

# International Business - Courses in English -

- International Accounting & Taxation
- International Business Law
- International Capital Markets
- International Corporate Finance
- International Economics 2
- International Human Resource Management
- International Management
- International Marketing\*
- International Organisation & Cooperation
- International Trade & Logistics, FDI\*\*
- Fundamentals of Corporate Finance\* (winter semester only)
  
- Academic Research & Writing
- Country Studies
- Intercultural Communication & Competence
- Intercultural & interdisciplinary case studies\*
- Project Work

## Faculty exchange classes:

- Intercultural Learning in Theory and Practice
- Selected Business Topics: The Hamburg Metropolitan Region (summer semester only) \*\*\*
- Selected Business Topics: Commodity Trade (winter semester only) \*\*\*

\* limited number of places

\*\* always an online course

\*\*\* not for English native speakers

## Course Name: International Accounting & Taxation

Degree programme:

**Foreign Trade / International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Michael Gille

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

### Course objectives:

Upon successful completion of this module students will be able to:

- explain the objectives of international accounting principles;
- demonstrate a basic understanding of IFRS accounting principles relating to recognition and measurement;
- apply these basic principles to cases;
- evaluate the harmonization efforts made by various international regulatory bodies;
- describe important aspects of tax law in an international business environment;
- explain basic principles of the taxation of international businesses and international trans-actions;
- describe the various principles of corporate taxation adopted in different countries;
- appreciate central fiscal problems typically arising in the context of IFDI, OFDI, and intra-group trade;
- analyse cases dealing with international tax issues.

### Content:

- Introduction to international accounting
- International aspects of double-entry accounting
- Basic IFRS concepts (asset, revenue, etc.) and principles (control concept, etc.)
- Asset recognition and measurement under IFRS
- Selected items (intangibles, liabilities, provisions/non-financial liabilities, etc.)
- Consolidated statements according to IFRS – fundamental principles
- Introduction to tax law
- Overview of principles underpinning the taxation of international businesses
- International corporate income taxation
- Double taxation treaties
- Transfer pricing

### About didactics and work load distribution:

Seminar teaching, exercises and case study discussion, online material

### Requirements for participation:

Basic knowledge of law and accounting

**Course language:**  
English

### Type of exam:

Written examination, paper, oral examination

### Requirements for credit point allocation:

The students will be assessed on the basis of their performance in the written examination. The grades will vary according to the degree, to which students demonstrate fulfilment of the course objectives.

### Literature:

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**Course Name: International Business Law**

Degree programme:

**Foreign Trade / International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Michael Gille

**Work load:** 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

The aim of the course is to provide students with a basic understanding of the legal framework within which international businesses operate. Students are able to anticipate, analyse and avoid/solve some of the legal problems that international businesses typically encounter from the perspective of WTO law and EU law. The students will be able to work on and solve simple cases and questions of the international corporate practice and to present the results in a discussion.

Upon successful completion of this module students will be able to

- explain how international law is made;
- demonstrate the legal effects of public and private international law on trade;
- describe important aspects of the legal framework within which international businesses operate;
- analyse practical cases dealing with international legal conflicts (trade law, investment law, etc.);
- formulate persuasive arguments for the resolution of international disputes in consideration of the relevant sources of international law;
- explain how international legal conflicts can be settled through arbitration and in international tribunals
- appreciate critically the values underpinning the system of international trade law.

**Content:**

The course explores the rules that apply to international trade in goods, services and labour with emphasis on the WTO multilateral trade system and the EC Treaty. In this context, the students will also be introduced to the rules that apply to IP protection, foreign investment and transportation.

**About didactics and work load distribution:**

Seminar teaching, exercises and case study discussion.

**Requirements for participation:**

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**Course language:**  
English**Type of exam:**

Written examination (2h). A test (20-30 min.) is a prerequisite for participation in the final examination. Students are allowed to bring primary sources and dictionaries. Electronic devices (laptop or PC) are not allowed, except for non-programmable calculators.

**Requirements for credit point allocation:**

The students will be assessed on the basis of their performance in the written examination. The grades will vary according to the degree, to which students demonstrate fulfilment of the course objectives.

**Literature:**

- Materials from [wto.org](http://wto.org) and brochure "Understanding the WTO"
- Materials from [www.jeanmonnetprogram.org](http://www.jeanmonnetprogram.org)
- August/Mayer/Bixby, International Business Law, 5th ed., Prentice Hall, 2009
- Primary sources, e.g. EC Treaty and secondary legislation, GATT, GATS, TRIPS

## Course Name: International Capital Markets

Degree programme:

**Foreign Trade / International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

### Course objectives:

At the end of the course students are able to

- explain the organisation and structure of international capital markets and its agents
- explain major concepts and to calculate determinants of asset prices and interest rates
- describe the functionality of international money markets and to name selected instruments
- outline the structure of international equity markets and to explain the principles of IPOs
- explain the structure of international bond markets and credit derivatives as well as to conduct selected calculations
- analyse interest rate risk, to develop basic hedging strategies and to conduct calculations in the context of interest rate derivatives
- analyse international portfolio investments and to conduct corresponding calculations
- explain the functionality of asset securitisation and corresponding structured finance as well as to appraise different structural features and credit enhancement techniques
- give examples and to describe the mechanics of financial distress, contagion and crises

### Contents:

1. Theory of financial intermediation and selected agents
2. Structure of international financial markets
3. Asset prices and interest rates
4. International money markets
5. International equity markets and IPOs
6. International bond markets and credit derivatives
7. Interest rate derivatives
8. International portfolio investments
9. Asset securitisation and structured finance
10. Economic distress, ways of contagion and financial crisis

### About didactics and work load distribution:

Small group size; teaching in seminar-form, blended learning, inverted classroom

### Requirements for participation:

Basic knowledge in finance, accounting, mathematics and statistics

**Course language:**

English

### Type of exam:

Written examination

### Requirements for credit point allocation:

Active participation in group work and lessons

### Literature:

- Ernst, D., Häcker, J.: Applied International Corporate Finance, Vahlen
- Fabozzi, F. J., Modigliani, F., Jones, F. J.: Foundations of Financial Markets, Pearson
- Madura, J.: Financial Institutions & Markets, South-Western/Cengage
- Mayo, H. B.: An Introduction to Institutions, Management & Investments, South-Western Cengage
- Mishkin, F. S., Eakins, S. G.: Financial Markets and Institutions, Pearson
- Rose, P. S. Hudgins, S. C.: Bank Management and Financial Services, McGraw-Hill

## Course Name: International Corporate Finance

Degree programme:

**Foreign Trade / International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

**Work load:** 150 hours

**Lecture hours per week:** **online course**

**ECTS Credits:** 5

### Course objectives:

Students are able to analyse the financial implications of international business activities based on the theories, models and techniques of international corporate financial management in order to evaluate and/or create financial solutions by:

- giving examples of specific problems that arise in the context of multinational financial problems,
- analysing financial instruments and/or economic transactions with respect to their vulnerability against country risks,
- analysing FX risk, developing basic hedging strategies and conducting calculations in the context of FX management,
- analysing the risks of lending and evaluating transaction related credit risk,
- explaining the functionality of trade and export finance instruments, agents and institutions as well as structured trade finance techniques,
- appraising syndication strategies in the context of international corporate lending transactions,
- distinguishing between project, asset and leveraged finance methods and explaining the inner logic and suitability for various financing scenarios,
- designing capital structures for international activities and appraising international investment opportunities and alternatives,
- calculating the cost of capital in the context of international and multinational financial management.

### Contents:

1. Issues in multinational financial management
2. Country risk analysis and mitigation
3. FX markets and FX risk exposure management
4. International credit risk
5. Trade and export finance, structured trade finance
6. International and syndicated corporate lending
7. Project, asset and leveraged finance
8. International capital structure
9. International capital budgeting
10. International cost of capital

### About didactics and work load distribution:

**Online course:** Digital mastery learning, instructor assisted, tutorials

### Requirements for participation:

Basic knowledge in finance, accounting, mathematics and statistics

**Course language:**

English

### Type of exam:

Written examination

### Requirements for credit point allocation:

Active participation in online sessions, high level of self-direction required

### Literature:

- Bekaert, G., Hodrick, R. J.: International Financial Management, Pearson
- Eiteman, D. K., Stonehill, A. I., Moffet, M. H.: Multinational Business Finance, Pearson
- Ernst, D., Häcker, J.: Applied International Corporate Finance, Vahlen
- Eun, C. S., Resnick, B. G.: International Financial Management, McGraw-Hill
- Gatti, S.: Project Finance in Theory and Practice, Academic Press
- Madura, J., Fox, R.: International Financial Management
- Rhodes, T.: Syndicated Lending, Euromoney Books
- Robin, J. A.: International Corporate Finance, McGraw-Hill

<b>Course Name: International Economics 2 (IVWL2)</b>		
Degree programme: <b>Foreign Trade/International Management</b> (Bachelor)		Responsible Lecturer: Prof. Dr. Stephan Boll
<b>Work load:</b> 150 hours	<b>Lecture hours per week:</b> 4	<b>ECTS Credits:</b> 5
<p><b>Course objectives:</b></p> <p>Students will have in-depth insight into the economic effects of globalization, mainly related to foreign trade and the internationalisation of capital and labour markets. They will understand that economic decisions are increasingly based on international factors. As future leaders in international companies or organizations they are able to foresee the consequences of their own decisions and to prepare long-term business strategies based on economic principles.</p>		
<p><b>Contents:</b></p> <p>In this course various aspects of the internationalization of entrepreneurial activity are investigated. In particular, economic determinants of international trade relations, the impact of globalization on international business, on the national and international income distribution and economic policy decisions will be discussed on the basis of economic principles. Several case studies that are discussed with the participation of the students, serve as illustrations.</p> <ul style="list-style-type: none"> <li>• Globalisation</li> <li>• International Trade</li> <li>• International Trade Policies</li> <li>• International Factor Movements</li> <li>• Globalisation and supranational regulation</li> </ul>		
<p><b>About didactics and work load distribution:</b></p> <p>Seminar-based teaching, blended learning, inverted classroom</p>		
<p><b>Requirements for participation:</b></p> <p>Intermediate knowledge in economics; must have participated successfully in courses in micro- and macroeconomics</p>		<p><b>Course language:</b></p> <p>English</p>
<p><b>Type of exam:</b></p> <p>Presentation on the basis of a written essay + written examination</p>		
<p><b>Requirements for credit point allocation:</b></p> <p>Successful presentation (50%) and written examination (50%)</p>		
<p><b>Literature:</b></p> <ul style="list-style-type: none"> <li>• Charles W. L. Hill: International Business. Competing in the Global Marketplace.</li> <li>• Robert J. Carbaugh: International Economics.</li> <li>• Paul R. Krugman, Maurice Obstfeld, International Economics: Theory and Policy.</li> <li>• Robert Christopher Feenstra, Alan M. Taylor, International Economics.</li> </ul>		

## Course Name: International Human Resource Management

Degree programme:

**Foreign Trade/International Management** (Bachelor)

Responsible Lecturer: Prof. Dr. Natalia Ribberink

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

### Course objectives:

At the end of the course students are able to:

- outline the structure of international job market as well as to appraise main determinants having impact on international HR management practices
- explain and to distinguish between different approaches to international staffing concepts
- explain major types of international assignment and to analyse different roles of expatriate managers as well as factors to consider while transferring staff
- explain the functionality of staff recruitment and to conduct selected recruitment and selection instruments
- outline the concept of performance appraisal and to analyse its implications for HR training, development and career planning program
- explain different approaches to international compensation and to describe key components of an international compensation program
- explain the functionality and instruments of repatriation programs and to design a re-entry plan for expatriate managers
- distinguish between factors driving standardization and localization of HR management practices in the host-country context and to describe different strategic options
- describe selected approaches to international industrial relations and to explain the implications for international HR management

### Contents:

1. International HR management and international business environment
2. Staffing policy
3. International assignments and expatriate managers
4. Recruitment and selection
5. Performance appraisal
6. Training and development
7. International compensation
8. Post-assignment and re-entry program
9. International HR management in the host-country context
10. International Industrial Relations

### About didactics and work load distribution:

Small group size; teaching in seminar-form, blended learning, inverted classroom. Can contain walk-in labs and blocked workshops.

### Requirements for participation:

Foundation knowledge in management and economics as well as basic knowledge of Marketing and Sales.

**Course language:**  
English

### Type of exam:

Written examination

### Requirements for credit point allocation:

Active participation in group work and lessons

### Literature:

- Dowling, P. J., Festing, M., Engle, A. D.: International Human Resource Management, Thomson
- Price, A.: Human Resource Management, South-Western Cengage Learning
- Werner, S., Schuler, R. S., Jackson, S. E.: Human Resource Management, South-Western Cengage Learning

## Course Name: International Management

Degree programme:

**Foreign Trade/International Management** (Bachelor)

Responsible Lecturer: Prof. Dr. Natalia Ribberink

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

### Course objectives:

At the end of the course students are able to:

- outline main drivers of globalization and to explain its implications for actors in international business
- distinguish between different political, economic and legal systems and to analyse selected determinants of economic development of a nation
- explain different levels of regional economic integration and to give examples of major economic integration bodies
- describe the main fields of duty of international institutions facilitating international business activities and to name selected policies and instruments
- explain the main features of a multinational enterprise and to outline different organizational and strategic choices while acting internationally
- analyse factors influencing a firm's international expansion decision and to evaluate major foreign market entry modes
- outline selected theories explaining the patterns of international trade and investment and to appraise determinants of flows and international investment opportunities
- distinguish between different employment practices, types of staffing policy and to give examples of approaches to international compensation
- give examples of ethical and cultural issues in international business and to explain the implications for managers

### Contents:

1. Globalisation
2. Political, economic and legal systems
3. Regional economic integration
4. International institutions
5. Multinational enterprises
6. Entry strategy and strategic alliances
7. International trade and investment
8. International operations management
9. Global HR management
10. Culture and ethics in international management

### About didactics and work load distribution:

Small group size; teaching in seminar-form, blended learning, inverted classroom

### Requirements for participation:

No formal requirements. Foundation knowledge in management and economics as well as basic knowledge of Marketing and Sales is of advantage.

**Course language:**  
English

### Type of exam:

Written examination

### Requirements for credit point allocation:

Active participation in group work and lessons

### Literature:

- Cullen, J. B., Parboteeah K. P.: Multinational Management, South-Western Cengage Learning
- Hill, C.: International Business, McGraw-Hill
- Steers, R. M., Nardon, L., Sanches-Runde, C. J.: Management Across Cultures, Cambridge University Press



## Course Name: International Marketing

Degree programme:

**Foreign Trade/International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Annette Corves

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

### Course objectives:

Students will build their managerial or entrepreneurial thinking in marketing and will be able to support a launch or relaunch of a national or an international brand and to set up the brand building and branding process.

#### Analysis

- detect new market opportunities by analyzing international consumer values/ need gaps, as well as the competition in international markets
- analyze consumers brand perception on secondary analysis or conduct supporting qualitative research approaches
- segment international markets based on different segmentation variables
- investigate the international market opportunities and competitive positioning

#### Synthesis:

- evaluate consistence of marketing strategies, brand architecture with brand positioning
- conceptualize brand positioning or repositioning, formulate a brand concept with consistent benefits considering brand architecture and segmentation
- creatively convey branding or brand-enrichment strategies from brand positioning
- derive different branding und brand-enrichment strategies in the context of an international environment
- decide on adaption or standardization degree of marketing mix factors and are able to design
- coherent marketing mix especially considering online und social media marketing for specific
- target groups and give the rational to the decision

### Contents:

- Fundamentals of international marketing and international brands
- International marketing strategies
- International market segmentation
- Identification of changes and analysis of future demands
- International brand perception and customer analyses in different countries
- Brand positioning and concept
- Brand architecture
- International branding and brand enrichment strategies
- Digital Marketing
- Customer Journey and online measures
- Reciprocity principle

### About didactics and work load distribution:

Seminar-style teaching, Case Studies, creative lab

### Requirements for participation:

Foundation course in marketing is compulsory (transcript must be provided); basic knowledge of international management – **places are limited**

### Course language:

English

### Type of exam:

Written examination, creative lab

### Requirements for credit point allocation:

Active participation in group work and lessons, pass grade in the written exam

### Literature:

- Kotler, P. et al. Principles of Marketing
- Keller, K. et. a Strategic Brand Management
- Hollensen, S. Global Marketing
- Porter; M. E. Competitive Strategy
- Gillespie, K. / Hennessy, H.D. Global Marketing

**Course Name: International Organisation & Cooperation**

Degree programme:

**Foreign Trade/International Management** (Bachelor)

Responsible Lecturer: Prof. Dr. Natalia Ribberink

**Work load:** 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

At the end of the course students are able to:

- analyse the broad macro-environment of international organisations as well as to appraise key drivers and alternative scenarios with regards to environmental change (analysis, evaluation).
- explain and to distinguish between different organizational architectural choices to be made in international business (knowledge, comprehension).
- describe major concepts of organic (stand-alone) corporate development and to appraise its main principal advantages (knowledge, evaluation).
- explain main types of cross-border mergers and acquisitions (M&A), to appraise M&A processes and to outline key issues in the successful management of M&A deals (evaluation, analysis).
- appraise major motives, types and to evaluate benefits and costs of inter-national equity joint ventures (comprehension, evaluation).
- distinguish between different types of strategic alliance and to explain rationales for alliances and key success factors (knowledge, comprehension).
- describe the functionality of international/global tenders and to explain selected instruments, processes and principles (knowledge, comprehension).
- appraise specific features of long-term contracts, major types and incentives as well as to give examples of regulatory issues (comprehension, evaluation).
- explain major concepts of international corporate governance and to name specific issues for government intervention and regulation (knowledge, comprehension).

**Contents:**

1. Organisational position in the external environment
2. Organisational architecture
3. Organic development and DIY strategy
4. Cross-border mergers and acquisitions (M&A)
5. International equity joint ventures
6. Cross-border strategic alliances
7. International tenders
8. Long-term contracts
9. International corporate governance
10. Government intervention and regulation

**About didactics and work load distribution:**

Small group size; teaching in seminar-form, blended learning, inverted classroom. Can contain walk-in labs and blocked workshops.

**Requirements for participation:**

Foundation knowledge in management and economics

**Course language:**

English

**Type of exam:**

Written examination, term paper, project work, oral examination (individual or in combination)

**Requirements for credit point allocation:**

Active participation in group work and lessons

**Literature:**

- Brickley, J. A., Smith, C. W., Zimmerman, J. L.: Managerial Economics and Organizational Architecture, McGraw-Hill
- Colquitt, J. A., LePine, J. A., Wesson, M. J.: Organizational Behavior: Improving Performance and Commitment in the Workplace, McGraw-Hill
- Robbins, S. P., Judge, T. A.: Organizational Behavior, Pearson

## Course Name: International Trade & Logistics, FDI

Degree programme:

**Foreign Trade/International Management** (Bachelor)

Responsible Lecturer: Prof. Dr. Natalia Ribberink

**Work load:** 150 hours

**Lecture hours per week:** **online course**

**ECTS Credits:** 5

### Course objectives:

At the end of the course students are able to:

- outline the pattern of international trade and investment flows and to analyse international trade and investment statistics
- describe approaches to international trade policy and to explain different instruments of trade policy
- explain the development and functionality of the world trading system and to outline current trade issues, tasks and instruments of WTO
- explain major forms of international trade and to appraise specific features and techniques of selected international trade transactions
- outline main theories explaining FDI and to analyse current FDI trends and policies
- appraise FDI in the context of international expansion strategies and to evaluate major forms of FDI
- distinguish between different FDI policy instruments and to analyse their impact on international investor behaviour and strategic choices
- explain benefits and costs of FDI and to appraise major risks in international investment and trade
- outline specific factors having impact on a firm's production and logistics decision and to give examples of different strategic options

### Contents:

1. International trade and investment environment
2. International trade policy and instruments
3. World trading system and WTO
4. Forms of international trade
5. FDI theories and patterns
6. FDI as a market entry mode, forms of FDI
7. FDI policy instruments
8. Benefits and costs of FDI
9. Risks in international investment and trade
10. Global production and logistics

### About didactics and work load distribution:

**online course**

### Requirements for participation:

Foundation knowledge in management and economics as well as basic knowledge of Marketing and Sales.

**Course language:**  
English

### Type of exam:

Written examination

### Requirements for credit point allocation:

Active participation in group work and lessons

### Literature:

- Alden, C., Aran, A.: Foreign Policy Analysis – New Approaches, Routledge
- Eibner, W.: Understanding International Trade: Theory & Policy, R. Oldenburg
- King, P. G.: International Economics, Globalization, and Policy, McGraw-Hill
- Smith, S., Hadfield, A., Dunne, T.: Foreign Policies: Theories, Actors and Cases, Oxford University Press

**Course Name: Fundamentals of Corporate Finance\***

Degree programme:

**Business Information Systems** (Bachelor of Science)

Responsible Lecturer: Prof. Dr. Jens-Eric von Düsterlho

**Work load:** 180 hours**Lecture hours per week:** 3+1**ECTS Credits:** 6**Course objectives:**

The students

- can discuss the functioning of capital markets in a technically sound manner,
- can deal with investment appraisal procedures and financing instruments in a well-founded manner
- can make investment and financing decisions

\* The course is offered in the winter semester only

**Contents:**

1. Fundamentals
  - a. Role of the financial manager
  - b. Capital markets and institutions
  - c. Function of capital markets and financial intermediaries
  - d. Corporate objectives and corporate governance
2. Capital Budgeting
  - e. Time value of money and opportunity costs
  - f. Net present value method
  - g. Payback period
  - h. Internal rate of return
  - i. Valuation of bonds
  - j. Valuation of shares
3. Corporate Financing
  - k. Types of financing
  - l. Financing instruments
  - m. Debt policy
  - n. Dividend policy

**About didactics and work load distribution:**

Lecture (48h): Seminar classes, multimedia-presentation, examples. Exercises (16h): Processing of tasks with a final acceptance meeting. Self study (116h)

**Requirements for participation:**

Basic knowledge in business administration **NOTE: Places in this course are limited.**

**Course language:**

English

**Type of exam:**

Regular form of examination: written exam

Alternative forms of examination: graded oral examination, presentation or term paper.

The form of examination will be announced by the responsible lecturer at the beginning of the course. Condition for exam: regular participation and processing of tasks

**Requirements for credit point allocation:**

Successful passing of final examination

**Literature:**

- Brealey, Richard A./Myers, Stewart C/Marcus, Alan J, Fundamentals of Corporate Finance, Verlag McGraw-Hill (latest edition)
- Lecturers own scripts

## Course Name: Academic Research & Writing

Degree programme:

**Foreign Trade / International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Christian Decker

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

### Course objectives:

At the conclusion of the course students are able to

- give examples of generally accepted academic principles and unacceptable academic behaviour
- distinguish academic research processes from random approaches of problem solving
- identify a topic/title and to develop a corresponding research aim of a research project
- conduct a literature research and to evaluate the quality of sources of information
- deduce an interpretation of a topic from a theoretical perspective and/or against the background of a given problem setting
- develop a structure of a research paper that corresponds with the interpretation
- paraphrase literature and to apply rules of referencing and citation in a consistent way
- apply the principles of academic language and writing
- organise their research project and to present and to debate their findings with other students and the instructor

### Contents:

1. Academic research in theory and practice
2. Foundations, terminology and the research process
3. Logical reasoning and argumentation
4. Identification of a topic, sourcing of information, literature research
5. Elements of a research paper
6. Interpretation of a topic
7. Structuring technique
8. Referencing
9. Academic language and writing style
10. Project management and technical aspects
11. Presentation, colloquium, poster

**This class is not for beginners.** You should have a strong interest in research and professional academic writing and perhaps have the mid-term goal of doing a Master's degree where a thesis is required.

### About didactics and work load distribution:

Small group size; teaching in seminar-form, blended learning, inverted classroom. The module will focus on: Research Design, Academic Principles, Research Methods, Structuring, Outlines, Referencing, etc., Academic English

### Requirements for participation:

- very good linguistic skills in written and spoken English
- some experience in writing and structuring academic papers

Because there is a long tradition in Germany to train writing at an early stage, HAW Hamburg students have obtained basic writing skills and some first knowledge about structure and style of academic papers already at school. This course builds on this.

**Course language:**  
English

### Type of exam:

Theory test (50% of grade), term paper and presentation

### Requirements for credit point allocation:

Active participation in group work and classes

### Literature:

- Bryman, A., Bell, E.: Business Research Methods, Oxford University Press
- Creswell, J. C.: Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, SAGE
- Minto, B.: The Pyramid Principle: Logic in Writing and Thinking, FT Prentice Hall
- Murray, N., Beglar, D.: Writing Dissertations & Theses, Pearson
- Saunders, M. N. K., Lewis, P., Thornhill, A.: Research Methods for Business Students, Pearson
- Skern, Tim: Writing Scientific English: A Workbook, UTB
- Yin, Robert, K.: Case Study Research: Design and Methods, SAGE

**Course Name: Country Studies**

Degree programme:

**Foreign Trade/International Management** (Bachelor)

Responsible Lecturer: Prof. Dr. Stephan Boll

**Work load:** 90 hours**Lecture hours per week:** 2**ECTS Credits:** 3**Course objectives:**

At the core of this module is the question of which country information should a company have in order to make directed business decisions. Students look at this question in the context of a particular country. The course looks at aspects of a country that are of particular importance for business people working internationally and with regard to globally operating companies.

The students learn to acquire information sources, critically evaluate and prepare country information with regard to specific questions and acquire knowledge of country studies. They will acquire the following skills:

- Knowledge about core aspect of country studies of chosen countries
- Information research
- dealing with sources
- Self-management
- Further development of planning and problem-solving skills

**Contents:**

Initially, a concept will be developed in the seminar that looks at how to carry out country studies and country comparisons. Building on this, the seminar will look at the following aspects:

- criteria for the choice of which countries are to be analysed
- acquiring information sources
- developing questions
- collecting relevant information, sifting and evaluating information
- dealing critically with sources
- preparing and presenting information in a clear and interesting way

**About didactics and work load distribution:**

50% problem based learning and student presentations; 50% lectures

**Requirements for participation:**

Basic knowledge presentation techniques

**Course language:**  
English**Type of exam:**

Presentation (oral and written outline) + written examination

**Requirements for credit point allocation:**

Active participation in group work and lessons

**Literature:**

The literature is chosen according to the country. Central sources of information are:

- the state and university library in Hamburg
- the magazine archive
- the Hamburg world business archive
- the Institute for Asia, Latin Amerika and Africa studies

## Course Name: Intercultural communication and competence

Degree programme:

**Foreign Trade / International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Adelheid Iken

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

### Course objectives:

The main aim of this module is to increase student's level of cultural awareness, knowledge and sensitivity enabling them to work effectively and adequately abroad and with people from different cultural and linguistic backgrounds and to equip them with knowledge and skills needed for adapting to new social and working environments.

After completing the module students are able to

- demonstrate their knowledge of core concepts of intercultural communication and competence
- explain basic conceptual tools used for cultural analysis and comparison and show their ability to critically apply these in different business settings
- to analyse complex communicative situations and practices from different perspectives and evaluate behavioural choices and the possible impact of these on different stakeholders
- describe and apply selected tools to minimise perceived miscommunications and conflicts in different work settings
- understand the concept of diversity and managing diversity and its relevance in the context of labour mobility and migration
- display knowledge of the processes of intercultural transitions and tools of adapting to new and challenging working environments as well as moving between different cultural contexts
- show their capacity to cope with unpredictable outcomes, revise views based on new experiences, develop and adapt multiple perspectives, to negotiate common ground and integrate new values

### Content:

1. Intercultural communication and competence, theoretical considerations
2. Developing intercultural competence, approaches, methods and assessment tools
3. Theories of and approaches to cultural analysis and comparison
4. Values and value dimensions and their influence on business behaviour and working practices
5. Communication patterns and styles and its impact on business relations
6. Social relations, networks and network analysis, a cross-cultural perspective
7. Business etiquette and politeness across cultures
8. Tools and strategies for leveraging cultural differences and dealing with miscommunications and conflicts
9. The concept of diversity and managing diversity in the context of labour mobility and migration
10. Sojourners, expats, international adjustment and acculturation strategies

### About didactics and work load distribution:

Interactive teaching and student centred learning strategies plus training units

### Requirements for participation:

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### Course language:

English

### Type of exam:

Assignment, paper and written examination. A test and an assignment are prerequisites for participation in the final examination

### Requirements for credit point allocation:

Active participation in group work and lessons

### Literature:

- General reading list (A compulsory reading list with articles and case studies is being provided at the beginning of each term):
- Miller, Katherine 2012. Organizational Communication: Approaches and Processes. Wadsworth: Cengage Learning (International Edition).
- Schneider, Susan C. & Jean-Louis Barsoux 2003. Managing Across Cultures. Harlow: Pearson Education Limited.
- Spencer-Oatey, Helen & Stefanie Stadler 2009. The Global People Competency Framework-Competencies for Effective Intercultural Interaction. Warwick Occasional Papers in Applied Linguistics#3 [http://www2.warwick.ac.uk/fac/cross\\_fac/globalpeople/resourcebank/gppublications/gp\\_competency\\_framework.pdf](http://www2.warwick.ac.uk/fac/cross_fac/globalpeople/resourcebank/gppublications/gp_competency_framework.pdf) (06.09.2013)
- Steers, Richard M., Luciara Nardon & Carlos J. Sanchez-Runde 2013. Management Across Cultures: Developing Global Competencies. Cambridge: Cambridge University Press

**Course Name: Project work**

Degree programme:

**Foreign Trade / International Management** (Bachelor)

Responsible Lecturer:

Prof. Dr. Adelheid Iken

**Work load:** 150 hours**Lecture hours per week:** 4**ECTS Credits:** 5**Course objectives:**

The aim of the module is to link theory with real life experiences and enable students to initiate, plan, control, execute and evaluate their own team-based project. They will be taught to work in a team, assess their skills and competencies, develop a plan and a time schedule, monitor, control and manage their own project and evaluate the project itself, the process and the team work.

After successful completion of the course, students will be able:

- to explain what a project and the project life cycle is and understand the challenges and importance of managing a project
- to identify the requirements to carry out a team-based project and successfully manage it
- to explain and employ the different steps in developing and managing a project
- to understand what it requires to work in a team in general and in a cross-cultural team in particular
- to explain and develop basic research tools such as a questionnaire, a focus group discussion or a qualitative interview
- to define the aim and objective of their project, develop a project plan including milestones, phases, allocation of tasks, roles and responsibilities of team members, define constraints and risk factors, carry out a cost estimation, developing and implementing controlling tools and develop status reports and put these into practice
- to discuss and evaluate the progress of the project
- to explain tools to evaluate the project, the project process and the team work and apply these to their own project

**Content:**

- Introduction to project management
- Initiating a project, developing first ideas
- The project team, skills and competencies
- The aim and the scope of the project
- Resources needed
- Developing a project plan (milestones, phases, activities, resources needed, task allocation)
- Working in a multicultural team
- Develop research tools (questionnaires, interview guidelines)
- Project controlling and monitoring
- Project evaluation tools
- Evaluating the project, the team work and the project process

**About didactics and work load distribution:**

Seminar teaching, discussion and dialogue with the teams

**Requirements for participation:**

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**Course language:**

English

**Type of exam:**

Project, presentation

**Requirements for credit point allocation:**

Evaluation of the project work, project report and presentation

**Literature:**

- Köster, Kathrin 2010. International Project Management. London: Sage
- Bell, Judith 2012. Doing your research project: A guide for first time researchers in education, health, and social science. Maidenhead: Open University Press



**Course Name: Intercultural and interdisciplinary Case Studies: Communicating/Managing across cultures**

Degree programme:

**Logistics / Business Studies** (Bachelor)

Responsible Lecturer: Prof. Dr. Yeliz Yildirim-Krannig

**Work load:** 150 hours

**Lecture hours per week:** 4

**ECTS Credits:** 5

**Course objectives:**

As a team, students manage complex virtual cross-cultural relations and communication challenges appropriately and effectively by making meaningful choices from a variety of tools and strategies. In doing so they clearly demonstrate their teamwork and cooperation competencies and their capacity to develop sustainable glocal relations and thus unlock potential for synergies in intercultural settings.

**Contents:**

1. The context of the seminar: Working with case studies
2. Concepts and definitions of culture, a critical review
3. Challenges of working virtually
4. Team development and teambuilding
  - a. Basics of Team Building Processes
  - b. Negotiating culture, the MBI-approach
  - c. Team development and management
  - d. Virtual Project Teams
5. Managing across cultures
  - a. Tools and strategies, an overview
  - b. Negotiating culture
  - c. Developing synergies
  - d. Mapping cultures from a cross-cultural perspective
  - e. Managing relations in an organizational context
  - f. Establishing and maintaining trust
  - g. Managing conflicts across cultures
  - h. Developing and applying a competence of action

**About didactics and work load distribution:**

Seminar teaching, exercises, virtual simulation game, online self-learning units

**Requirements for participation:**

Basic knowledge of intercultural communication **NOTE: Places in this course are limited**

**Course language:**

English

**Type of exam:**

Learning Journal, Project report.

**Requirements for credit point allocation:**

Active participation in group work, class and simulation game

**Literature:**

- Bolten, Jürgen: The Dune Model – or: How to Describe Cultures, 2014.
- DiStefano, Lynne D. et al.: Bridging Differences: A Model For Effective Communication Between Different Disciplines Through Conservation Training Programs for Professionals, 2004.
- Ferrazzi, Keith: Getting Virtual Teams Right, 2014.
- Green, Kelli et al: Diversity in the Workplace: Benefits, Challenges, and the Required Managerial Tools, 2015.
- Stahl, Günther K. et al.: Unraveling the effects of cultural diversity in teams: A meta-analysis of research on multicultural work groups, 2009.
- Rathje, Stefanie: The Cohesion Approach Of Culture And Its Implications For The Training Of Intercultural Competence, 2014
- Ungerleider, John: Conflict, 2008.

## Faculty exchange classes

**Course Name: Intercultural Learning in Theory and Practice**Degree programme:  
Special module

Responsible Lecturer: Prof. Dr. Adelheid Iken

**Work load: 150 h****Lecture hours per week:** Block seminar**ECTS Credits: 5****Course objectives:**

- increase student's level of cultural awareness, knowledge and sensitivity enabling them to work effectively with people from different cultural and linguistic backgrounds in general and in cross-cultural teams in particular, and
- to equip them with knowledge and skills needed for adapting to new social and working environments

**Contents:**

- Intercultural communication and competence, theoretical considerations
- Developing intercultural competence, approaches, methods and assessment tools
- Theories of and approaches to cultural analysis and comparison
- Cultural values and their influence on working practices in different contexts
- Working effectively and efficiently in cross-cultural teams
- Communication patterns and styles and its impact on social and business relations
- Tools and strategies for leveraging cultural differences and dealing with miscommunications and conflicts
- Sojourners, expats, international adjustment and acculturation strategies

**About didactics and work load distribution:**

The seminar will take place in two separate blocks both equivalent to 32 teaching units. (2 weekends)

**Requirements for participation:**

Good level of English

**Course language:**

English

**Type of exam:**

Presentation and written report

**Requirements for credit point allocation:**

Regular participation and fulfilment of the course requirements (exam)

**Literature:**

- General reading list (A compulsory reading list with articles and case studies is being provided at the beginning of each term):
- Miller, Katherine 2012. Organizational Communication: Approaches and Processes. Wadsworth: Cengage Learning (International Edition).
- Schneider, Susan C. & Jean-Louis Barsoux 2003. Managing Across Cultures. Harlow: Pearson Education Limited.
- Steers, Richard M., Luciana Nardon & Carlos J. Sanchez-Runde 2013. Management Across Cultures: Developing Global Competencies. Cambridge: Cambridge University Press
- Thomas, David & Mark F. Peterson. 2018. Cross-cultural Management: Essential Concepts. London-Sage

**Course Name: Selected Business Topics – The Hamburg Metropolitan Region\***

Degree programmes:

Responsible Lecturer: Erika Kullmann

**Work load:** 150 hours/semester  
(1 hour = 60 minutes)**Lecture hours per week:** 4  
(1 lecture hour = 45 minutes)**ECTS Credits:** 5**Course objectives:**

To make the students aware of and familiar with, the multiple business opportunities of their host city, Hamburg, and its surroundings.

To further develop the student's

- linguistic (English) competence for international business,
- methodology for acquiring and developing language knowledge and skills in Business English
- autonomy as a learner,
- academic reading skills,
- research skills,
- presentation skills.

**Contents:**

We will study the Hamburg Metropolitan Region with its multiple business opportunities from the port and global players to small businesses and start-ups. Course work may also include the region's social and cultural institutions as well as the leisure industry, healthcare and the like. We will take our findings as the starting point for further reading and (linguistic) research.

\* summer semester only

**About didactics and work load distribution:**

- Teaching methods:
  1. short lectures
  2. group work
  3. plenary and group discussions
  4. simulations
  5. impromptu presentations (1 -5 online if required by COVID-19 restrictions)
  6. field trips (if COVID-19 restrictions allow)
- Independent study:
  - reading
  - researching
  - studying texts for their linguistic content and relevance
- Work load distribution (1 hour = 60 minutes):
  - class hours: 45 hours
  - preparatory reading, independent study, exam preparation and exam: 105 hours

**Requirements for participation:**

English at Level B2 – preferably C1 – of the Common European Framework of Reference for Languages (CEFR)

German (reading comprehension only) at CEFR Level B1 desirable, but not compulsory.

Native speakers of English are not eligible for this course.

**Course language:**

English

**Type of exam / Assessment:**

Presentation and/or research report in class **plus** a piece of writing done at home **or** oral exam

**Literature:**

Research topics and required reading to be announced in the first two sessions

**Course Name: Selected Business Topics – Commodity Trade\***

Degree programmes:

Responsible Lecturer: Erika Kullmann

**Work load:** 150 hours/semester  
(1 hour = 60 minutes )**Lecture hours per week:** 4  
(1 lecture hour = 45 minutes)**ECTS Credits:** 5**Course objectives:**

To make the students aware of the impact of international commodity trade.

To further develop the student's

- linguistic (English) competence for international business,
- methodology for acquiring and developing language knowledge and skills in Business English
- autonomy as a learner,
- academic reading skills,
- research skills,
- presentation skills

**Contents:** Language work and study will be centred on an internationally traded commodity. While looking at the economic, environmental, social and health implications of the supply chain in question we will also take it as the starting point for further reading and research especially in the field of sustainability. Clothing being one of the biggest consumer sectors, we may look at the supply chain of cotton. We may also study other highly traded commodities depending on the students' choice in the first session.

\* winter semester only

**About didactics and work load distribution:**

- Teaching methods:
  1. short lectures
  2. group work
  3. plenary and group discussions
  4. simulations
  5. impromptu presentations (1 -5 online if required by COVID-19 restrictions)
  6. field trips (if COVID-19 restrictions allow)
- Independent study:
  - reading
  - researching
  - studying texts for their linguistic content and relevance
- Work load distribution (1 hour = 60 minutes):
  - class hours: 45 hours
  - preparatory reading, independent study, exam preparation and exam: 105 hours

**Requirements for participation:**

English at Level B2 – preferably C1 – of the Common European Framework of Reference for Languages (CEFR)

German (reading comprehension only) at CEFR Level B1 desirable, but not compulsory.

Native speakers of English are not eligible for this course.

**Course language:**

English

**Type of exam / Assessment:**

Presentation and/or research report in class **plus** a piece of writing done at home **or** oral exam

**Literature:**

Research topics and required reading to be announced in the first two sessions