

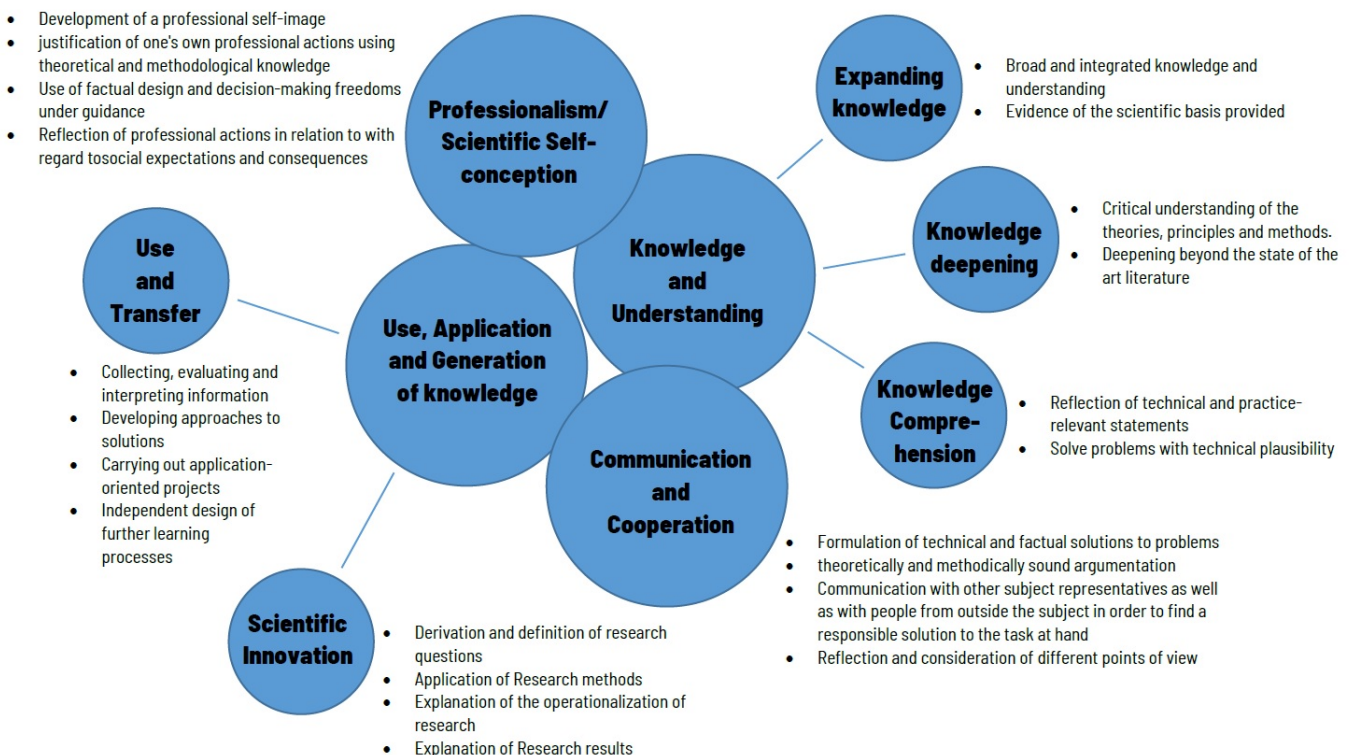
Module Manual International Academy

When designing a study program, in addition to study and examination regulations, a module handbook is created that contains a description of the content of the modules and the competencies to be acquired. Modules can be compulsory or part of the elective range. Each module is concluded with a final module examination and is assigned a certain number of credit points. Study programs and thus also modules are consistently designed from the qualification goals (learning outcomes) to be achieved. In the fields of

- Knowledge and Understanding,
- Use, application and generation of knowledge,
- Scientific self-conception/professionalism and
- Communication and Cooperation

competencies are acquired during the course of study in the respective subject-specific context. Not all competencies or their characteristics are acquired in every module; what is relevant is that at the end of the program students have acquired all competencies.

The basis for this is the Qualifications Framework for German Higher Education Qualifications (Qualifikationsrahmen für Deutsche Hochschulabschlüsse, HQR) and the model legal regulation in accordance with Article 4 Paragraphs 1 - 4 of the State Treaty on Study Accreditation of the Conference of Ministers of Education and Cultural Affairs.



Bachelor-Level

Program Objectives

Im Studiengangsbereich wurden keine Studiengangsziele eingegeben

Content Modules

Basic studies

German as a foreign language
Cross cultural communication and team work
Business German 1
Entrepreneurship
Practical Sales Project Seminar
Research Methods in Business Marketing
Entrepreneurial Leadership
Creative Problem Solving
Innovation Management
New Technologies and New Trends
Systems Engineering (+ Practical Training)
Business Analysis and Valuation
B2B Marketing and Sales

Module: German as a foreign language

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	
Module title:	German as a foreign language
Module responsible:	Dipl.-Soz. Wiss. Fabienne Ronssin
Typ of module:	Compulsory elective module
Undergraduate/Major:	Basic studies
Module Content:	<p>This course has a several modules where student is assigned to the respective module based on their German language proficiency level. Student should get enrolled themselves to the respective module.</p> <ol style="list-style-type: none"> 1. German as a foreign language A1 + (4382) 2. German as a foreign language A2 + (4634) 3. German as a foreign language B1 (4630) 4. German as a foreign language B2 (4631) 5. German as a foreign language C1.1 (4632)
Courses:	Center for Languages and Intercultural Communication (CLIC) 3925
Teaching and learning forms:	Seminar Language of instructions: German
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	Portfolio
ECTS credits:	4
Grading:	
Workload:	Hours per week: 4 A workload of 30 hours per ECTS is assumed.
Duration of the module:	one semester
Frequency of offering:	Every semester
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Use, application and generation of knowledge/art

Focus:

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Cross cultural communication and team work

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	10102
Module title:	Cross cultural communication and team work
Module responsible:	Prof. Dr. rer. pol. Eberhard Hohl
Typ of module:	Mandatory module
Undergraduate/Major:	Basic studies
Module Content:	<ul style="list-style-type: none"> • Dock in / Expectations / Why? How? What? "Fit for foreign cultures" • Culture, layers and key dimensions of culture (culture map) • Role & competence model of a global leader by Prof. Dr. E. Hohl • Cross-cultural communication models and approaches • Emotional intelligence, communication skills and tools • Case study: the struggling expatriate • Building, steering and development of cross-cultural (virtual) teams • Applications, role plays and practical signposts for a successful cross-cultural communication in daily projects and team work • Conclusion, learning transfer, action planning and coaching
Courses:	
Teaching and learning forms:	Lecture Language of instructions: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	3
Grading:	Presentation incl. Handout (weightage 40 %) and Homework (weightage 60 %)
Workload:	Hours per week in term: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Use, application and generation of knowledge/art

- Gain an understanding of cross-cultural approaches and business behavior
- Strengthen the cross-cultural awareness and communication skills
- Strengthen the cross-cultural team building, coaching and development

Focus:

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Business German 1

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	10103
Module title:	Business German 1
Module responsible:	Prof. Dr. rer. pol. Barbara Niersbach/Dr. Judit Török
Typ of module:	Compulsory elective module
Undergraduate/Major:	Basic studies
Module Content:	Vocabulary in business topics, grammar, presentations, projects.
Courses:	
Teaching and learning forms:	Seminar Language of instructions: German
Prerequisites for participation:	German level A2/B1 is required
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	4
Grading:	30% activity in seminars, 30% written exam, 40% oral exam
Workload:	Hours per week :4
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Use, application and generation of knowledge/art

In this course, students get familiar with the most important topics in the business world such as the labor market, entrepreneurship, marketing. Students make projects during the semester and learn the basic forms of professional business communication like a presentation in German.

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Entrepreneurship

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	10104
Module title:	Entrepreneurship
Module responsible:	Prof. Dr. rer. pol. Barbara Niersbach/Prof. Dr. Sonia López Sáiz
Typ of module:	Elective module
Undergraduate/Major:	Basic studies
Module Content:	Key Points: 1.The company and its objectives: entrepreneurial attitude 2.Decision making process 3.Strategic management 4.The impact of technologies on entrepreneurial activity
Courses:	
Teaching and learning forms:	Lecture Language of instructions: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	3
Grading:	The evaluation is divided into two parts: 1.The first is worth 50% and it consists of 5 practices (0,1 point/practice) in which students have to look for information related to the topic being discussed in class. 2.At the end of the course, students will present a work that weighs 50% of the total evaluation. Depending on the number of students, there will be individual and group work.
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Use, application and generation of knowledge/art

The main objective of the course is to provide a vision of the reality in which companies operate, a place where students will develop their professional careers. It is also intended that students will identify the differential value of companies and be aware of the difficulty that decision-making process has in the current context.

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Practical Sales Project Seminar

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	10105
Module title:	Practical Sales Project Seminar
Module responsible:	Prof. Dr. rer. pol. Barbara Niersbach/Thomas Fuß
Typ of module:	Mandatory module
Undergraduate/Major:	Basic studies
Module Content:	<p>Module Content:</p> <p>During the course, the students will work on a practical related sales project (preferably in groups of 2-3 students). The project groups will receive a specific project in the area of sales and will perform a market research for a specific product portfolio in a defined market during the semester. Furthermore, the project teams will develop recommendations of actions for the management. The Output of the project teams will take into consideration of the annual re-evaluation of the sales strategy for the next years.</p> <p>There course is subdivided into 3 main sections:</p> <ol style="list-style-type: none"> 1. One-day course (beginning of semester): theoretical framework, company presentation and introduction of the different projects. 2. Intermediate Project meetings (twice during the semester) to present preliminary results and ask specific questions. 3. Individual final presentations of project results. (Management Summary, Project report, Presentation)
Courses:	
Teaching and learning forms:	Project-based Seminar Language of instructions: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	5
Grading:	Presentation & Project Report
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Every semester
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Use, application and generation of knowledge/art

Focus:

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Research Methods in Business Marketing

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	10106
Module title:	Research Methods in Business Marketing
Module responsible:	Prof. Dr. rer. pol. Barbara Niersbach/Nayan Kadam
Typ of module:	Mandatory module
Undergraduate/Major:	Basic studies
Module Content:	<p>Module Content: This "Research Methods in Business Marketing" course is for both Bachelor and Master students in business-related fields who intend to write either research thesis or research assignments. We divide participants into teams and assign them real-life problems. By the end of the course, every team come up with the solution and present the research results.</p> <p>We cover the following points and try to understand the real-life applications:</p> <ul style="list-style-type: none"> • Research Aim, Questions, and Objectives • Choosing Research Approach, Design, Nature, and Strategy • Understanding Sampling Techniques and Sample Selection • Choosing Data Collection and Data Analysis Technique <p>We strongly recommend this course to our students who intend to write a bachelor/Master's thesis.</p>
Courses:	
Teaching and learning forms:	Lecture with group-projects Language of instructions: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	5
Grading:	Research Paper and Presentation – per Team
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Use, application and generation of knowledge/art

Focus:

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Entrepreneurial Leadership

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	10107
Module title:	Entrepreneurial Leadership
Module responsible:	Prof. Dr. rer. pol. Barbara Niersbach/Prof. Dr. Opas Piansoongnern
Typ of module:	Elective module
Undergraduate/Major:	Basic studies
Module Content:	<ul style="list-style-type: none"> • Uniqueness and Significance of entrepreneurial leaders in the VUCA world • Entrepreneurial leader's characteristics and behavior that lead to success or failure • Leadership roles and duties with an entrepreneurial-minded approach • Leadership strategies and techniques for motivating, developing, and strengthening colleagues to become intrapreneurs who create positive results for an organization
Courses:	
Teaching and learning forms:	Lectures Language of instructions: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	3
Grading:	Written exam (including written reports) for 50% and oral exam (including presentations) for 50%
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Knowledge Comprehension

Use, application and generation of knowledge/art

This course concentrates on key leadership concepts of building an entrepreneurial leader who can identify, understand, and translate opportunity as well as to inspire and lead colleagues to perform their tasks effectively.

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Creative Problem Solving

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	3971
Module title:	Creative Problem Solving
Module responsible:	Dipl.-Soz. Wiss. Fabienne Ronssin/Frank Rudolph
Typ of module:	Elective module
Undergraduate/Major:	Basic studies
Module Content:	<p>In order to solve business problems as well as personal/private ones, creativity is one of the most critical points. Therefore, students will learn in this lecture how creative processes work, which techniques like brain storming etc. can be used and how problems can be analyzed in a systematic way by means of planning and structuring.</p> <p>Special emphasis will be put on applying problem definition and problem analysis like "Socratic Questions" "Duncker Diagram" and "Kepner-Tregoe-Analysis" (amongst others).</p> <p>We will practice "critical thinking" and "trial & error" approaches throughout the lecture.</p> <p>The Book "Strategies of Creative Problem Solving" 2nd edition or later will be the basis of the course, which is mandatory to have ready and available for the 1st lesson.</p>
Courses:	3971
Teaching and learning forms:	Seminar
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	3
Grading:	Presentation
Workload:	Hours per week in term: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Use, application and generation of knowledge/art

Focus:

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Innovation Management

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	4156
Module title:	Innovation Management
Module responsible:	Prof. Dr. Frank Ermark
Typ of module:	Elective module
Undergraduate/Major:	Basic studies
Module Content:	<p>Content:</p> <ol style="list-style-type: none"> 1. Introduction <ul style="list-style-type: none"> • Relevance of innovation management • Innovation strategy 2. Types and sources of innovation <ul style="list-style-type: none"> • Types of innovation • Patterns of innovation • Architectural innovation • Standards battles and design dominance 3. Operational innovation management <ul style="list-style-type: none"> • Idea search strategies (inside and outside sources) • Screening methods (screening models and screening diagnostics) • Idea analysis (monte Carlo simulation, decision trees) • Idea Portfolios • Analyzing high-risk innovations • Diffusion rates 4. Organizational aspects <ul style="list-style-type: none"> • components of innovative organizations • open / closed innovation principles • centralized vs. decentralized organizational structures • organizational culture 5. Innovation management diagnostics (the value chain model)
Courses:	4156
Teaching and learning forms:	Lecture Language of instructions: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	3
Grading:	Written exam
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Knowledge Comprehension

Use, application and generation of knowledge/art

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: New Technologies and New Trends

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	4474
Module title:	New Technologies and New Trends
Module responsible:	Prof. Dr.-Ing. Robert Jenke
Typ of module:	Elective module
Undergraduate/Major:	Basic studies
Module Content:	Hands-on seminar on topics in the area of new technologies and new trends, particularly digitalization and similar challenges to the industry sector.
Courses:	4474
Teaching and learning forms:	Seminar Language of instructions:English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	5
Grading:	Attendance and written report
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Knowledge Comprehension

Use, application and generation of knowledge/art

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Systems Engineering (+ Practical Training)

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	4475/1473
Module title:	Systems Engineering (+ Practical Training)
Module responsible:	Prof. Dr. Andreas Pufall
Typ of module:	Elective module
Undergraduate/Major:	Basic studies
Module Content:	<p>System Engineering:</p> <ul style="list-style-type: none"> • Development processes • Product planning • Identifying customer needs • Product specifications • Concept development (generation, selection, testing) • Product architecture • Industrial design • Design for manufacturing • Prototyping • Robust design • Product development economics and sustainability. <p>Practical Training Lab: The Systems Engineering Lab is an extension of the more theoretical based SE course (4475) in which students can apply the learned methods to real-life projects. Remark: Systems Engineering 4475 and Practical Training 1473 are two separate modules integrated into a single course. In order to participate in Practical Training 1473, one has to attend the Systems Engineering 4475 course.</p>
Courses:	Systems Engineering - 4475 and Practical Training - 1473
Teaching and learning forms:	Lecture/Practical training Language of instructions: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	5 (Systems Engineering 3 ECTS and Practical Training Lab 2 ECTS)
Grading:	Systems Engineering Lecture (Written Exam) and Lab (Practical Work)
Workload:	Hours per week: 4
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Knowledge Comprehension

Use, application and generation of knowledge/art

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: Business Analysis and Valuation

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	4906
Module title:	Business Analysis and Valuation
Module responsible:	Prof. Dr. rer. pol. Cornelia Neff
Typ of module:	Elective module
Undergraduate/Major:	Basic studies
Module Content:	<p>Introduction: How to work with Case Studies</p> <p>Case Studies for summer term 2021:</p> <p>Case Study 1: Human Resources Decision in the Hotel industry</p> <p>Case Study 2: Managerial and Cost Accounting – Calculation of Smart phone production in Southern China</p> <p>Case Study 3: Production Planning and Control – Analysis of Bottlenecks in an Engineering Company</p> <p>Case Study 4: Managerial decision making and control – in the creative industry (Danish Design School)</p> <p>Case Study 5: Financial Analysis and Financial Distress Prediction of a large German retail firm (Karstadt Quelle/Arcandor)</p>
Courses:	
Teaching and learning forms:	Lecture with case studies and exercises Language of instructions:English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	3
Grading:	Portfolio Exam (Written Homework Assignment)
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Every semester
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Knowledge Comprehension

Use, application and generation of knowledge/art

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Module: B2B Marketing and Sales

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Module number:	7184
Module title:	B2B Marketing and Sales
Module responsible:	Prof. Dr. rer. pol. Barbara Niersbach
Typ of module:	Mandatory module
Undergraduate/Major:	Basic studies
Module Content:	<p>By visiting this course, you will be able to understand the fundamentals of business markets and business marketing, and what firms should know about when.</p> <ul style="list-style-type: none"> • managing and competing in business networks • purchasing and structuring supplier management • managing the distribution on business markets • organizing sales management in business markets • applying brands on business markets <p>Throughout the course, you will elaborate on a "real" case study. You will be working in international teams/individually and address the case study solutions.</p>
Courses:	
Teaching and learning forms:	Lecture Language of instructions:English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	
ECTS credits:	5
Grading:	Writing work and Presentations
Workload:	Hours per week: 2
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	no

Competence dimensions

Knowledge and understanding

Focus:

Knowledge Comprehension

Use, application and generation of knowledge/art

Focus:

Use and transfer

Communication and cooperation

Scientific / artistic self-image and professionalism

Valid from:

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