



**International Academy**

## **Module Manual**

Valid from:



# Program Objectives

## Basic studies

- Cross cultural communication and team work .....
- Business German .....
- Practical Sales Project Seminar .....
- Research Methods in Business Marketing .....
- Entrepreneurial Leadership .....
- Consumer Psychology .....
- Creative Problem Solving .....
- New Technologies and New Trends .....
- B2B Marketing and Sales .....

## Main studies

## Program Objectives

Im Studiengangsbericht wurden keine Studiengangsziele eingegeben

## Cross cultural communication and team work

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	10102
Modul title:	Cross cultural communication and team work
Module responsible:	Prof. Dr. rer. pol. Eberhard Hohl
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
Module Content:	<p>Purpose / Goals:</p> <ul style="list-style-type: none"> <li>• Gain an understanding of cross-cultural approaches and business behavior</li> <li>• Strengthen the cross-cultural awareness and communication skills</li> <li>• Strengthen the cross-cultural team building, coaching, and development</li> </ul> <p>Content / Outline:</p> <ul style="list-style-type: none"> <li>• Dock in / Expectations / Why? How? What? "Fit for foreign cultures"</li> <li>• Culture, layers, and key dimensions of culture (culture map)</li> <li>• Role &amp; competence model of a global leader by Prof. Dr. E. Hohl</li> <li>• Cross-cultural communication models and approaches</li> <li>• Emotional intelligence, communication skills, and tools</li> <li>• Case study: the struggling expatriate</li> <li>• Building, steering, and development of cross-cultural (virtual) teams</li> <li>• Applications, role plays, and practical signposts for successful cross-cultural communication in daily projects and teamwork</li> <li>• Conclusion, learning transfer, action planning, and coaching</li> </ul>
Courses:	Cross cultural communication and team work (10102)

Teaching and learning forms:	Lecture Medium of instruction: English
Prerequisites for participation:	No requirements
Applicability of the module:	International Academy
Prerequisites allocation ECTS:	Presentation incl. Handout (weightage 40 %) and Homework (weightage 60 %)
ECTS credits:	3
Grading:	Graded
Workload:	2 SWS
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions Cross cultural communication and team work

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**

## Business German

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	10103
Modul title:	Business German
Module responsible:	Dr. Judit Török
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
Module Content:	<p>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.</p> <p>The following topics will be discussed:</p> <ul style="list-style-type: none"> <li>•Business related topics</li> <li>•Grammar</li> <li>•Business presentations</li> <li>•Business projects</li> </ul>
Courses:	Business German (10103)
Teaching and learning forms:	Seminar Medium of instruction: German
Prerequisites for participation:	German level A2/B1 is required.
Applicability of the module:	International Academy
Prerequisites allocation ECTS:	30% activity in seminars, 30% written exam, 40% oral exam
ECTS credits:	4
Grading:	Graded
Workload:	2 SWS
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions Business German

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**



## Practical Sales Project Seminar

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	10105
Modul title:	Practical Sales Project Seminar
Module responsible:	Thomas Fuß
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
Module Content:	<p>During the course, the students will work on a practical related sales project (preferably in groups of 2-3 students).</p> <p>The project groups will receive a specific project in the area of sales and will perform 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 be taken into consideration by the annual re-evaluation of the sales strategy for the next years.</p> <p>The course is subdivided into 3 main sections:</p> <p>1) One-day course (beginning of the semester): theoretical framework, company presentation, and introduction of the different projects.</p> <p>2) Intermediate Project meetings (twice during the semester) to present preliminary results and ask specific questions.</p> <p>3) Individual final presentations of project results. (Management Summary, Project report, Presentation)</p>
Courses:	Practical Sales Project Seminar (10105)
Teaching and learning forms:	Project-based Seminar Medium of instruction: English
Prerequisites for participation:	
Applicability of the module:	
Prerequisites allocation ECTS:	Presentation and Project Report
ECTS credits:	5
Grading:	Graded
Workload:	2 SWS

Duration of the module:	one semester
Frequency of offering:	Every semester
Literature:	Course script
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions Practical Sales Project Seminar

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**

## Research Methods in Business Marketing

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	10106
Modul title:	Research Methods in Business Marketing
Module responsible:	Nayan Kadam, MSc, MA
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
Module Content:	<p>1. Research Fundamentals: Research Definition, Research Nature, Research Introduction, Research Aim, Questions, Objectives</p> <p>2. Literature Reviews Reviewing the literature, Sources of Information, Citation Software – Citavi</p> <p>3. Research Methodology Saunders Research Onion, Research Approach, Qualitative and Quantitative Research, Time Horizon, Research Validity, and Reliability, Research Sampling</p> <p>4. Research Strategies/Methods: Experiments, Survey, Case Study Research, Action Research, Narrative Enquiry, Grounded Theory</p> <p>5. Qualitative Data Analysis Content Analysis, Thematic Analysis</p>
Courses:	Research Methods in Business Marketing (10106)
Teaching and learning forms:	Project-based Lecture Medium of instruction: English
Prerequisites for participation:	There are no requirements of prior knowledge as we start from the very beginning.
Applicability of the module:	
Prerequisites allocation ECTS:	Research Paper and Presentation (per Team)
ECTS credits:	5
Grading:	Graded
Workload:	2 SWS

Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	<ul style="list-style-type: none"> <li>• John W. Creswell, J. David Creswell (2018); Research Design: Qualitative, Quantitative, and Mixed Methods Approache; SAGE Publications, Inc; 5th edition; ISBN 978-1506386706</li> <li>• Wayne C. Booth (2016); The Craft of Research; University of Chicago Press; 4. edition; ISBN 978-0226239736</li> </ul> <p>The Course Script is highly recommended!</p>
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions Research Methods in Business Marketing

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**

## Entrepreneurial Leadership

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	10107
Modul title:	Entrepreneurial Leadership
Module responsible:	Prof. Dr. Opas Piansoongnern
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
Module Content:	<ul style="list-style-type: none"> <li>• Uniqueness and Significance of entrepreneurial leaders in the VUCA world</li> <li>• Entrepreneurial leader's characteristics and behavior that lead to success or failure</li> <li>• Leadership roles and duties with an entrepreneurial-minded approach</li> <li>• Leadership strategies and techniques for motivating, developing, and strengthening colleagues to become intrapreneurs who create positive results for an organization</li> </ul>
Courses:	Entrepreneurial Leadership (10107)
Teaching and learning forms:	Lecture Medium of instruction: English
Prerequisites for participation:	
Applicability of the module:	International Academy
Prerequisites allocation ECTS:	Written exam (including written reports) for 50% and oral exam (including presentations) for 50%
ECTS credits:	3
Grading:	Graded
Workload:	2 SWS
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions Entrepreneurial Leadership

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**



# Consumer Psychology

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	10357
Modul title:	Consumer Psychology
Module responsible:	Prof. Dr. Götz Walter
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
Module Content:	<p>The course "Consumer Psychology" deals with the experiences and behaviors of consumers from a psychological perspective.</p> <p>The course covers relevant psychological characteristics of consumers such as perception, attention, learning, memory, self-concept, values, motivation, and emotion as well as models focusing on consumer decision making.</p> <p>After successful completion of the module, students have a sound knowledge of concepts in the field of consumer psychology and can apply this knowledge in a business context.</p>
Courses:	Consumer Psychology (10357)
Teaching and learning forms:	Lecture Medium of instruction: English
Prerequisites for participation:	
Applicability of the module:	International Academy
Prerequisites allocation ECTS:	<ul style="list-style-type: none"> <li>• Presentation (50%)</li> <li>• Term paper or equivalent (50%)</li> </ul>
ECTS credits:	5
Grading:	Graded
Workload:	2 SWS
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	<ul style="list-style-type: none"> <li>• Felser, G. (2015). Werbe- und Konsumentenpsychologie (4. Auflage). Berlin: Springer.</li> <li>• Solomon, M.R., (2019). Consumer behaviour – buying, having, and being. 13th edition. Harlow: Pearson.</li> <li>• Thaler, R.H. (2018). Misbehaving – The Making of Behavioral Economics. New York: W. W. Norton &amp; Company.</li> <li>• In addition, articles from relevant scientific journals are discussed (e.g. Academy of Management Journal, Journal of Consumer Research, Psychology &amp; Marketing, Journal of Consumer Psychology).</li> </ul>

Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions Consumer Psychology

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**

## Creative Problem Solving

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	3971
Modul title:	Creative Problem Solving
Module responsible:	Frank Rudolph
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
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 brainstorming, 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 &amp; error" approaches throughout the lecture.</p>
Courses:	Creative Problem Solving (3971)
Teaching and learning forms:	Seminar Medium of instruction: English
Prerequisites for participation:	
Applicability of the module:	International Academy
Prerequisites allocation ECTS:	<p>Exam graded: Presentation</p> <p>It is of vital importance for the participants to succeed in this lecture that</p> <ul style="list-style-type: none"> <li>- you actively participate in the lectures</li> <li>- you do the homework this is going to be assigned to you on a regular basis.</li> </ul>
ECTS credits:	3
Grading:	Graded
Workload:	2 SWS
Duration of the module:	one semester
Frequency of offering:	Summer semester only

Literature:	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.
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions Creative Problem Solving

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**

## New Technologies and New Trends

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	4474
Modul title:	New Technologies and New Trends
Module responsible:	Prof. Dr.-Ing. Robert Jenke
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
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:	New Technologies and New Trends (4474)
Teaching and learning forms:	Lecture Medium of instruction: English
Prerequisites for participation:	
Applicability of the module:	International Academy
Prerequisites allocation ECTS:	Attendance, Written report, Presentation
ECTS credits:	5
Grading:	Graded
Workload:	2 SWS
Duration of the module:	one semester
Frequency of offering:	Summer semester only
Literature:	Course Script
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions New Technologies and New Trends

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**



## B2B Marketing and Sales

Course of study:	International Academy
Degree:	Bachelor of Engineering (B.Eng.)
Modul number:	7184
Modul title:	B2B Marketing and Sales
Module responsible:	Alireza Ahmadi
Typ of module:	Elective module
Undergraduate/Major:	Grundstudium
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"> <li>• managing and competing in business networks</li> <li>• purchasing and structuring supplier management</li> <li>• managing the distribution on business markets</li> <li>• organizing sales management on business markets</li> <li>• applying brands on business markets</li> </ul> <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:	B2B Marketing and Sales (7184)
Teaching and learning forms:	Seminar Medium of instruction: English
Prerequisites for participation:	
Applicability of the module:	International Academy
Prerequisites allocation ECTS:	Presentations / Homework / Term paper
ECTS credits:	5
Grading:	Graded
Workload:	2 SWS
Duration of the module:	one semester
Frequency of offering:	Summer semester only

Literature:	<ul style="list-style-type: none"> <li>• Slides of the course</li> <li>• Håkan Håkansson &amp; Ivan Snehota (1995), Developing Relationships in Business Networks, London: Routledge, pp.1-62, 119-147, 182-204, 261-284, 319-329.</li> <li>• Michael Kleinaltenkamp, W. Plinke, I. Wilkinson, I. Geiger (2015) Fundamentals of Business-to-Business Marketing, Mastering Business Markets, Springer Verlag</li> </ul>
Compulsory attendance:	yes
Reason:	Two-thirds of the attendance requirement is deemed to be fulfilled. In the event of important reasons (e.g.: sickness, family issues, etc.) and their proof, the absence can be considered as an exception to a certain extent.

## Competence dimensions B2B Marketing and Sales

**Knowledge and understanding:**

**Use, application and generation of knowledge/art:**

**Communication and cooperation**

**Scientific / artistic self-image and professionalism**

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