

# Modulhandbuch im Sommersemester 2020

The background of the lower half of the cover features a dark blue digital network with glowing nodes and lines. A hand is visible on the right side, interacting with a circular digital interface. A large red circle is centered over the text.

**WiSo  
VIRTUELL  
2020**

## Please note:

### ***Changes in the teaching offer due to Corona***

FAU has published a statute regarding deviations from study regulations, examinations, doctoral and habilitation study regulations due to the Corona virus SARS-CoV-2:

[https://www.fau.de/files/2020/04/fau-corona-satzung\\_20200417.pdf](https://www.fau.de/files/2020/04/fau-corona-satzung_20200417.pdf)

*Based on this statute, the following scenarios are possible:*

- Examination method unchanged  
The method of examination remains as originally intended, e.g. an exam. In these cases, module descriptions remain unchanged.
- Singular change of examination method in summer term  
Changes in the method of examination are possible in case the originally planned method of examination is not realizable due to the Corona virus. These changes are listed in the module descriptions that are marked in orange color in the index. The original method of examination is crossed out in these cases; the new method of examination is listed in orange font color.
- Anchoring alternative examination methods and deciding later  
The statute allows for another option. Two alternative methods of examination can be determined. These changes are listed in the module descriptions that are also marked in orange color in the index. The decision for one method will be made by the module responsible and must be communicated to the students at least four weeks prior to the examination. In these cases, the original method of examination remains in place, the alternative method is stated below, in orange font color. Four weeks prior to the examination, the module responsible will communicate the final method of examination. Kindly note that you must register for the original method of examination in either case. A potential change in examination methods can only be implemented after exam registration on MeinCampus. In this case, you will be registered for the alternative method of examination automatically.

### **Remark regarding “digital examinations”**

Kindly note that examinations may also take place in digital form, such as oral exams via Zoom. If this is the case, the module responsible will make you aware of this method in due course.

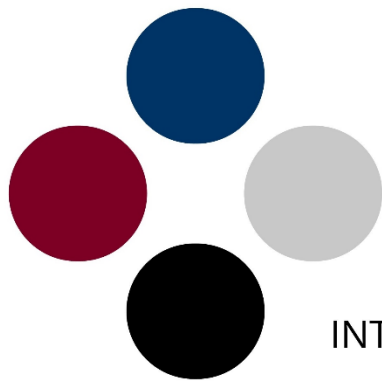
Master's degree program

# International Business Studies

Module handbook—summer semester 2020

**Advanced  
knowledge**





# 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 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				
Managerial economics and business strategy	5				
Free specialisation module (Area studies: English speaking countries)***					
Courses exchange semester (Area studies: English speaking countries)****					
Modulbereich: Romance countries (Spanish, French)**	30				
Area specific language courses – Romance countries*					
Agile Arbeitsweisen im Kontext Lateinamerikas	5				
Development economics and politics	5				
International relations and Latin America	5				
Latin America in the era of globalisation	5				
Topical Issues in International Politics and International Economics	5				
Free specialisation module (Area studies: Romance countries)***					
Courses exchange semester (Area studies: Romance countries)****					
Modulbereich: Asia (English)**	30				
Area specific language courses – Asia*					
Organizing for digital transformation Digital transformation project	5				
Research projects in international management I	5				
Research projects in international management II	5				
Human Resource Management in Asia	5				
Free specialisation module (Area studies: Asia)***					
Courses exchange semester (Area studies: Asia)****					
Modulbereich: Europe (German)**	30				
Area specific language courses - Europe*					

Die europäische Integration nach dem Zweiten Weltkrieg	5					
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					
Managerial economics and business strategy	5					
Free specialisation module (Area studies: Europe)***						
Courses exchange semester (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).

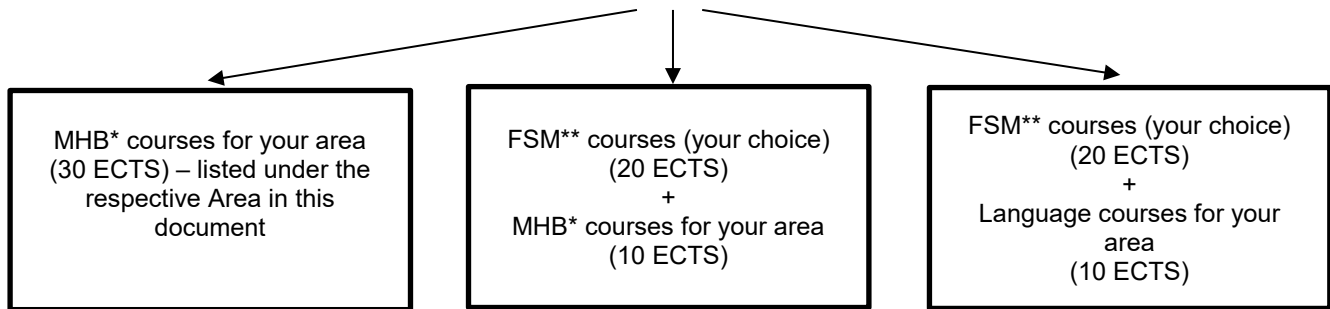
## Information concerning the selection of courses in the Area Studies(30 ECTS)

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\*\*.

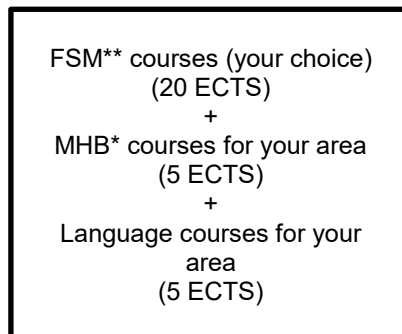
A maximum of 10 ECTS can be achieved in languages.

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)

## 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:  
12. Mai 2020

#### **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:  
12 May 2020

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

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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 2, 4
9.	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master Wirtschaftspädagogik, Studienrichtung II: elective course (Wahlbereich im Zweitfach Sozialkunde), core course (Pflichtbereich im Zweitfach Englisch) 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>	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>	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>	<p>Written examination 60 min (Klausur 60 Min.)</p> <p>(optional: participation in the debating forums on StudOn can improve final grade up to 0.7; only if done under given specifications and passing the exam with 4.0 or better)</p>
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: Written examination 60 min. (Klausur 60 Min) S: Presentation (Präsentation )  <i>If initial examination can't be realized due to Corona: Report (3 pages) and Presentation</i>
11.	<b>Grading procedure</b>	Written examination result (Lect.) (80%), Presentation (S) (20%); Exam language: English (Klausurergebnis 80% und Präsentation 20%)  <i>If initial examination can't be realized due to Corona: Report (80%) und Presentation (20%)</i>
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>	<p>Holtbrügge, D./Welge, M.K.: Internationales Management. 6th ed., Schäffer Poeschel: Stuttgart 2015 (chapters 1-4).</p> <p>Cavusgil, S.T./Knight, G./Riesenberger, J.R.: International Business. Strategy, Management and the New Realities. 3<sup>rd</sup> Global edition. Pearson Prentice Hall: New Jersey 2014 (chapters 1-3, 6, 9-10, 12-16).</p> <p>Holtbrügge, D./Haussmann, H. (Hrsg.): Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 2<sup>nd</sup> edition. Augsburg-München 2017.</p>
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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: Written examination 60 min. (Klausur 60 Min) S: Presentation (Präsentation )  <i>If initial examination can't be realized due to Corona: Report (3 pages) and Presentation</i>
11.	<b>Grading procedure</b>	Written examination result (Lect.) (80%), Presentation (S) (20%); Exam language: English (Klausurergebnis 80% und Präsentation 20%)  <i>If initial examination can't be realized due to Corona: Report (80%) and Presentation (20%)</i>
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.: Internationales Management. 6 <sup>th</sup> ed., Schäffer Poeschel: Stuttgart 2015 (chapters 5, 6, 8)

		<p>Cavusgil, S.T./Knight, G./Riesenberger, J.R.: International Business. Strategy, Management and the New Realities. 3<sup>rd</sup> Global ed., Pearson Prentice Hall: New Jersey 2014 (chapters 5, 7, 8, 12, 19)</p> <p>Holtbrügge, D./Haussmann, H. (Hrsg.): Internationalization Strategies of Firms. Case Studies from the Nürnberg Metropolitan Region. 2<sup>nd</sup> edition. Augsburg-München 2017.</p>
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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>	<p>None</p> <p><a href="https://www.unternehmensfuehrung.rw.fau.de/studium-lehre/aktuelle-lehre/business-strategy/">https://www.unternehmensfuehrung.rw.fau.de/studium-lehre/aktuelle-lehre/business-strategy/</a></p>	
8.	<b>Integration in curriculum</b>	Semester 1	
9.	<b>Module compatibility</b>	<p>Master IBS: core course (Pflichtbereich)</p> <p>Master Management: Pflichtbereich I</p> <p>Master Wirtschaftspädagogik, Studienrichtung I: fachwissenschaftlicher Pflichtbereich; Studienrichtung II: fachwissenschaftlicher Wahlbereich</p> <p>Master Wirtschaftsingenieurwesen: Wahlbereich</p> <p>Master IIS: Module in the section Customized Introduction to IIS (Management)</p> <p>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>	<p>Written examination result (100%) (Klausurergebnis 100%)</p> <p>An improvement of the grade at the maximum of 0.3 / 0.4 can be achieved by class participation during the case sessions. The evaluation is based on the quality of statements, case and fact knowledge as well as the ability to reflect on contributions made by other students and the lecturer.</p>	
12.	<b>Module frequency</b>	Winter term (WS)	
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>	<ul style="list-style-type: none"> <li>▪ Hungenberg, H.: Strategisches Management in Unternehmen, 8. Ed., Wiesbaden 2014</li> <li>▪ Dess, G., McNamara, G., Eisner, A.: Strategic management, 8. Ed., Maidenhead 2016</li> </ul>
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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 interests 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-5460)
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-54830	<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, terminologies, peculiarities and limits of the subject 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>	none
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>	Written examination 60 min. (Klausur 60 Min.)
11.	<b>Grading procedure</b>	Klausur 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>	Will be announced in the course.

1.	<b>Module name</b> MIM-53650	<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>Written examination 60 min. (Klausur 60 Min.), Presentation (group presentation)</p> <p>(3-5 minutes per participant)</p>	
11.	<b>Grading procedure</b>	Written examination 50%, Presentation (50%)	
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	No.1: Innovation and leadership (Lect.) <b>or</b> No. 2: Interdisciplinary business project (S)	5 ECTS 5 ECTS
3.	Lecturers	No. 1: Prof. Möslein and assistants No. 2: Prof. Bodendorf and assistants	

4.	<b>Module coordinator</b>	Prof. Möslein	
5.	<b>Contents</b>	<p>No. 1 :</p> <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> <p>No. 2 :</p> <p>This seminar confronts students with real international IS business challenges in an interdisciplinary context. Students will learn how to address real-world IS problems and to create application-oriented solutions based on sound methods rooted in robust theoretical frameworks and a well-founded evidence base.</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>	No. 1: Semester 1 No. 2: Semester 2 or 4
9.	<b>Module compatibility</b>	Master IBS: core course (Pflichtbereich) Master International Information Systems: Module in the section Information Systems – Digital Business ( <b>Core Course or Elective</b> ) (IIS 7053) Master Management: Vertiefungsbereich (IIS 7053) Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“
10.	<b>Method of examination</b>	No. 1: Lect/Ex: Research project (tw. In Gruppenarbeit) and Presentation (Vorlesung/Übung: Projektarbeit (tw. In Gruppenarbeit) und Präsentation ) No. 2: Seminar paper and presentation (Seminararbeit und Präsentation)
11.	<b>Grading procedure</b>	No. 1: Lect/Ex: Research project (tw. In Gruppenarbeit) (100%) and Presentation (passed) (Vorlesung/Übung: Projektarbeit (tw. In Gruppenarbeit) (100%) und Präsentation (bestanden)) No. 2: Seminar paper (100%) and presentation (Seminararbeit ( 100%) und Präsentation )
12.	<b>Module frequency</b>	No. 1: Winter term (WS) No. 2: Summer term (SS) Students can take only one of the two courses offered. Students can obtain a maximum of 5 ECTS in this module.
13.	<b>Workload</b>	No. 1: Attendance: 45h, self-study: 105h No. 2: 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>	No. 1: <i>Huff, Möslin &amp; Reichwald: Leading Open Innovation</i> ; 2013 MIT Press, ISBN-13: 978-0262018494 No. 2: Course materials will be announced in the course

1.	<b>Module name</b> IIS-57240	<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. Möslin, Prof. Dr. Roth and colleagues	
4.	<b>Module coordinator</b>	Prof. Möslin	
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>	- Basic understanding of product and service business processes - General knowledge on management and strategy - Openness to work interactively and in interdisciplinary and international teamsNone	
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>	SS
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-53470	<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 in Management: elective course (Vertiefungsbereich) Master Sozialökonomik: elective course (Wahlpflichtbereich) Master Arbeitsmarkt und Personal: elective course (Wahlbereich) Master Economics: elective course (Wahlbereich)
10.	<b>Method of examination</b>	Lect.: Written examination 60 min. (Klausur 60 Min.) S.: Presentation (Präsentation)  <i>If initial examination can't be realized due to Corona: Report (3 pages) and Presentation</i>
11.	<b>Grading procedure</b>	Written examination result (Lect.) (80%); Exam language: English, presentation (S) (20%) (Klausurergebnis 80% und Präsentation 20%)  <i>If initial examination can't be realized due to Corona: Report (80%) and Presentation (20%)</i>
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>
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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-6523)
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)
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 <a href="https://www.unternehmensfuehrung.rw.fau.de/studium-lehre/aktuelle-lehre/change-management/">https://www.unternehmensfuehrung.rw.fau.de/studium-lehre/aktuelle-lehre/change-management/</a>	
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: Wahlbereich Master Sozialökonomik: freier Vertiefungsbereich Master Wirtschaftsingenieurwesen: Wahlbereich	
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>	<p>Bazerman, M., Moore, D.: Judgement in Managerial Decision Making, 8<sup>th</sup> ed., Hoboken 2017.</p> <p>Greenberg, J.: Managing Behavior in Organizations, 6<sup>th</sup> ed., Boston 2013.</p> <p>Kahneman, D.: Thinking, Fast and Slow, 1<sup>st</sup> ed., New York 2013.</p> <p>Robbins, S., Judge, T.: Organizational Behavior, 17<sup>th</sup> ed., Boston 2017.</p>
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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>	<p>Students:</p> <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> <p><i>Please register via StudOn; no. of participants: 150</i></p>
10.	<b>Method of examination</b>	E-Klausur / electronic exam (60 min, incl. multiple-choice questions)
11.	<b>Grading procedure</b>	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



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 und Dr. Zvezdov	

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>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 / UNlcert® 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 / UNlcert® 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 56911	<b>Issues in political economy</b>	<b>5 ECTS</b>
2.	Courses/lectures	S: Issues in political economy ( <b>Mandatory attendance</b> )	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)	
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) 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.	
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-54381 54382	<b>Issues in global governance</b>	<b>5 ECTS</b>
2.	Courses/lectures	S. Issues in global governance ( <b>Mandatory attendance</b> )	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), Master Wirtschaftspädagogik, Studienrichtung II: core course (Wahlbereich im Zweifach Englisch)	
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) 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	
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-54450 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),	
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) 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.	
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 1, 3	
9.	<b>Module compatibility</b>	Master Economics: elective course (Wahlbereich) Master IBS: elective course (Wahlbereich) 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>	Winter term (WS)	
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), Master Wirtschaftspädagogik, Studienrichtung II: core course (Wahlbereich im Zweifach Englisch)	
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) 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.	
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 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>	Scotchmer, Suzanne. "Innovation and incentives". MIT press, 2004. See syllabus for more details.

1	<b>Module Name</b> FACT-53991	<b>Managerial economics and business strategy</b>	<b>5 ECTS</b>
2	Courses/lectures	Lecture: Managerial economics and business strategy (2 SWS) Exercise: Managerial economics and business strategy (1 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Gregor Zöttl	

4	Module Coordinator	Prof. Dr. Gregor Zöttl
5	Contents	This course aims to provide the fundamental economic tools for students of business and management degrees. The subjects covered include oligopoly pricing, cartel formation, bundling and pricing strategies, multistage and repeated games risk sharing, vertical contracting and many other strategies of firms enjoying market power.
6	Learning objectives and skills	The students - are able to analyze and identify different market situations which require specific strategic action of involved players. - are able to conceptually develop optimal strategic business and management decisions. - are able to understand the possibilities and limits of the conceptual ideas discussed for the application in real life cases.
7	Recommended prerequisites	Basic knowledge in microeconomics
8	Integration in curriculum	WS: 2. Semester; SS: 1. Semester throughout the master program
9	Module compatibility	Master in FACT: Vertiefungsbereich (Modulgruppe Interdisziplinäre Module) Master in Management: Vertiefungsbereich Master Arbeitsmarkt und Personal: Wahlbereich Master Sozialökonomik: freier Vertiefungsbereich Master International Business Studies: elective course
10	Method of examination	Written examination (90 min.)
11	Grading procedure	Written examination (100%). Students can possibly improve their grade through a written assignment which then accounts for 20% of the grade.
12	Module frequency	Irregularly in Summer Term → please inform yourself on our website whether the module takes place.
13	Workload	Attendance time: 45 h Self-Study: 105 h
14	Module duration	1 Semester
15	Teaching and examination language	English
16	Recommended reading	Lecture notes (see STUDON) Additional references: Managerial Economics (2014), by William Samuelson and Stephen Marks Managerial Economics and Business Strategy (2017), by Edwin Mansfield, Bruce Allen, Neil Doherty and Keith Weigelt

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)	
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) Master Economics: Free elective course (freier Wahlbereich)
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-56372	<b>Development economics and politics</b>	<b>5 ECTS</b>
2.	Courses/lectures	Seminar <b>(mandatory attendance)</b>	<b>5 ECTS</b>
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 winter semester by the Chair of Prof. Gardini, Ph.D. It deals with topics related to social and economic development, taking a closer look at political, institutional and societal processes that characterize economies and societies in developing and emerging countries.	
6.	<b>Learning objectives and skills</b>	The students <ul style="list-style-type: none"> <li>- acquire in-depth knowledge of political, economic and societal challenges in the field of development</li> <li>- understand basic theoretical approaches and link them with empirical evidence and case studies.</li> <li>- acquire skills to analyse and assess global economic and institutional dynamics</li> <li>- will train competences in debating, presenting and in developing an own research question.</li> </ul>	
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) Master Sozialökonomik: Elective course (freier Vertiefungsbereich) Master Arbeitsmarkt und Personal: Elective course (Wahlbereich) Master Economics: Elective course (Wahlbereich)	
10.	<b>Method of examination</b>	- Written assignment - Presentation  <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>	
11.	<b>Grading procedure</b>	- Written Assignment: 66,5% - Presentation: 33,5%	
12.	<b>Module frequency</b>	Winter term	
13.	<b>Workload</b>	Präsenzzeit: 30 h Eigenstudium: 120 h	
14.	<b>Module duration</b>	1 Semester	
15.	<b>Teaching and examination language</b>	English	
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, about 200 years after the beginning of their independence process.	
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) 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>	Presentation Written Assignment  <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>	
11.	<b>Grading procedure</b>	Presentation (33,5%) Written Assignment (66,5%)	
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>	To be announced (German or Spanish)	
16.	<b>(Recommended) reading</b>	To be announced	

1.	<b>Module name</b> MIBS-52462	<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) Master Sozialökonomik: Elective course (freier Vertiefungsbereich) Master Arbeitsmarkt und Personal: Elective course (Wahlbereich) Master Economics: Elective course (Wahlbereich)	
10.	<b>Method of examination</b>	Written examination	
11.	<b>Grading procedure</b>	Written examination: 100%	
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-56391	<b>Topical Issues in International Politics and International Economics</b>	<b>5 ECTS</b>
2	Courses/lectures	S: Topical Issues in International Politics and International Economics	5 ETCS
3	Lecturers	Prof. Gardini, Ph.D., Prof. Dr. Christoph Moser + Staff	

4	<b>Module coordinator</b>	Prof. Gardini, Ph.D., Prof. Dr. Christoph Moser + Staff
5	<b>Contents</b>	The seminar is offered each semester in cooperation with the Chair of Prof. Gian Luca Gardini (International Business and Society Relations with focus on Latin America) and the Chair of Prof. Christoph Moser (Global Governance). The seminar addresses changing topical issues from the viewpoint of international relations and economics.
6	<b>Learning objectives and skills</b>	Students who successfully complete this module will: <ul style="list-style-type: none"> <li>- acquire a good understanding of political processes, economic conditions and the nature of the international system.</li> <li>- gain knowledge of economic and societal challenges in the context of globalization and integration processes.</li> <li>- be able to assess critically topical issues and debates in contemporary international relations and economics.</li> </ul>
7	<b>Recommended prerequisites</b>	None
8	<b>Integration in curriculum</b>	Ab Studiensemester 1
9	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich) Master Sozialökonomik: elective course (freier Vertiefungsbereich) Master Arbeit und Personal: elective course (Wahlbereich) Master Economics: elective course (Wahlbereich) Wirtschaftspädagogik, Studienrichtung II: core course (Wahlbereich im Zweitfach Englisch)
1	<b>Method of examination</b>	Oral examination. More details will be given at the beginning of the seminar.
1	<b>Grading procedure</b>	Oral examination 100 %
1	<b>Module frequency</b>	Winter term, summer term
1	<b>Workload</b>	Präsenzzeit: 30 h Eigenstudium: 120 h
1	<b>Module duration</b>	1 Semester
1	<b>Teaching and examination language</b>	English and German
1	<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-56420 56421	<b>Organizing for digital transformation</b>	<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>	Master IBS: elective courses (Wahlbereich) Master in International Information Systems: Module in the section Information Systems – Digital Business (Elective) Master in Management: Vertiefungsbereich	
10.	<b>Method of examination</b>	Presentation and seminar paper (Präsentation und Seminararbeit)	
11.	<b>Grading procedure</b>	Presentation (50%) and seminar paper (50%) (Präsentation (50%) und Seminararbeit (50%))	

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> IIS 57171	<b>Digital transformation project (ones in summer term 2020)</b>	<b>5 ECTS</b>
2	Courses/lectures IIS71711 IIS71712	Digital transformation project ( 4 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Möslin, Prof. Dr. Roth and colleagues	

4	<b>Module coordinator</b>	Prof. Möslin
5	<b>Contents</b>	In this module, students will focus on developing and evaluating solutions for organizational challenges in the context of digital transformation. In doing so, they work together with organizations from various industries and gain in-depth experience in solving organizational problems using a systematic design science research process. Moreover, they will get familiar with empirical research methods and improve their presentation as well as writing skills.
6	<b>Learning objectives and skills</b>	<p>The students</p> <ul style="list-style-type: none"> <li>• possess comprehensive, detailed, and specialized problem solving skills in the context of digital transformation</li> <li>• can independently plan and carry out design science research processes</li> <li>• can situationally identify, collect and analyze relevant organizational data</li> <li>• are familiar with the topic of digital transformation and its effects on organizational stakeholders</li> </ul>
7	<b>Recommended Prerequisites</b>	None
8	<b>Integration in curriculum</b>	First semester
9	<b>Module compatibility</b>	<p>Master International Information Systems (from 2018/19): Module in the section Information Systems – Digital Business (<b>Elective</b>)</p> <p>Master International Information Systems (from 2016/17): Module in the section Customized Introduction to IIS (<b>Management</b>)</p> <p>Master Management: Vertiefungsbereich</p> <p>Master Marketing: Wahlpflichtbereich der Modulgruppe „Management</p> <p>Master IBS: elective courses (Wahlbereich) (einmalig SoSe 2020)</p>
10	<b>Method of examination</b>	Seminar paper and presentation (Seminararbeit und Präsentation)
11	<b>Grading procedure</b>	Seminar Paper (partly group work) (70%) and presentation (partly group work) (30%)
12	<b>Module frequency</b>	Each SS ( <b>Master IBS only ones in summer term 2020</b> )
13	<b>Workload</b>	<p>Attendance: 60 h</p> <p>Self-study: 90 h</p>
14	<b>Module duration</b>	1 semester
15	<b>Teaching and examination language</b>	English
16	<b>Recommended reading</b>	Presented in class

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)
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)
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-54810	<b>Human Resource Management in Asia</b>	<b>5 ECTS</b>
2.	Courses/lectures	S: HRM in Asia	
3.	Lecturers	Dr. Almasa Sarabi	

4.	<b>Module coordinator</b>	Dr. Almasa 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.
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. Students will review current literature in the field, working on and analyzing a specific research question. Students will further present their literature review 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.
7.	<b>Recommended prerequisites</b>	None
8.	<b>Integration in curriculum</b>	Semester 1, 3
9.	<b>Module compatibility</b>	Master IBS: Elective courses Asia
10.	<b>Method of examination</b>	Presentation and seminar paper
11.	<b>Grading procedure</b>	Presentation (30%), Seminar paper (70%)
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>	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. Holtz-Bacha und Mitarbeiter(innen)	

4.	<b>Module coordinator</b>	Prof. Holtz-Bacha
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)
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 ETCS
3.	Lecturers	Prof. Holtz-Bacha und Mitarbeiter(innen)	

4.	<b>Module coordinator</b>	Prof. Holtz-Bacha
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)
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) 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: <ul style="list-style-type: none"> <li>- Warenverkehrsfreiheit</li> <li>- Arbeitnehmerfreizügigkeit</li> <li>- Niederlassungsfreiheit</li> <li>- Dienstleistungsfreiheit</li> <li>- Kapitalverkehrsfreiheit</li> <li>- Wettbewerbsrecht</li> <li>- Öffentliche Dienstleistungen</li> <li>- Umweltrecht</li> <li>- Verhältnis zum Welthandelsrecht</li> </ul>
6.	<b>Learning objectives and skills</b>	Die Studierenden <ul style="list-style-type: none"> <li>- erlangen vertiefte Kenntnisse des Europäischen Wirtschaftsrecht und verstehen dessen Einwirkung auf die deutsche Rechtsordnung</li> <li>- können Spezifika des Europäischen Wirtschaftsrechts selbstständig wiedergeben, analysieren und diskutieren</li> <li>- würdigen die wirtschaftlichen Aspekte der Europäisierung der Rechtsordnung</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 2, 4
9.	<b>Module compatibility</b>	Master IBS: elective course (Wahlbereich) 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)
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) Master Management: Vertiefungsbereich
10.	<b>Method of examination</b>	Klausur 60 Min.  <i>Falls ursprüngliche Prüfung wegen Corona nicht durchführbar: Report (3 pages)</i>
11.	<b>Grading procedure</b>	Klausur 100%  <i>Falls ursprüngliche Prüfung wegen Corona nicht durchführbar: Report (100%)</i>
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>Module name</b> MIM-52141	<b>Branchen- und themenspezifisches Nachhaltigkeitsmanagement</b> (Industry and issue specific sustainability management)	<b>5 ECTS</b>
2.	Courses/lectures	S: Nachhaltigkeitsmanagement in klein und mittelständischen Unternehmen (Anwesenheitspflicht) (S: Corporate sustainability management in small and medium enterprises)	5 ECTS
3.	Lecturers	Prof. Beckmann und Dr. Dimitar Zvezdov	

4.	<b>Module coordinator</b>	Prof. Beckmann
5.	<b>Contents</b>	<p>Nachhaltigkeit ist ein immer wichtiger werdendes Thema für Unternehmen. Allerdings wird häufig bei der Frage, wie Unternehmen mit Nachhaltigkeitsfragen umgehen können, der Fokus auf große Unternehmen und Konzerne gelegt. Da jedoch die überwiegende Anzahl von Unternehmen klein und mittelständisch ist, bieten gerade KMUs ein besonderes Potenzial für die Nachhaltigkeit. Gleichzeitig bietet Nachhaltigkeit insbesondere für KMUs die Möglichkeit sich am Markt zu differenzieren und damit Wettbewerbsvorteile zu generieren. Daher widmet sich dieses Modul der Rolle von Nachhaltigkeit im Kontext von kleinen und mittelständischen Unternehmen. Hierbei verbindet das Modul konzeptionelle und praktische Aspekte. In einem ersten Schritt werden wir allgemein auf die Besonderheiten von KMUs eingehen und eine kurze Einführung zu Nachhaltigkeitsmanagement geben. Anschließend werden wir verschiedene Funktionen eines Unternehmens betrachten und jedes Mal der Frage nachgehen, inwieweit die Besonderheiten von KMU das jeweilige Management von Nachhaltigkeitsfragen beeinflussen. In diesem Teil des Moduls werden die Inhalte basierend auf Referaten, Gruppendiskussion, Fallstudien und Input seitens der Dozierenden erarbeitet. Nach Abschluss des konzeptionellen Teils beginnt der praktische Teil des Moduls. Hierfür suchen die Teilnehmenden sich selbstständig Praxispartner (KMUs). Ziel ist es neben einer Ökoeffizienzanalyse für einen weiteren Bereich ein Nachhaltigkeitsmanagementkonzept für diesen Praxispartner zu erarbeiten.</p>
6.	<b>Learning objectives and skills</b>	<p>Die Studierenden erlernen,</p> <ul style="list-style-type: none"> <li>• Vertiefte Kenntnisse im Bereich Nachhaltigkeitsmanagement</li> <li>• Spezifische Fachkenntnisse zur Arbeit mit kleinen und mittelständischen Unternehmen</li> <li>• Praxiserfahrung durch die selbständige Akquise und Zusammenarbeit mit einem Praxispartner</li> <li>• Anwendungskompetenz während der Erstellung des Nachhaltigkeitskonzeptes</li> <li>• Argumentationskompetenz und kritische Reflexion gesellschaftlich relevanter Fragen</li> <li>• Analytisches Vorgehen und pragmatische Entscheidungsfähigkeiten</li> <li>• Teamfähigkeiten und soziale Kompetenzen</li> </ul>

7.	<b>Recommended prerequisites</b>	Keine
8.	<b>Integration in curriculum</b>	Semester 3
9.	<b>Module compatibility</b>	Master Sozialökonomik: elective course (Wahlbereich) Master Wirtschaftspädagogik: fachwissenschaftlicher Pflichtbereich Studienrichtung I und fachwissenschaftlicher Wahlbereich Studienrichtung II Master IBS: elective course (Wahlbereich) Master Wirtschaftsingenieurwesen, Studienrichtung Management: Wahlpflichtbereich Master Marketing: Wahlpflichtbereich der Modulgruppe „Management“ Master Management: Pflichtbereich II (MIM-2140) <i>Anmeldung via StudOn; Anzahl Teilnehmende: max. 28</i>
10.	<b>Method of examination</b>	Präsentation
11.	<b>Grading procedure</b>	Präsentation 100%
12.	<b>Module frequency</b>	Wintersemester
13.	<b>Workload</b>	Präsenzzeit: 30h Selbststudium: 120h
14.	<b>Module duration</b>	1 Semester als teilgeblockte Veranstaltung: Im Zeitraum zwischen Mitte Oktober und Ende November findet der Kurs wöchentlich (à 3:15h) statt. Im Dezember finden keine Präsenzzeiten statt.
15.	<b>Teaching and examination language</b>	Deutsch
16.	<b>(Recommended) reading</b>	Notwendige Materialien werden via StudOn bereitgestellt.

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 1, 3	
9.	<b>Module compatibility</b>	Master Economics: elective course (Wahlbereich) Master IBS: elective course (Wahlbereich) 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>	Winter term (WS)	
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)
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) 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.
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-XXXX	<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 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>	Scotchmer, Suzanne. "Innovation and incentives". MIT press, 2004. See syllabus for more details.

1	<b>Module Name</b> FACT-53991	<b>Managerial economics and business strategy</b>	<b>5 ECTS</b>
2	Courses/lectures	Lecture: Managerial economics and business strategy (2 SWS) Exercise: Managerial economics and business strategy (1 SWS)	5 ECTS
3	Lecturers	Prof. Dr. Gregor Zöttl	

4	Module Coordinator	Prof. Dr. Gregor Zöttl
5	Contents	This course aims to provide the fundamental economic tools for students of business and management degrees. The subjects covered include oligopoly pricing, cartel formation, bundling and pricing strategies, multistage and repeated games risk sharing, vertical contracting and many other strategies of firms enjoying market power.
6	Learning objectives and skills	The students - are able to analyze and identify different market situations which require specific strategic action of involved players. - are able to conceptually develop optimal strategic business and management decisions. - are able to understand the possibilities and limits of the conceptual ideas discussed for the application in real life cases.
7	Recommended prerequisites	Basic knowledge in microeconomics
8	Integration in curriculum	WS: 2. Semester; SS: 1. Semester throughout the master program
9	Module compatibility	Master in FACT: Vertiefungsbereich (Modulgruppe Interdisziplinäre Module) Master in Management: Vertiefungsbereich Master Arbeitsmarkt und Personal: Wahlbereich Master Sozialökonomik: freier Vertiefungsbereich Master International Business Studies: elective course
10	Method of examination	Written examination (90 min.)
11	Grading procedure	Written examination (100%). Students can possibly improve their grade through a written assignment which then accounts for 20% of the grade.
12	Module frequency	Irregularly in Summer Term → please inform yourself on our website whether the module takes place.
13	Workload	Attendance time: 45 h Self-Study: 105 h
14	Module duration	1 Semester
15	Teaching and examination language	English
16	Recommended reading	Lecture notes (see STUDON) Additional references: Managerial Economics (2014), by William Samuelson and Stephen Marks Managerial Economics and Business Strategy (2017), by Edwin Mansfield, Bruce Allen, Neil Doherty and Keith Weigelt

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)

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 Modules MIBS\*

### 1) English Speaking Countries

Please refer to Prof. C. Moser

### 2) Romance Countries

Please refer to Prof. Gardini

### 3) Asia – 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>
Managing Global Projects & Information Technology	Managing Information Technology & Managing Global Projects	Prof. Amberg	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	
Interdisciplinary Business Seminar	Interdisciplinary Business Seminar	Prof. Bodendorf	IIS05-001-0	5	
Sustainability Management and Corporate Functions	Sustainability Management and Corporate Functions	Prof. Beckmann	52130	5	



## 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
Dienstleistungsmanagement	Advanced Service Management	Prof. Bodendorf	IIS-53750	5	70839
Global Logistics and Supply Chain Management	Global Logistics and Supply Chain Management	Prof. Hartmann	MIM-55300	5	53006, 53007
Negotiaton Skills based on the ZNM	Negotiaton Skills based on the Zurich Negotiating Model	Prof. Gardini	Dummy	5	56501 (Dummy)
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	Internationales Projektseminar	Prof. Voigt	MIM-55400	5	54001, 54002
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-57380	5	73801, 73802

Free Specialization Modules MIBS*					
<i>Module description</i>	<i>Course</i>	<i>Prof</i>	<i>Course number</i>	<i>ECTS</i>	<i>Examination nr</i>
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
Issues in International Trade	Seminar Issues in International Trade	Prof. C. Moser	Wipäd-54450	5	44501, 44502
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 3	Praxisseminar mit Prof. Dr. Heinrich v. Pierer	Prof. Voigt	MIM-55520	5	66101, 66102
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	52130	5	21301

Digital Marketing and Sales	Recent Developments in Digital Market Research	Prof. Pescher	52650	5	26507
Global Retail Logistics	Global Retail Logistics	Prof. Hartmann	MIM-55291	5	52911
Case Solving Seminar	Case Solving Seminar	Prof. Bodendorf	57250	5	70101
Social and Web Intelligence	Social and Web Intelligence Seminar	Prof. Bodendorf	IIS-53300	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
60 Years of European Union	60 Years of European Union	Prof. Gardini	n.a.	5	63901
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-53673	5	36731
Advanced Process Management	Advanced Process Management	Prof. Bodendorf	IIS-57083	5	IIS70815
Economy and Society in Developing and Emerging Countries	Economy and Society in Developing and Emerging Countries	Prof. Gardini	MIBS-56370	5	
Enterprise knowledge management (EKM)	Enterprise knowledge management (EKM)	Prof. Laumer	IIS-57290	5	
Internationale Transportlogistik-und Distributionssysteme	Internationale Transportlogistik-und Distributionssysteme	Prof. Hartmann	MIM-54360	5	
Teamfähigkeit, Präsentations- und Verhandlungstechniken II	Leadership and Leadership Communication	Prof. Junge / Prof. Hungenberg	MIM-55420	5	
Organizational Creativity	Organizational Creativity	Prof. Voigt	WPF MB-MA-IP 2 52553	5	

Platform Strategies	Platform Strategies	Prof. Möslein	IIS-57110	5	71102/71103
Principles of Marketing VI	Marketingseminar	Prof. Steul-Fischer	MARK-54072	5	
Produktions- und Supply Chain Management	Produktions- und Supply Chain Management	Prof. Hartmann	MIM-53422	5	
Ringvorlesung Personalmanagement	Ringvorlesung Personalmanagement	Prof. Moser	SozÖk-52520	5	
Social Media	Social Media	Prof. Pescher	MIBS-53160	5	
Interdisziplinäres Seminar	Interdisziplinäres Seminar	Prof. Koschate-Fischer	MARK-54120	5	

### 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.

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