements, structural inequality, sustainable and human development, digital transformation, organized crime, (dis)integration movements like BREXIT) and discusses the role and interests of Latin America for each phenomenon.	
6	<b>Learning objectives and skills</b>	The students: - acquire in-depth knowledge of political processes, economic changes and societal challenges in the context of globalization and integration processes. - Develop the ability to analyze and evaluate the dynamics of internal and external factors.	
7	<b>Recommended prerequisites</b>	None	
8	<b>Integration in curriculum</b>	Semester 1, 2, 3	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): Romance countries Master Sozialökonomik: elective course (freier Vertiefungsbereich) Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: free elective course (freier Wahlbereich)	
10	<b>Method of examination</b>	Electronic examination	
11	<b>Grading procedure</b>	Electronic examination (100%)	
12	<b>Module frequency</b>	Winter term, summer term	
13	<b>Workload</b>	Attendance: 0h Self-study: 150h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	German or Spanish (optional)	
16	<b>(Recommended) reading</b>	To be announced	



1	<b>Module name</b> MIBS-52463	<b>International relations and Latin America</b>	<b>5 ECTS</b>
2	Courses/lectures	Lecture	5 ECTS
3	Lecturers	Prof. Gardini, Ph.D. + Staff	
4	<b>Module coordinator</b>	Prof. Gardini, Ph.D.	
5	<b>Contents</b>	The seminar is offered every semester by the Chair of Prof. Gardini, Ph.D. It deals with the international relations of Latin America in theoretical and empirical perspective. It particularly covers the contemporary relations of Latin America with the United States, the European Union and China as well as Latin American regionalism and attempts at economic and political integration.	
6	<b>Learning objectives and skills</b>	The students <ul style="list-style-type: none"> <li>- acquire in-depth knowledge of political processes, economic changes and societal challenges in the context of globalization, international organization and integration processes.</li> <li>- understand basic theoretical approaches and link them with empirical evidence and case studies.</li> </ul>	
7	<b>Recommended prerequisites</b>	None	
8	<b>Integration in curriculum</b>	Semester 1, 2, 3	
9	<b>Module compatibility</b>	Master IBS: Elective course (Wahlbereich): Romance countries Master Sozialökonomik: Elective course (freier Vertiefungsbereich) Master Arbeitsmarkt und Personal: Elective course (Wahlbereich) Master Economics: Elective course (Wahlbereich)	
10	<b>Method of examination</b>	Presentation and seminar paper	
11	<b>Grading procedure</b>	Presentation (66.6%) and seminar paper (33.3%)	
12	<b>Module frequency</b>	Winter term, summer term	
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h	
14	<b>Module duration</b>	1 Semester	
15	<b>Teaching and examination language</b>	To be announced (English or Spanish)	
16	<b>(Recommended) reading</b>	To be announced	

1	<b>Module name</b> MIBS-54900	<b>Courses exchange semester (Area studies: Romance countries)</b>	<sup>1)</sup>
2	Courses/lectures	Courses exchange semester (Area studies: Romance countries)	<sup>1)</sup>
3	Lecturers	Staff at the exchange university	

4	<b>Module coordinator</b>	Prof. Gardini, Ph.D.
5	<b>Contents</b>	Courses students will be attending during the exchange semester in one of the partner universities or others (in Romance countries) should fit into the module "Area Studies: Romance Countries" thus extending the student's knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study
7	<b>Recommended prerequisites</b>	Learning agreement
8	<b>Integration in curriculum</b>	Semester 1, 2, 3, or 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the exchange university
11	<b>Grading procedure</b>	In accordance with grading key and credits of the course
12	<b>Module frequency</b>	In accordance with the curriculum of the exchange university
13	<b>Workload</b>	In accordance with the specific course and the credits of the course
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English, French, Spanish, Italian, or Portuguese
16	<b>(Recommended) reading</b>	Tbd in the course

<sup>1)</sup> up to 30 ECTS (thereof language courses 10 ECTS)

1	<b>Module name</b> MIBS-55660	<b>Free specialisation module (FSM) (Area studies: Romance countries)</b>	
2	Courses/lectures		
3	Lecturers	Staff at the university Erlangen-Nuremberg	

4	<b>Module coordinator</b>	Prof. Gardini, Ph.D./Prof. Ammon
5	<b>Contents</b>	<p>Students may choose among all courses offered at our university that fit into the module “Area Studies: Romance Countries” thus extending the student’s knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.</p> <p>Specific courses recognized as FSM can be found at:  <a href="https://www.im.rw.fau.de/teaching/master/free-specialization-module/">https://www.im.rw.fau.de/teaching/master/free-specialization-module/</a></p>
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study
7	<b>Recommended prerequisites</b>	Learning agreement. Please coordinate with the programme coordinator at the beginning of each semester. Registration for those modules will take place during the regular registration for examination period at the test office (Prüfungsamt). Please present your learning agreement.
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the course
11	<b>Grading procedure</b>	In accordance with grading regulations of the course
12	<b>Module frequency</b>	
13	<b>Workload</b>	In accordance with the specific course and the credits of the course
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	
16	<b>(Recommended) reading</b>	Tbd in the course

1	<b>Module name</b> MIBS-54911	<b>Area specific language courses – Asia</b>	<b>10 ECTS</b>
2	Courses/lectures	<p>2 courses in Asian languages on level A2 to B2 CEFR</p> <p>Or</p> <p>1 course in Asian languages on level A2 to B2</p> <p>and 2 out of the 4 English courses on level C1 CEFR / UNIcert® III:</p> <p>English for academic purposes 1&amp;2</p> <p>English for international business 1&amp;2</p> <p>Or similar combinations.</p>	<p>each 5 ECTS</p> <p>each 5 ECTS</p> <p>each 2.5 ECTS</p>
3	Lecturers	Staff at the department Fremdsprachenausbildung Nuremberg / language center (Head of department: Dr. Oesterreicher)	

4	<b>Module coordinator</b>	Dr. Oesterreicher
5	<b>Contents</b>	The focus of these courses is on deepening and extending the students' competencies in the foreign language(s) to effective operational proficiency in the context of International Business. The emphasis is on strengthening communicative competence through task-based learning and practice in the 4 key skills (listening, reading, speaking, writing).
6	<b>Learning objectives and skills</b>	The student acquires effective operational proficiency in the foreign language(s) in relation to their academic studies and professional life, and in intercultural and field-related communicative competence which enables him/her to participate in international business and postgraduate studies.
7	<b>Recommended prerequisites</b>	Successful completion of underlying CEFR-level or equivalent qualification or placement test
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 and 4
9	<b>Module compatibility</b>	Master IBS elective course (Wahlbereich) for students having started the program winter term 2015/16 or later
10	<b>Method of examination</b>	60 min examination written and oral in each 2.5 ECTS course / 90 min. examination written and oral in 5 ECTS courses (Klausur und mündl.Prüfung für jeden der vier Kurse)
11	<b>Grading procedure</b>	Average of all four end of term exams
12	<b>Module frequency</b>	WS, SS
13	<b>Workload</b>	Attendance: 90 h Self-study: 210 h
14	<b>Module duration</b>	4 semesters
15	<b>Teaching and examination language</b>	Foreign language chosen
16	<b>(Recommended) reading</b>	Course materials will be announced in the course

1	<b>Module name</b> IIS-56421	<b>Organizing for digital transformation</b> Will not take place in summer term 2021. Next availability: summer term 2022	<b>5 ECTS</b>
2	Courses/lectures	Organizing for digital transformation (4 SWS)	5 ECTS
3	Lecturers	Prof. Möslein and colleagues	
4	<b>Module coordinator</b>	Prof. Möslein	
5	<b>Contents</b>	<p>The course focusses on dynamics in organizational transformation driven through information technology (IT) and consists of two parts.</p> <p>The first part introduces the topic from an industrial perspective and explores the re-organization of value streams in the course of the digital transformation. Teaching in this part includes contributions from a German automotive company. Students will work in a project-oriented mode for half the lecture and then present their results.</p> <p>The second part takes the perspective of academic research on the organization of the digital transformation. It introduces different theoretical frameworks to gain a deeper understanding of the phenomenon and explores its implications for global business structures. Students write a short essay to show what they have learned.</p> <p>Together, the lecture allows the students to gain theoretical knowledge on the digital transformation and acquire practical problem-solving skills as well to work effectively on innovative projects in the field.</p>	
6	<b>Learning objectives and skills</b>	<p>The students</p> <ul style="list-style-type: none"> <li>• are familiar with different theories of works systems and service systems and their practical application</li> <li>• know more about the contribution of information technology in managing complex innovation activities</li> <li>• have an improved understanding of the global IT Industry and various strategies that are used</li> <li>• can identify and unravel the business problem in a case study and actively take part in class discussions</li> </ul>	
7	<b>Recommended prerequisites</b>	<ul style="list-style-type: none"> <li>• general knowledge of digital technology and their economic applications</li> <li>• basic understanding of simple software applications</li> <li>• first experience with team projects</li> </ul>	
8	<b>Integration in curriculum</b>	Semester 2, 4	
9	<b>Module compatibility</b>	<p>Master IBS: elective courses (Wahlbereich): Asia</p> <p>Master in International Information Systems: Module in the section Information Systems – Digital Business (Elective)</p> <p>Master in Management: Vertiefungsbereich</p>	
10	<b>Method of examination</b>	Presentation and seminar paper (Präsentation und Seminararbeit)	
11	<b>Grading procedure</b>	Presentation (30%) and seminar paper (70%) (Präsentation (30%) und Seminararbeit (70%))	

12	<b>Module frequency</b>	Summer term (SS)
13	<b>Workload</b>	Attendance: 60 h Self-study: 90 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	None

1	<b>Module name</b> MIBS-56480	<b>Research projects in international management I</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Research projects in international management I	5 ECTS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	Current issues in the field of International Management
6	<b>Learning objectives and skills</b>	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	<b>Recommended prerequisites</b>	English language proficiency (C1)
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
9	<b>Module compatibility</b>	Master IBS: elective courses (Wahlbereich): Europe, Asia
10	<b>Method of examination</b>	Seminar paper
11	<b>Grading procedure</b>	Seminar paper: 100 %
12	<b>Module frequency</b>	On occasion
13	<b>Workload</b>	Self-study: 150h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Tba in the course

1	<b>Module name</b> MIBS-56490	<b>Research projects in international management II</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Research projects in international management II	5 ECTS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	Current issues in the field of International Management
6	<b>Learning objectives and skills</b>	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	<b>Recommended prerequisites</b>	English language proficiency (C1)
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
9	<b>Module compatibility</b>	Master IBS: elective courses (Wahlbereich): Europe, Asia
10	<b>Method of examination</b>	Seminar paper
11	<b>Grading procedure</b>	Seminar paper: 100 %
12	<b>Module frequency</b>	On occasion
13	<b>Workload</b>	Self-study: 150h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Tba in the course



1	<b>Module name</b> MIBS-54811	<b>Human Resource Management in Asia</b>	<b>5 ECTS</b>
2	Courses/lectures	S (seminar & tutorial): HRM in Asia (4 SWS)	
3	Lecturers	Prof. Sarabi	

4	<b>Module coordinator</b>	Prof. Sarabi
5	<b>Contents</b>	This seminar intends to provide a broad understanding of current topics in the domain of human resource management (HRM) in an Asian context. Based on own empirical analyses, students will be analyzing work and employment patterns of organizations located in or operating in the Asian region.
6	<b>Learning objectives and skills</b>	The aim of this seminar is to familiarize students with academic literature on current topics in the domain of HRM in Asia as well as to introduce them to statistical analyses and state-of-the-art empirical methods in management research. Students will review current literature in the field of HRM in Asia, working on and analyzing a specific research question. They will be provided with access to data to work on the theoretical questions using empirical methods. Students are required to present their own findings in in-class sessions and discuss their findings to ensure an intensive exchange of knowledge within the seminar. Apart from the in-class presentations, students will also be required to hand in a seminar paper by the end of the term (approximately 10 pages). Throughout the seminar students will receive individual support in specifically designed tutorials taking them through the various steps of data analysis.
7	<b>Prerequisites</b>	Registration via StudOn
8	<b>Integration in curriculum</b>	Semester 1, 3
9	<b>Module compatibility</b>	Master IBS: Elective courses (Wahlbereich): Asia
10	<b>Method of examination</b>	Presentation and seminar paper
11	<b>Grading procedure</b>	Presentation of approximately 20 minutes (40%), Seminar paper of about 10 pages (60%)
12	<b>Module frequency</b>	Winter term
13	<b>Workload</b>	Attendance: 60h Self-study: 90h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Will be announced in the seminar.

1	<b>Module name</b> MIBS-54815	<b>Psychological Contracts of Expatriates in Asia and Europe</b>	<b>5 ECTS</b>
2	Courses/lectures	S (seminar & tutorial): Psychological Contracts of Expatriates in Asia and Europe (2 SWS)	ECTS
3	Lecturers	PD Dr. Tassilo Schuster	

4	<b>Module coordinator</b>	PD Dr. Tassilo Schuster
5	<b>Contents</b>	This seminar intends to provide students with a deep understanding of an important topic on expatriate management. Based on own empirical analyses, students will be analyzing psychological contracts of expatriates in multinational companies operating the European or Asian region.
6	<b>Learning objectives and skills</b>	The aim of this seminar is to familiarize students with academic literature on expatriate management as well as to introduce them to state-of-the-art empirical methods in management research. Students will review current literature on psychological contracts of expatriates and will work on and analyze a specific research question. Students are required to present their own findings in two presentation sessions and discuss their findings to ensure an intensive exchange of knowledge within the seminar. Apart from the in-class presentations, students will also be required to hand in a seminar paper by the end of the term (approximately 10 pages). Throughout the seminar students will receive individual support in specifically designed tutorials taking them through the various steps of empirical research.
7	<b>Recommended prerequisites</b>	Registration via StudOn
8	<b>Integration in curriculum</b>	Semester 2, 4
9	<b>Module compatibility</b>	Master IBS: Elective courses Asia; Elective courses Europe
10	<b>Method of examination</b>	Presentation and seminar paper
11	<b>Grading procedure</b>	Presentation of approximately 20 minutes (40%), Seminar paper of about 10 pages (60%)
12	<b>Module frequency</b>	On occasion
13	<b>Workload</b>	Attendance: 60h Self-study: 90h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Will be announced in the seminar.

1	<b>Module name</b> MIBS-54930	<b>Courses exchange semester (Area studies: Asia)</b>	<sup>1)</sup>
2	Courses/lectures	Courses exchange semester (Area Studies: Asia)	<sup>1)</sup>
3	Lecturers	Staff at exchange university	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	Courses students will be attending during the exchange semester in one of the partner universities or others (in Asian countries) should fit into the module "Area Studies: Asia" thus extending the student's knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study
7	<b>Recommended prerequisites</b>	Learning agreement
8	<b>Integration in curriculum</b>	Semester 1, 2, 3, or 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the exchange university
11	<b>Grading procedure</b>	In accordance with grading key and credits of the course
12	<b>Module frequency</b>	In accordance with the curriculum of the exchange university
13	<b>Workload</b>	In accordance with the specific course and the credits of the course
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English, Mandarin, Japanese
16	<b>(Recommended) reading</b>	Tbd in the course

<sup>1)</sup> up to 30 ECTS (thereof language courses 10 ECTS)

1	<b>Module name</b> MIBS-55670	<b>Free specialisation module (FSM) (Area studies: Asia)</b>	
2	Courses/lectures		
3	Lecturers	Staff at the university Erlangen-Nuremberg	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	<p>Students may choose among all courses offered at our university that fit into the module “Area Studies: English Speaking Countries” thus extending the student’s knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.</p> <p>Specific courses recognized as FSM can be found at:  <a href="https://www.im.rw.fau.de/teaching/master/free-specialization-module/">https://www.im.rw.fau.de/teaching/master/free-specialization-module/</a></p>
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study
7	<b>Recommended prerequisites</b>	Learning agreement. Please coordinate with the programme coordinator at the beginning of each semester. Registration for those modules will take place during the regular registration for examination period at the test office (Prüfungsamt). Please present your learning agreement.
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the course
11	<b>Grading procedure</b>	In accordance with grading regulations of the course
12	<b>Module frequency</b>	
13	<b>Workload</b>	In accordance with the specific course and the credits of the course
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	
16	<b>(Recommended) reading</b>	Tbd in the course

1.	<b>Module name MIBS-54941</b>	<b>Area specific language courses – Europe</b>	<b>10 ECTS</b>
2.	Courses/lectures	<p>4 courses on level C1 CEFR in one European language: Or 2 courses on level C1 CEFR in two European languages Or 1 course on level A2 to B2 CEFR in one European language and 1 course on level B1 to B2 in another European language except English (alternatively 2 courses on level C1 in another European language) Or 2 courses on level A2 to B2 CEFR in one European language except English Or 1 course on level B2 and 2 courses on level C1 CEFR in one European language except English Age Or similar combinations.</p>	<p>each 2.5 ECTS</p> <p>each 2.5 ECTS</p> <p>each 5 ECTS (each 2.5 ECTS)</p> <p>each 5 ECTS</p> <p>5 ECTS and 2x 2.5 ECTS</p>
3.	Lecturers	Staff at the department Fremdsprachenausbildung Nuremberg / language center (Head of department: Dr. Oesterreicher)	
4.	<b>Module coordinator</b>	Dr. Oesterreicher	
5.	<b>Contents</b>	The focus of these courses is on deepening and extending the students' competencies in the foreign language(s) to effective operational proficiency in the context of International Business. The emphasis is on strengthening communicative competence through task-based learning and practice in the 4 key skills (listening, reading, speaking, writing).	
6.	<b>Learning objectives and skills</b>	The student acquires effective operational proficiency in the foreign language(s) in relation to their academic studies and professional life, and in intercultural and field-related communicative competence which enables him/her to participate in international business and postgraduate studies.	
7.	<b>Recommended prerequisites</b>	Successful completion of underlying CEFR-level or equivalent qualification or placement test	
8.	<b>Integration in curriculum</b>	Semester 1, 2, 3 and 4	

9.	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich) for students having started the program in winter term 2015/16 or later
10.	<b>Method of examination</b>	60 min examination written and oral in each 2.5 ECTS course / 90 min examination written and oral in 5 ECTS courses (Klausur und mündl. Prüfung für jeden der vier Kurse)
11.	<b>Grading procedure</b>	Average of all four end of term exams
12.	<b>Module frequency</b>	WS, SS
13.	<b>Workload</b>	Attendance: 90 h Self-study: 210 h
14.	<b>Module duration</b>	4 semesters
15.	<b>Teaching and examination language</b>	Foreign language chosen
16.	<b>(Recommended) reading</b>	Course materials will be announced in the course

1	<b>Module name</b> MIBS-54963	<b>Europäische Mediensysteme und Öffentlichkeit I</b> (European media systems and the public sphere I)	<b>5 ECTS</b>
2	Courses/lectures	Europäische Mediensysteme und Öffentlichkeit I (European media systems and the public sphere I)	5 ETCS
3	Lecturers	Prof. Dr. Zeh, Prof. Dr. Meier und Mitarbeiternde	

4	<b>Module coordinator</b>	Prof. Dr. Zeh, Prof. Dr. Meier
5	<b>Contents</b>	<ul style="list-style-type: none"> <li>• Europäische Mediensysteme</li> <li>• Europäische Medienpolitik</li> <li>• Medienökonomie</li> <li>• Medienrecht</li> <li>• Internationale Kommunikation</li> <li>• Europäische Öffentlichkeit – Öffentlichkeit in Europa</li> <li>• Produktion massenmedialer Inhalte</li> </ul>
6	<b>Learning objectives and skills</b>	<p>Die Studierenden</p> <ul style="list-style-type: none"> <li>• erwerben fundierte Kenntnisse über Mediensysteme, Medienpolitik und Öffentlichkeit in Europa und im internationalen Vergleich</li> <li>• erwerben durch die Auseinandersetzung mit dem Thema sowohl im Plenum mit Mitstudierenden als auch im Eigenstudium Problemlösungs-, Kommunikations- und Medienkompetenzen, die Bedeutung für unterschiedliche Berufsfelder im Bereich Kommunikation und Medien besitzen</li> <li>• entwickeln die Fähigkeit, aktuelle medienpolitische Probleme zu beurteilen, zu lösen und darüber aus verschiedenen fachlichen Perspektiven zu diskutieren</li> <li>• können international vergleichende Forschungsdesigns entwerfen und anwenden.</li> </ul>
7	<b>Recommended prerequisites</b>	Keine. Die Anmeldung erfolgt über StudOn.
8	<b>Integration in curriculum</b>	Semester 2, 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): Europe
10	<b>Method of examination</b>	Präsentation (tw. in Gruppenarbeit, tw. in elektronischer Form), Hausarbeit (tw. in Gruppenarbeit, tw. in elektronischer Form)
11	<b>Grading procedure</b>	Präsentation (50%), Hausarbeit (50%)
12	<b>Module frequency</b>	SS
13	<b>Workload</b>	Präsenzzeit: 30 h Eigenstudium: 120 h
14	<b>Module duration</b>	1 Semester
15	<b>Teaching and examination language</b>	Deutsch
16	<b>(Recommended) reading</b>	To be announced.

1	<b>Module name</b> MIBS-54964	<b>Europäische Mediensysteme und Öffentlichkeit II</b> (European media systems and the public sphere II)	<b>5 ECTS</b>
2	Courses/lectures	Europäische Mediensysteme und Öffentlichkeit II (European media systems and the public sphere II)	5 ECTS
3	Lecturers	Prof. Dr. Zeh, Prof. Dr. Meier und Mitarbeiternde	

4	<b>Module coordinator</b>	Prof. Dr. Zeh, Prof. Dr. Meier	
5	<b>Contents</b>	<ul style="list-style-type: none"> <li>• Europäische Mediensysteme</li> <li>• Europäische Medienpolitik</li> <li>• Medienökonomie</li> <li>• Medienrecht</li> <li>• Internationale Kommunikation</li> <li>• Europäische Öffentlichkeit – Öffentlichkeit in Europa</li> <li>• Produktion massenmedialer Inhalte</li> </ul>	
6	<b>Learning objectives and skills</b>	<ul style="list-style-type: none"> <li>• Die Studierenden erwerben fundierte Kenntnisse über Mediensysteme, Medienpolitik und Öffentlichkeit in Europa und im internationalen Vergleich erwerben durch die selbständige Auseinandersetzung und die regelmäßige Diskussion mit Mitstudierenden und Fachvertretern mit dem Thema Problemlösungs-, Kommunikations- und Medienkompetenzen, die für unterschiedliche Berufsfelder im Bereich Kommunikation und Medien vorbereiten</li> <li>• entwickeln die Fähigkeit, aktuelle medienpolitische Probleme zu analysieren, zu lösen und darüber bereichsspezifisch und bereichsübergreifend zu diskutieren</li> <li>• können international vergleichende Forschungsdesigns entwerfen und anwenden, anwenden und vor Fachpublikum die dazugehörigen Schlussfolgerungen und die diesen zugrunde liegenden Informationen und Beweggründe in klarer und eindeutiger Weise vermitteln.</li> </ul>	
7	<b>Recommended prerequisites</b>	Keine. Die Anmeldung erfolgt über StudOn.	
8	<b>Integration in curriculum</b>	Semester 3	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): Europe	
10	<b>Method of examination</b>	Präsentation (tw. in Gruppenarbeit, tw. in elektronischer Form), Hausarbeit (tw. in Gruppenarbeit, tw. in elektronischer Form)	
11	<b>Grading procedure</b>	Präsentation (50%), Hausarbeit (50%)	
12	<b>Module frequency</b>	WS	
13	<b>Workload</b>	Präsenzzeit: 30 h Eigenstudium: 120 h	
14	<b>Module duration</b>	1 Semester	
15	<b>Teaching and examination language</b>	Deutsch	
16	<b>(Recommended) reading</b>	To be announced.	



1	<b>Module name</b> MIBS-54970	<b>Europäisches Verfassungsrecht (Europarecht 1)</b> (European constitutional law (European law 1))	<b>5 ECTS</b>
2	Courses/lectures	Lect/S: Europäisches Verfassungsrecht (Europarecht 1) (European constitutional law (European law 1))	5 ECTS
3	Lecturers	Prof. Meßerschmidt	

4	<b>Module coordinator</b>	Prof. Ismer
5	<b>Contents</b>	Die Vorlesung behandelt das europäische Vertragsrecht, insbesondere <ul style="list-style-type: none"> <li>- den Rechtsstatus und die institutionelle Struktur der EU</li> <li>- Kompetenzen der EU</li> <li>- Rechtssetzungsverfahren und Rechtsakte der EU</li> <li>- Geltung des Unionsrechts in den Mitgliedsstaaten</li> <li>- Verhältnis zum nationalen Verfassungsrecht</li> <li>- Grundfreiheiten und Grundrechte in Grundzügen</li> </ul>
6	<b>Learning objectives and skills</b>	Die Studierenden <ul style="list-style-type: none"> <li>- erlangen vertiefte Kenntnisse des Europäischen Vertragsrechts und verstehen dessen Einwirkung auf die deutsche Rechtsordnung</li> <li>- können Spezifika des Europäischen Rechts selbstständig wiedergeben, analysieren und diskutieren</li> <li>- erlangen die Fähigkeit, unter Anwendung juristischer Methoden, eigene Falllösungen zu erstellen und dabei insbesondere ihr erlangtes Wissen auf unbekannte Problemfelder zu transferieren</li> <li>- erwerben Analysefähigkeiten auf fortgeschrittenem Niveau</li> </ul>
7	<b>Recommended prerequisites</b>	Grundlagen Europarecht; gute Deutschkenntnisse (B2)
8	<b>Integration in curriculum</b>	Semester 1 oder 3
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): Europe Master Sozialökonomik: elective course (Wahlbereich) Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: elective course (Wahlbereich)
10	<b>Method of examination</b>	Klausur 60 Min.
11	<b>Grading procedure</b>	Klausur 100%
12	<b>Module frequency</b>	SS
13	<b>Workload</b>	Präsenzzeit: 45h Eigenstudium: 105h
14	<b>Module duration</b>	1 Semester
15	<b>Teaching and examination language</b>	Deutsch
16	<b>(Recommended) reading</b>	Die empfohlenen Materialien werden in der Veranstaltung bekanntgegeben.

1	<b>Module name</b> MIBS-54980	<b>Europäisches Wirtschaftsrecht (Europarecht 2)</b> (European economic law (European law 2))	<b>5 ECTS</b>
2	Courses/lectures	Lect/S: Europäisches Wirtschaftsrecht (Europarecht 2) (European economic law (European law 2))	5 ECTS
3	Lecturers	Prof. Meßerschmidt	

4	<b>Module coordinator</b>	Prof. Ismer
5	<b>Contents</b>	Die Vorlesung behandelt das europäische Wirtschaftsrecht, insbesondere die Grundfreiheiten und Politiken nach dem AEUV mit folgenden Schwerpunkten: - Warenverkehrsfreiheit - Arbeitnehmerfreizügigkeit - Niederlassungsfreiheit - Dienstleistungsfreiheit - Kapitalverkehrsfreiheit - Wettbewerbsrecht - Öffentliche Dienstleistungen - Umweltrecht - Verhältnis zum Welthandelsrecht
6	<b>Learning objectives and skills</b>	Die Studierenden - erlangen vertiefte Kenntnisse des Europäischen Wirtschaftsrecht und verstehen dessen Einwirkung auf die deutsche Rechtsordnung - können Spezifika des Europäischen Wirtschaftsrechts selbstständig wiedergeben, analysieren und diskutieren - würdigen die wirtschaftlichen Aspekte der Europäisierung der Rechtsordnung - erlangen die Fähigkeit, unter Anwendung juristischer Methoden, eigene Falllösungen zu erstellen und dabei insbesondere ihr erlangtes Wissen auf unbekannte Problemfelder zu transferieren - erwerben Analysefähigkeiten auf fortgeschrittenem Niveau.
7	<b>Recommended prerequisites</b>	Grundlagen Europarecht Gute Deutschkenntnisse (B2)
8	<b>Integration in curriculum</b>	Semester 2, 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): Europe Master Sozialökonomik: elective course (Wahlbereich) Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: elective course (Wahlbereich)
10	<b>Method of examination</b>	Klausur 60 Min.
11	<b>Grading procedure</b>	Klausur 100%
12	<b>Module frequency</b>	SS/WS
13	<b>Workload</b>	Präsenzzeit: 45h Eigenstudium: 105h
14	<b>Module duration</b>	1 Semester
15	<b>Teaching and examination language</b>	Deutsch
16	<b>(Recommended) reading</b>	Die empfohlenen Materialien werden in der Veranstaltung bekanntgegeben.

1.	<b>Module name</b> MIBS-52230	<b>Fallkolloquium Europäisches Wirtschaftsrecht</b> (Case studies in European economic law)	<b>5 ECTS</b>
2.	Courses/lectures	Fallkolloquium Europäisches Wirtschaftsrecht (Case studies in European economic law)	5 ECTS
3.	Lecturers	Prof. Meßerschmidt	

4.	<b>Module coordinator</b>	Prof. Ismer
5.	<b>Contents</b>	Das Fallkolloquium behandelt das europäische Wirtschaftsrecht anhand von Leitentscheidungen und aktueller Rechtsprechung des EuGH. Zugleich werden Falllösungstechniken geübt. Die Rechtsprechung wird analysiert.
6.	<b>Learning objectives and skills</b>	Die Studierenden -vertiefen ihre Grundkenntnisse im europäischen Wirtschaftsrecht anhand von Fallstudien - erlangen die Fähigkeit Sachverhalte zusammenzufassen, Urteile und Rechtsprechungsketten zu analysieren und unbekannte Fälle mit Hilfe der Gutachtentechnik eigenständig zu lösen
7.	<b>Recommended prerequisites</b>	Grundkenntnisse des Europarechts; empfohlen im Anschluss an die Vorlesung Europäisches Wirtschaftsrecht (Europarecht 2); gute Deutschkenntnisse
8.	<b>Integration in curriculum</b>	Semester 1, 2, 3, 4
9.	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): Europe
10.	<b>Method of examination</b>	Klausur 60 Min.
11.	<b>Grading procedure</b>	Klausur 100%
12.	<b>Module frequency</b>	WS
13.	<b>Workload</b>	Präsenzzeit: 45h Eigenstudium: 105h
14.	<b>Module duration</b>	1 Semester
15.	<b>Teaching and examination language</b>	Deutsch
16.	<b>(Recommended) reading</b>	Die empfohlenen Materialien werden in der Veranstaltung bekanntgegeben.

1	<b>Module name</b> MIBS-55013	<b>Internationalisierung mittelständischer Unternehmen</b> (Internationalization of small and medium-sized enterprises)	<b>5 ECTS</b>
2	Courses/lectures	L: Internationalisierung mittelständischer Unternehmen	5 ETCS
3	Lecturers	Prof. Haussmann	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	1. Unternehmenstyp „Mittlerer Weltmarktführer“ (MWF), u.a. Kärcher, Steiff, Haribo, Playmobil, Uvex, Faber-Castell, Rödl, GfK, Recaro, Porsche, Manz 2. Rahmenbedingungen im Internationalisierungsprozess von MWFs 3. Internationalisierungsstrategien von MWFs 4. Exkursion zu Mittlerem Weltmarktführer 5. Zukünftige Investitionsregionen von MWFs: BRIC-Staaten (Brasilien, Russland, Indien, China) und Next-11 6. Fazit, Bewertung der Veranstaltung, Karriere-Beratung
6	<b>Learning objectives and skills</b>	Die Teilnehmer lernen die Rahmenbedingungen des Internationalisierungsprozesses von mittelständischen Unternehmen (insbesondere in den BRIC-Staaten) kennen. Sie können die besonderen Herausforderungen der Internationalisierung mittelständischer Unternehmen analysieren und evaluieren sowie eigenständige Lösungsvorschläge entwickeln. Sie lernen den aktuellen, internationalen Forschungsstand kennen und sind in der Lage, theoretische und empirische Studien kritisch zu reflektieren.
7	<b>Recommended prerequisites</b>	Gute Deutschkenntnisse (B2)
8	<b>Integration in curriculum</b>	Semester 2, 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): Europe Master Management: Vertiefungsbereich
10	<b>Method of examination</b>	Diskussionspapier (6 Seiten)
11	<b>Grading procedure</b>	Diskussionspapier (100%)
12	<b>Module frequency</b>	SS
13	<b>Workload</b>	Präsenzzeit: 30h Eigenstudium: 120h
14	<b>Module duration</b>	1 Semester
15	<b>Teaching and examination language</b>	Deutsch

16	<b>(Recommended) reading</b>	<p>Hausmann, H./Holtbrügge, D./Rygl, D.: Internationalisierung mittelständischer Weltmarktführer in die BRIC-Staaten. In: Management der Internationalisierung, hrsg. v. S. Schmid. Wiesbaden 2009, S. 477-497.</p> <p>Holtbrügge, D.: Internationalisierung kleiner und mittelständischer Unternehmen: Herausforderungen und Gestaltungsoptionen. In: Der Betrieb, 51/52, 2015, S. 2950-2953.</p> <p>Holtbrügge, D./Hausmann, H. (Hrsg.): Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 2<sup>nd</sup> edition. Augsburg-München 2017.</p> <p>Rygl, D./Hausmann, H./Holtbrügge, D.: Internationalisierung mittelständischer Weltmarktführer. Ein Phasenmodell. In: Betriebswirtschaftliche Forschung und Praxis, 2, 2015, S. 154-179</p>
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1.	<b>Modulbezeichnung</b> MIM-52144	<b>Branchen- und themenspezifisches Nachhaltigkeitsmanagement</b> (Industry and issue specific sustainability management)	<b>5 ECTS</b>
2.	Courses/lectures	S: Innovating Sustainability at Uvex – A Joint Project Seminar	5 ECTS
3.	Lecturers	Prof. Markus Beckmann, Dr. Francisco Layrisse, Lena Ries	

4.	<b>Module coordinator</b>	Prof. Beckmann
5.	<b>Contents</b>	<p>The seminar provides content on the basics of sustainability management in research and practice. In close cooperation with our company partner Uvex, current challenges for sustainability within the company are identified and proposed solutions are developed.</p> <p>The first sessions serve to give an interactive introduction to the topic of sustainability and to harmonize the different levels of knowledge of students from different disciplines. Students will learn different concepts and tools of sustainability management. Thus, the seminar aims at a systematic understanding of relevant management tools and novel instruments across corporate functions to address sustainability issues. After a theoretical introduction, students will get familiar with the current sustainability issues at Uvex across the Triple Bottom Line dimensions. These projects focus on topics such as circular economy, sustainability communication or blockchain. The second part of the seminar aims at putting the theoretical knowledge into practice. To do so, students will work in project teams to find a practical solution to the sustainability issue identified at Uvex in cooperative coordination with the supervisors of the seminar. A midterm presentation gives the students the opportunity to receive feedback and iterate on their ideas. At the end of the seminar, there will be a final presentation and students prepare a documentation of their learning journey.</p>
6.	<b>Learning objectives and skills</b>	<p>At the end of the seminar, students are able to</p> <ul style="list-style-type: none"> <li>• identify practical sustainability issues and assess their management relevance;</li> <li>• analyze and apply basic business approaches to tackle social and environmental issues;</li> <li>• apply their qualitative research and project management competence;</li> <li>• reflect and self-confidently implement sustainability management methods;</li> <li>• apply and reflect soft skills of structured teamwork and professional presentations</li> </ul>
7.	<b>Recommended prerequisites</b>	<ul style="list-style-type: none"> <li>• Previously taken courses on sustainability management are a benefit</li> <li>• Interest in practice-oriented sustainability management;</li> </ul> <p>Motivation to work in a highly independent team constellation</p>
8.	<b>Integration into curriculum</b>	Ab 2. Studiensemester
9.	<b>Module compatibility</b>	Master Management: Pflichtbereich II (MIM-52145)

		Master Sozialökonomik: freier Vertiefungsbereich Master Wirtschaftspädagogik, Studienrichtung I: fachwissenschaftlicher Pflichtbereich; Studienrichtung II: fachwissenschaftlicher Wahlbereich Master IBS (Europe): Wahlbereich Master Wirtschaftsingenieurwesen: Studienrichtung „Management“: Wahlpflichtbereich Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“ FACT Master „Aktuelle Fragen aus FACT I/II/III“
10.	<b>Method of examination</b>	Joint analysis of a sustainability challenge and concept development in project teams with midterm presentation and final presentation. Additionally, the documentation of the problem-solving process will be graded.
11.	<b>Grading procedure</b>	Presentation (70%) and documentation (30%)
12.	<b>Module frequency</b>	One-time course in the winter term 2021/2022 only
13.	<b>Workload</b>	Attendance: 30h Self-study: 120h
14.	<b>Module duration</b>	Weekly Seminar, 1 Semester
15.	<b>Teaching and examination language</b>	English
16.	<b>(Recommended) Reading</b>	All necessary materials will be provided via StudOn

1.	<b>Module name</b> MIBS-57130	<b>International trade and labor</b>	<b>5 ECTS</b>
2.	Courses/lectures	V: International trade and labor (2 SWS) Ü: International trade and labor (2 SWS)	2,5 ECTS 2,5 ECTS
3.	Lecturers	Prof. Christoph Moser and staff	
4.	<b>Module coordinator</b>	Prof. Christoph Moser	
5.	<b>Contents</b>	This course deals with the consequences of globalization for the domestic labor market and discusses the winners and losers of trade liberalization. The lecture focuses on the impact of international economic integration on domestic wages, jobs and inequality, in particular in Germany and the United States.	
6.	<b>Learning objectives and skills</b>	Students are made familiar with the main relevant concepts of international trade and acquire specialized knowledge of the labor market effects of trade liberalization. Students learn about key theoretical predictions, their empirical evidence and the empirical strategies to assess their relevance. The lecture focuses on topics at the intersection between international trade and labor.	
7.	<b>Recommended prerequisites</b>	Basic knowledge of microeconomics (e.g., Varian, Hal (2014), Intermediate Microeconomics: A Modern Approach, 9 <sup>th</sup> international edition) and econometrics (e.g., Wooldridge, Jeffrey (2013), Introductory Econometrics: A Modern Approach, 5 <sup>th</sup> international edition).	
8.	<b>Integration in curriculum</b>	Semester 2, 4	
9.	<b>Module compatibility</b>	Master Economics: elective course (Wahlbereich) Master IBS: elective course (Wahlbereich): English-speaking countries; Europe Master Arbeitsmarkt und Personal: Wahlbereich Master Sozialökonomik: freier Vertiefungsbereich	
10.	<b>Method of examination</b>	Written examination 60 min. (Klausur 60 Min.)	
11.	<b>Grading procedure</b>	Written examination result 100% (Prüfungsergebnis 100%)	
12.	<b>Module frequency</b>	Summer term (SS)	
13.	<b>Workload</b>	Attendance: 60h Self-study: 90h	
14.	<b>Module duration</b>	1 semester	
15.	<b>Teaching and examination language</b>	English	
16.	<b>(Recommended) reading</b>	Krugman, P., M. Obstfeld and M. Melitz (2017/18), "International Trade: Theory and Policy" OR "International Economics: Theory and Policy," 11 <sup>th</sup> global edition. Further, course materials will be announced in the course.	



1	<b>Module name</b> MIBS- 6910	<b>Issues in political economy</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Issues in political economy (Compulsory attendance)	5 ECTS
3	Lecturers	Prof. Christoph Moser and staff	
4	<b>Module coordinator</b>	Prof. Christoph Moser	
5	<b>Contents</b>	This course deals with current topics in political economy and how politics and economics interact in various fields in the United States and the European Union. The course provides an introduction into the political systems and discusses the interactions between profit-maximizing firms and US and European non-market agents like the government, regulatory institutions and the public. The topics covered include but are not limited to the impact of political connections, corruption, lobbying and the revolving door on the United States of America and the European Union.	
6	<b>Learning objectives and skills</b>	Students gain a deeper understanding of how institutions, power and economic outcomes interact with each other. There will be a focus on the different actors such as governments, NGOs and private sector representatives. Students will also learn about empirical methods used in these fields. A special emphasis will be placed on the United States, the European Union and the transatlantic area.	
7	<b>Recommended prerequisites</b>	Basic knowledge of economics, politics and econometrics.	
8	<b>Integration in curriculum</b>	Semester 2,4	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich): English-speaking countries; Europe	
10	<b>Method of examination</b>	Presentation, seminar paper (Präsentation und Seminararbeit)	
11	<b>Grading procedure</b>	30% presentation, 70% seminar paper (30% Präsentation, 70% Seminararbeit)  <i>Es handelt sich um eine einheitliche Prüfung, bei der die einzelnen Teilleistungen untrennbar miteinander verbunden sind. Für das Bestehen des Moduls müssen nach § 19 Abs. 1 Satz 4 MPOWIWI in der jeweils geltenden Fassung alle Teilleistungen in demselben Semester bestanden werden. Wegen des untrennbaren Bezugs der Teilleistungen aufeinander ist abweichend von § 25 Abs.1 Satz 2 MPOWIWI eine Wiederholung nur einer der nicht bestandenen Teilleistungen nicht möglich. Das Nichtbestehen einer der Teilleistungen erfordert die Wiederholung der gesamten Prüfung.</i>	
12	<b>Module frequency</b>	Summer term (SS)	
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	Course materials will be announced in the course	

1	<b>Module name</b> MSE-53295	<b>Economics of innovation</b>	<b>5 ECTS</b>
2	Courses/lectures	L: Economics of innovation (2 SWS) T: Economics of innovation (2 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Markus Nagler	
4	<b>Module coordinator</b>	Prof. Dr. Markus Nagler	
5	<b>Contents</b>	The lecture provides an introduction to economic issues of innovation and new ideas. The course first sets out general problems in the economics of innovation such as the public goods nature of ideas and the importance of innovation for economic prosperity. In the second part, the course discusses labour and personnel issues in innovation policy, for example the impact of immigration on innovation. In the last part, the course analyses issues in intellectual property rights and public economics topics such as public funding of research and the consequences of innovation for inequality.	
6	<b>Learning objectives and skills</b>	Students know the key issues in the economics of innovation and the impacts of potential public policies to promote innovation. They are able to assess current research in the economics of innovation and are able to relate its results to fundamental policy questions in the area. Students are acquainted with important empirical approaches in the area.	
7	<b>Recommended prerequisites</b>	Basic microeconomics, basic econometrics	
8	<b>Integration in curriculum</b>	2nd semester	
9	<b>Module compatibility</b>	Master Economics: Elective compulsory subjects Master Sozialökonomik: elective course (freier Vertiefungsbereich) Master in Management: elective course (Vertiefungsbereich) Master International Business Studies: elective course (Wahlbereich): English-speaking countries; Europe Master Arbeitsmarkt und Personal: freier Vertiefungsbereich	
10	<b>Method of examination</b>	Written exam (90 minutes)	
11	<b>Grading procedure</b>	Written exam (100%)	
12	<b>Module frequency</b>	Summer term	
13	<b>Workload</b>	Presence: 60 h Independent study: 90 h Lecture notes are provided throughout the course (usually around one week in advance).	
14	<b>Module duration</b>	1 semester	
15	<b>Teaching and examination language</b>	English	

16	<b>(Recommended) reading</b>	<p>Bryan, Kevin and Heidi Williams (forthcoming): "Markets for innovation: Market failures and public policies", Handbook of Industrial Organization</p> <p>Bloom, Nicholas, John Van Reenen and Heidi Williams (2019): "A Toolkit of Policies to Promote Innovation," Journal of Economic Perspectives 33(3): 163-184</p> <p>Scotchmer, Suzanne. "Innovation and incentives". MIT press, 2004.</p>
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1	<b>Module name</b> MIBS-54815	<b>Psychological Contracts of Expatriates in Asia and Europe</b>	<b>5 ECTS</b>
2	Courses/lectures	S (seminar & tutorial): Psychological Contracts of Expatriates in Asia and Europe (2 SWS)	5 ECTS
3	Lecturers	PD Dr. Tassilo Schuster	

4	<b>Module coordinator</b>	PD Dr. Tassilo Schuster
5	<b>Contents</b>	This seminar intends to provide students with a deep understanding of an important topic on expatriate management. Based on own empirical analyses, students will be analyzing psychological contracts of expatriates in multinational companies operating the European or Asian region.
6	<b>Learning objectives and skills</b>	The aim of this seminar is to familiarize students with academic literature on expatriate management as well as to introduce them to state-of-the-art empirical methods in management research. Students will review current literature on psychological contracts of expatriates and will work on and analyze a specific research question. Students are required to present their own findings in two presentation sessions and discuss their findings to ensure an intensive exchange of knowledge within the seminar. Apart from the in-class presentations, students will also be required to hand in a seminar paper by the end of the term (approximately 10 pages). Throughout the seminar students will receive individual support in specifically designed tutorials taking them through the various steps of empirical research.
7	<b>Recommended prerequisites</b>	Registration via StudOn
8	<b>Integration in curriculum</b>	Semester 2, 4
9	<b>Module compatibility</b>	Master IBS: Elective courses Asia; Europe
10	<b>Method of examination</b>	Presentation and seminar paper
11	<b>Grading procedure</b>	Presentation of approximately 20 minutes (40%), Seminar paper of about 10 pages (60%)
12	<b>Module frequency</b>	On occasion
13	<b>Workload</b>	Attendance: 60h Self-study: 90h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Will be announced in the seminar.

1	<b>Module name</b> MIBS-56480	<b>Research projects in international management I</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Research projects in international management I	5 ECTS
3	Lecturers	Prof. Holtbrügge and assistants	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	Current issues in the field of International Management
6	<b>Learning objectives and skills</b>	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
7	<b>Recommended prerequisites</b>	English language proficiency (C1)
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
9	<b>Module compatibility</b>	Master IBS: elective courses (Wahlbereich): Europe, Asia
10	<b>Method of examination</b>	Seminar paper
11	<b>Grading procedure</b>	Seminar paper: 100 %
12	<b>Module frequency</b>	On occasion
13	<b>Workload</b>	Self-study: 150h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	Tba in the course

17	<b>Module name</b> MIBS-56490	<b>Research projects in international management II</b>	<b>5 ECTS</b>
18	Courses/lectures	S: Research projects in international management II	5 ECTS
19	Lecturers	Prof. Holtbrügge and assistants	

20	<b>Module coordinator</b>	Prof. Holtbrügge
21	<b>Contents</b>	Current issues in the field of International Management
22	<b>Learning objectives and skills</b>	Students acquire knowledge and competencies in the field of research. Students are able to identify and to critically reflect critical problems in the area of international management and apply advanced methods of empirical research and data analysis to develop innovative solutions.
23	<b>Recommended prerequisites</b>	English language proficiency (C1)
24	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
25	<b>Module compatibility</b>	Master IBS: elective courses (Wahlbereich): Europe, Asia
26	<b>Method of examination</b>	Seminar paper
27	<b>Grading procedure</b>	Seminar paper: 100 %
28	<b>Module frequency</b>	On occasion
29	<b>Workload</b>	Self-study: 150h
30	<b>Module duration</b>	1 semester
31	<b>Teaching and examination language</b>	English
32	<b>(Recommended) reading</b>	Tba in the course

1	<b>Module name</b> MIM-57177	<b>Understanding and Mastering Case Studies in Technology and Entrepreneurship</b>	<b>5 ECTS</b>
2	<b>Courses/lectures</b>	S: Understanding and Mastering Case Studies in Technology and Entrepreneurship (2 SWS)	5 ECTS
3	<b>Lecturers</b>	Prof. Dr. Bican und Mitarbeitende	
4	<b>Module coordinator</b>	Prof. Dr. Bican	
5	<b>Contents</b>	<p>Preparing students for managerial careers and real-world situations provides challenging. One way to simulate real-world situations and to deep-dive in realistic problem scenarios is via case studies. The case study method is the most widely used method in academia for researchers interested in qualitative research.</p> <p>Case studies are in-depth studies of a person, group, organization, place, or event that allow the exploration and understanding of complex issues. In a case study, a real-time phenomenon is explored within its naturally occurring context, with the consideration that context will create a difference. Case studies are used to test new theories or ideas, or they can be utilized to improve on existing ideas and theories. Case studies are present in almost all fields of study, but are particularly prevalent in business, psychology, or sociology.</p> <p>In this course, students will learn to craft their own case studies and accompanying teaching notes. They will also learn how to use the case study in classroom and workplace, as well as other fields that successfully apply case studies.</p>	
6	<b>Learning objectives and skills</b>	<p>The students</p> <ul style="list-style-type: none"> <li>• capture the concepts of case studies and recognize the relevance for teaching and practice</li> <li>• understand typical formal and technical aspects of case studies in the field of business and technology management</li> <li>• gain an in-depth understanding on the balance between story and rigorous, scientific content</li> <li>• analyze case studies for strengths and weaknesses</li> <li>• apply techniques to successfully draft and complete their own case study and teaching note.</li> </ul>	
7	<b>Recommended prerequisites</b>	<p>Interest in technology and innovation management.</p> <p>The course is limited to 25 students. To ensure interdisciplinary teams, there might be restrictions for students of specific fields of studies.</p> <p>Registration for the seminar is only possible at the information meeting. Location and date for the meeting will be announced via UnivIS and the website of the Chair, as well as further details for the application process.</p>	
8	<b>Integration in curriculum</b>	2nd Semester or later	
9	<b>Module compatibility</b>	<p>Master Management: elective course (Vertiefungsbereich)</p> <ul style="list-style-type: none"> <li>- Master IBS: elective courses (Wahlbereich): Europe</li> <li>Master Wirtschaftsingenieurwesen</li> </ul>	

10	<b>Method of examination</b>	Written assignment
11	<b>Grading procedure</b>	Written assignment (100%)
12	<b>Module frequency</b>	Each semester
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>(Recommended) reading</b>	<p>Johannes Tiemer, Carsten Guderian, and Peter M. Bican, "HKS-Dessous: A Main Street Retail Entrepreneur Handling Digital Change", IVEY Publications, 2017, <a href="https://www.iveycases.com/ProductView.aspx?id=85977">https://www.iveycases.com/ProductView.aspx?id=85977</a>&gt;</p> <p>Carsten Guderian and Peter M. Bican, "Martin Bauer Group: Corporate Social Responsibility with EinDollarBrille", IVEY Publications, 2016, <a href="https://www.iveycases.com/ProductView.aspx?id=77562">https://www.iveycases.com/ProductView.aspx?id=77562</a>&gt;</p> <p>Peter M. Bican and Quynh Nhu Truong, "Bayer in India: Intellectual Property Expropriation?," ISB-IVEY Publications, 2014, <a href="https://www.iveycases.com/ProductView.aspx?id=62082">https://www.iveycases.com/ProductView.aspx?id=62082</a>&gt;</p> <p>Additional reading material will be provided upon start.</p>



1	<b>Module name</b> MIBS-57181	<b>Strategic transformation of European firms   Organisational and leadership approaches.</b>	<b>5 ECTS</b>
2	Courses/lectures	Strategic transformation of European firms   Organisational and leadership approaches. (2 SWS)	5 ECTS
3	Lecturers	Dr. Friedmann & Dr. Scherer (visiting lecturers)	
4	<b>Module coordinator</b>	Prof. Holtbrügge	
5	<b>Contents</b>	<p>The course focuses on strategic transformation of European firms and offers students detailed insights in organisational and leadership approaches. It consists of four parts.</p> <p>The following topics will be discussed in particular:</p> <ol style="list-style-type: none"> <li>1. Status Quo: Megatrends calling European firms for transformation</li> <li>2. Respond: Options of European firms for transformation</li> <li>3. Get ready: Preparing organisations for transformation</li> <li>4. Enable: Preparing people in the European context for transformation</li> </ol>	
6	<b>Learning objectives and skills</b>	<p>In this course, students acquire specialized knowledge and professional skills in the context of strategic transformation. Participants can explain and reflect on megatrends as well as on the current environments of European firms. On the basis of popular strategy approaches, students are able to derive and discuss strategic options for firms in order to respond to these challenges. Moreover, foundations of organisational and leadership approaches are taught in this course. Thereby, the students acquire knowledge and experience, how organisations prepare their organisations for transformation and find out, how people in the European context get prepared for transformation.</p> <p>Overall, this course is designed to enable students to deal with and identify strategic solutions for the current challenges of European firms.</p>	
7	<b>Recommended prerequisites</b>	English language proficiency (C1)	
8	<b>Integration in curriculum</b>	Semester 1, 3	
9	<b>Module compatibility</b>	Master International Business Studies: elective course (Wahlbereich): Europe	
10	<b>Method of examination</b>	Presentation and seminar paper (Präsentation und Seminararbeit)	
11	<b>Grading procedure</b>	Presentation (50%), seminar paper (50%)	
12	<b>Module frequency</b>	Winter term (WS), on occasion	
13	<b>Workload</b>	Attendance: 30 h Self-study: 120 h	
14	<b>Module duration</b>	1 Semester	
15	<b>Teaching and examination language</b>	English	
16	<b>(Recommended) reading</b>	Specific literature will be listed in the course	

1	<b>Module name</b> MIBS-55610	<b>Courses exchange semester (Area studies: Europe)</b>	<sup>1)</sup>
2	Courses/lectures	Courses exchange semester (Area studies: Europe)	<sup>1)</sup>
3	Lecturers	Staff at the exchange university	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	Courses students will be attending during the exchange semester in one of the partner universities or others (in European countries) should fit into the module "Area Studies: Europe" thus extending the student's knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study.
7	<b>Recommended prerequisites</b>	Learning Agreement
8	<b>Integration in curriculum</b>	
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the exchange university.
11	<b>Grading procedure</b>	In accordance with grading key and credits of the course
12	<b>Module frequency</b>	In accordance with the curriculum of the exchange university
13	<b>Workload</b>	In accordance with the specific course and the credits of the course.
14	<b>Module duration</b>	1 Semester
15	<b>Teaching and examination language</b>	

<sup>1)</sup> up to 30 ECTS (thereof language courses 10 ECTS)

1	<b>Module name</b> MIBS-55680	<b>Free specialisation module (FSM) (Area studies: Europe)</b>	
2	Courses/lectures		
3	Lecturers	Staff at the university Erlangen-Nuremberg	

4	<b>Module coordinator</b>	Prof. Holtbrügge
5	<b>Contents</b>	<p>Students may choose among all courses offered at our university that fit into the module “Area Studies: Europe” thus extending the student’s knowledge and competencies in this field of study. The suitability of the courses will be assessed by the programme coordinator.</p> <p>Specific courses recognized as FSM can be found at:  <a href="https://www.im.rw.fau.de/teaching/master/free-specialization-module/">https://www.im.rw.fau.de/teaching/master/free-specialization-module/</a></p>
6	<b>Learning objectives and skills</b>	Students acquire additional knowledge and competencies in their field of study
7	<b>Recommended prerequisites</b>	Learning agreement. Please coordinate with the programme coordinator at the beginning of each semester. Registration for those modules will take place during the regular registration for examination period at the test office (Prüfungsamt). Please present your learning agreement.
8	<b>Integration in curriculum</b>	Semester 1, 2, 3 or 4
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich)
10	<b>Method of examination</b>	In accordance with exam regulations of the course
11	<b>Grading procedure</b>	In accordance with grading regulations of the course
12	<b>Module frequency</b>	
13	<b>Workload</b>	In accordance with the specific course and the credits of the course
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	
16	<b>(Recommended) reading</b>	Tbd in the course

1	<b>Module name</b> MIBS-1997	<b>Master thesis international business studies</b>	<b>30 ECTS</b>
2		Master thesis international business studies (30 ECTS)	30 ECTS
3	Lecturers	All (possible to write the Master Thesis at all Departments and Chairs of the FAU)	

The topic for the master thesis should fall under one of the module categories. The student must consult the respective department responsible for the module. The topic can only be changed once, and only for good reason in agreement with the dean of the examination board (Prüfungsausschuss). A change must occur within the first two months of the allotted thesis completion time.

With the master thesis, the student will show that he/she is proficient in his/her area of study and he/she is able to work independently using scientific methods.

The master thesis should be written in one of the languages recognized in the MIBS (German, English, Spanish, and French) according to the lecture language of the respective module.

Details regarding the assignment of topics, the writing and research process, and grading of the master thesis can be found in the corresponding section of the examinations regulations (Prüfungsordnung) for this degree program.

Grading procedure: Master thesis 100%.

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## Free Specialization Module (FSM)

Start of studies: earlier than WS 2020/21

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



A few rules for taking a FSM apply:

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

Detailed pieces of information about the FSM can be found via the following weblink:

<https://www.im.rw.fau.de/teaching/master/free-specialization-module/>

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

On the subsequent pages you will find an overview of accepted FSM courses.

## Free Specialization Module (FSM)

Start of studies: WS 2020/21

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



A few rules for taking a FSM apply:

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

Detailed pieces of information about the FSM can be found via the following weblink:

<https://www.im.rw.fau.de/teaching/master/free-specialization-module/>

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

On the subsequent pages you will find an overview of accepted FSM courses.

## Free Specialization Modules MIBS\*

### 1) English Speaking Countries

Please refer to Prof. C. Moser

### 2) Romance Countries

Please refer to Prof. Gardini's former department

### 3) Asia – please refer to Laura Kirste

Please also review course offers provided by other FAU faculties.

<i><b>Module description</b></i>	<i><b>Course</b></i>	<i><b>Prof</b></i>	<i><b>Course number</b></i>	<i><b>ECTS</b></i>	<i><b>Examination nr</b></i>
Managing Global Projects & Information Technology	Managing Information Technology & Managing Global Projects	Prof. Amberg	IIS-57060	5	70603, 70604
Negotiation Skills based on the ZNM	Negotiation Skills based on the Zurich Negotiating Model	Prof. Gardini	Dummy	5	56501 (Dummy)
Internationalisierung mittelständischer Unternehmungen	Internationalisierung mittelständischer Unternehmungen	Prof. Holtbrügge	MIBS-55013	5	50131
Enterprise knowledge management (EKM)	Enterprise knowledge management (EKM)	Prof. Laumer	IIS-57290	5	72901
Sustainability Management and Corporate Functions	Sustainability Management and Corporate Functions	Prof. Beckmann	MIM-52130	5	
Platform Strategies	Platform Strategies	Prof. Möslein	IIS-57110	5	71102, 71103
Product innovation management in emerging markets	Product innovation management in emerging markets	Prof. Bican	MIM-57410	5	74101, 74102

## Free Specialization Modules MIBS\*

### 4) Europe – please refer to Laura Kirste

<i><b>Module description</b></i>	<i><b>Course</b></i>	<i><b>Prof</b></i>	<i><b>Course number</b></i>	<i><b>ECTS</b></i>	<i><b>Examination nr</b></i>
Corporate Strategy	Corporate Strategy	Prof. Hungenberg	MIM-53730	5	37308
Fortgeschrittene Methoden der Managementforschung III	Fortgeschrittene Methoden der Managementforschung III	Prof. Hartmann	MIM-55450	5	54501, 54502
Strategic Supply Management	Strategic Supply Management	Prof. Hartmann	MIM-56220	5	62201, 62202
Interdisciplinary Business Seminar	Interdisciplinary Business Seminar	Prof. Bodendorf	IIS-57200	5	72004, 72005
Global Logistics and Supply Chain Management	Global Logistics and Supply Chain Management	Prof. Hartmann	MIM-55300	5	53006, 53007
Angewandte Managementmethoden I	Controlling and Reporting	Prof. Fischer	FACT-54320	5	38601
Controlling of Business Systems	Controlling of Business Systems	Prof. Fischer	FACT-53430	5	34301
Fallstudien und Projekte im Management IX	Start-up Consulting	Prof. Hungenberg	MIM-55403	5	54031
Fallstudien und Projekte im Management X	Industrielles Management in der Praxis	Prof. Voigt	MIM-55410	5	54103, 54104
Aktuelle Fragen aus FACT 1	CFA Research Challenge	Prof. Fischer	FACT-55250	5	52501, 52502
Create your FinTech start-up	Create your FinTech start-up	Prof. Haag	MIM-57381	5	73801, 73802
User experience (UX) research seminar	User experience (UX) research seminar	Prof. Haag	IIS-57440	5	74401, 74402, 74403



Praxisseminar mit Prof. Dr. Heinrich v. Pierer	Praxisseminar mit Prof. Dr. Heinrich v. Pierer (Präsentation und Hausarbeit)	Prof. Voigt	MIM-55520	5	66101,66102
International Supply Chain Management	International Supply Chain Management	Prof. Franke	WPF WINGMA 1-3 (?)	5	56501 (Dummy)
Industrielles Management	Industrielles Management	Prof. Voigt	MIM-53640	5	36404
Logistics Industry and Services	Seminar Logistics Industry and Services	Prof. Hartmann	MIM-53762	5	37621,37622
Personalmanagement	Personalmanagement	Prof. Holtbrügge	MIM-53030	5	30305, 30306
Praxisorientierter Wahlbereich I: Management im Gesundheitssektor	Seminar Aktuelle Themen aus der Versorgungsforschung	Prof. Emmert	MIM-53570	5	35704, 35705
Dienstleistungsinnovationen	Service Innovation	Prof. Möslein	IIS-53790	5	37901
Teamfähigkeit, Präsentations- und Verhandlungstechniken II	Advanced Soft Skills II	Prof. Hartmann	MIM-54740	5	54202, 54203
Cases in Business Controlling	Challenges in Business Management	Prof. Fischer	FACT-53940	5	39407
Sustainability Management and Corporate Functions	Sustainability Management and Corporate Functions	Prof. Beckmann	MIM-52130	5	21301

Digital Marketing and Sales	Recent Developments in Digital Market Research	Prof. Pescher	MARK-52650	5	26507
Global Retail Logistics	Global Retail Logistics	Prof. Hartmann	MIM-55291	5	52911
Social and Web Intelligence	Social and Web Intelligence Seminar	Prof. Bodendorf	IIS-53305	5	33004
Fortgeschrittene Methoden der Managementforschung V	Seminar zur Managementforschung	Prof. Hungenberg	MIM-55470	5	54701
Technology & Innovation Management	Technology & Innovation Management	Prof. Voigt	MIM-53450	5	34501
Advanced marketing management II: Advanced topics in marketing	Seminar Advanced Topics in Marketing	Prof. Koschate-Fischer	MARK-54141	5	41411
WISO Meets Consulting	WISO Meets Consulting	Prof. Laumer	MIM-56235.	5	62351 62352
Praxisseminar	Praxisseminar	Prof. Koschate-Fischer	MARK-6080	5	60801
Strategic problem solving in the digital age	Strategic problem solving in the digital age	Prof. Junge / Prof. Hungenberg	MIM-53674	5	36731
Enterprise knowledge management (EKM)	Enterprise knowledge management (EKM)	Prof. Laumer	IIS-57290	5	72901
Internationale Transportlogistik-und Distributionssysteme	Internationale Transportlogistik-und Distributionssysteme	Prof. Hartmann	MIM-54360	5	43601
Teamfähigkeit, Präsentations- und Verhandlungstechniken II	Leadership and Leadership Communication	Prof. Junge / Prof. Hungenberg	MIM-55420	5	47401
Angewandte Managementmethoden II	Organizational Creativity	Prof. Voigt	MIM-52552	5	25516, 25517
Platform Strategies	Platform Strategies	Prof. Möslin	IIS-57110	5	71102/71103
Principles of Marketing VI	Marketingseminar	Prof. Steul-Fischer	MARK-54072	5	40701
Produktions- und Supply Chain Management	Produktions- und Supply Chain Management	Prof. Hartmann	MIM-53422	5	34212
Ringvorlesung Personalmanagement	Ringvorlesung Personalmanagement	Prof. Moser	SozÖk-52520	5	25202, 25203

Social Media	Social Media	Prof. Pescher	MIBS-53160	5	
Interdisziplinäres Seminar	Interdisziplinäres Seminar	Prof. Koschate-Fischer	MARK-54120	5	41201
Blockchain applications for business	Blockchain applications for business (vhb)	Prof. Bican	MIM-57175	5	71751
User Experience (UX) in a business context	Lecture (2 SWS): UX in a business context Practice session (2 SWS): UX in a business context	Prof. Haag	IIS-57451	5	74511, 74512
Product innovation management in emerging markets	Product innovation management in emerging markets	Prof. Bican	MIM-57410	5	74101, 74102
Das Innovationsseminar	Das Innovationsseminar	Prof. Voigt	MIM-57490	5	74901, 74902
Personalpsychologie	Personalpsychologie	Prof. K. Moser	SozÖk-53021	5	30201
Electronic Human Resources Management	Electronic Human Resources Management	Prof. Laumer	IIS-57086	5	70861

### Free Specialization Modules MIBS\*

#### 5) Courses that are accepted for all areas – please refer to Laura Kirste

<b>Module description</b>	<b>Course</b>	<b>Prof</b>	<b>Course number</b>	<b>ECTS</b>	<b>Examination nr</b>
Research Projects in International Management I	<i>(only if available, Priority for Asia Area, then others)</i>	Prof. Holtbrügge	MIBS-6480	5	64801
Research Projects in International Management II	<i>(only if available, Priority for Asia Area, then others)</i>	Prof. Holtbrügge	MIBS-6490	5	64901

\* These are all the courses which have been accepted in the previous years, however some courses may not be offered anymore. Please check with the respective departments.

**Last updated: June 2021**