



Preliminary List of Courses for Exchange Students

Bachelor Programmes



Winter Semester 2023/24

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How to register for courses

Deadline	What	Who
18.06.2023	Preliminary Course selection Please use the following link: https://forms.office.com/e/SghdFgYi1T	esb.incomings@reutlingen-university.de
September 2023	Course counselling <u>on campus</u>	ESB Incomings Team
Two weeks after start of courses	Final course selection → Please confirm your course selection → After this date no add/drop of courses due to team assignments	ESB Incomings Team esb.incomings@reutlingen-university.de

Please note:

- You are allowed to take courses across all subject areas, with restrictions mainly in the elective courses of 4th year. Please see the course descriptions for the **prerequisites** in the elective courses. If you fulfill the prerequisites, you are allowed to take the course.
- Please pay attention to the start and end dates of the courses in case you have restrictions in terms of arrival/departure.
- The number of places in some courses is limited, so you should identify alternative courses as a backup.
- **Block seminars:** the IB block seminars (marked with an*) in each semester take place during one week only. This semester from November 13th – 17th, 2023. You can choose **only one block seminar**, as they take place at the same time. In this week most other courses do not take place. Language courses will continue though. If you stay two semesters, you can take one block seminar per semester. It is not obligatory to attend a block seminar.

These are the block seminars in the winter semester 2023:

- Digital Systems 1
- Intercultural Negotiations
- Intercultural Management
- International Seminar on Marketing & Strategy: Managing Business Markets
- International Seminar on Finance & Accounting: International Financial Risk Management

- We highly recommend you to take a Pre-Semester Intensive German Course before the start of the regular classes. Please note that you need to register and pay for this course individually. You are free to choose any of them. But if you have a lot of courses running as of mid-September, the second Intensive Course (“German Language and Culture”) might not be suitable for you as there may be a large timetable conflict with the other courses selected. In this case please choose the Intensive Course “Business German”.

Business and Operations Management courses

The colour codes relate to the end date of courses.

Course Title	Contact hours / week	ECTS Credits	Semester level	Courses start	Courses end	
Change Management	3	6	not specified	early October	late December	
Corporate Finance	3	6	not specified	early October	late December	
German Economy and Culture	4	6	not specified	early October	late December	
Germany within Europe – Past and Present	4	4	not specified	early October	late December	
Industrial Ecology	4	4	not specified	early October	late December	
International Business with Case Studies in Industry	4	4	not specified	early October	late December	
Intercultural Management	4	6	not specified	early October	late December	
International Marketing	4	6	not specified	early October	late December	
International Purchasing	2	3	not specified	early October	late December	
Lean Management	4	4	not specified	early October	late December	
Strategic Management	3	6	not specified	early October	late December	
Financial Accounting	2	3	1 st year	mid-September	late January	
Management and Cost Accounting	2	3	1 st year	mid-September	late January	
Principles of Marketing	4	6	1 st year	mid-September	late January	
Business Mathematics	4	6	1 st year	mid-September	late January	
Business Law	4	5	1 st year	mid-September	late January	
Business Communication Essentials	2	2	1 st year	mid-September	late January	
Intercultural Management	2*	2	1 st year	mid-September	late January	
Digital Systems 1	2*	3	1 st year	mid-September	late January	
Digital Systems 2	2	3	1 st year	mid-September	late January	
Business Statistics	4	6	1 st year	mid-September	late January	
Microeconomics	4	6	1 st year	mid-September	late January	
Organizational Behaviour	2	2	1 st year	early October	early February	
Principles of HRM	4	6	1 st year	mid-September	late January	
Business Communication 2	2	2	1 st year	mid-September	late January	

Course Title	Contact hours / week	ECTS Credits	Semester level	Courses start	Courses end	
Business Processes and ERP Systems	4	5	2 nd year	early October	early February	
Advanced Mathematics III (Scientific Computing, Machine Learning and Data Analytics)	4	5	2 nd year	early October	early February	
Macroeconomics	4	6	2 nd year	mid-September	late January	
Principles of Corporate Finance	4	6	2 nd year	mid-September	late January	
Management Accounting and Control	2	4	2 nd year	mid-September	late January	
Industrial Engineering	4	4	2 nd year	early October	early February	
Operational Planning and Optimization (Operations Research, Operations Management Systems, Project Management)	6	6	2 nd year	early October	early February	
Strategic Management Essentials	2	3	2 nd year	mid-September	late January	
Project Management	2	3	2 nd year	mid-September	late January	
English 2 and Intercultural Competencies	3	3	2 nd year	early October	early February	
International Business Communication	2	3	2 nd year	mid-September	late January	
Intercultural Negotiations	2*	2	2 nd year	mid-September	late January	
Advanced Logistics Technology and Automation	2	4	3 rd year	early October	early February	
Advanced Production Technology	2	3	3 rd year	early October	early February	
Business Economics (Controlling and Corporate Governance, Legal Aspects of International Business Transactions)	4	6	3 rd year	early October	early February	
Business Ethics	2	3	3 rd year	mid-September	late January	
Business Research Methods	3	5	3 rd year	mid-September	late January	
Circular Economy	2	4	3 rd year	early October	late December	
Digital Engineering	4	5	3 rd year	early October	early February	
Human Resources	2	4	3 rd year	early October	late December	



Course Title	Contact hours / week	ECTS Credits	Semester level	Courses start	Courses end	
International Seminar on Marketing & Strategy	2*	3	3 rd year	mid-September	late January	
International Seminar on Finance & Accounting	2*	3	3 rd year	mid-September	late January	
Method Portfolio	3	5	3 rd year	early October	late December	
Process Optimization	2	4	3 rd year	early October	early February	
Supply Chain Management, Logistics and Sourcing	2	4	3 rd year	early October	late December	
Sustainable Consumption	2	4	3 rd year	early October	late December	
Maritime Logistics	2	2	4 th year	early October	early February	
Operations Research	2	2	4 th year	early October	early February	
Simulation Game Production	4	6	4 th year	runs only late September		
Electives						
Please note: the access is dependent on course specific requirements/prerequisites which are mentioned in the course descriptions.						
Advanced International Economics	4	5	4 th year	mid-September	late December	
Business Simulation	4	5	4 th year	mid-September	late December	
Business to Business Marketing	4	5	4 th year	mid-September	late December	
Corporate Social Responsibility	4	5	4 th year	mid-September	late December	
Data Analysis	4	5	4 th year	mid-September	late December	
Digital Entrepreneurship	4	5	4 th year	mid-September	late December	
Futures Thinking	4	5	4 th year	mid-September	late December	
Industrial Organization	4	5	4 th year	mid-September	late December	
Managing a Global Workforce	4	5	4 th year	mid-September	late December	
New Product Development (online)	4	5	4 th year	mid-September	late December	
Organizational Behaviour	4	5	4 th year	mid-September	late December	
Sales Management	4	5	4 th year	mid-September	late December	
Strategic Management in the Digital Age	4	5	4 th year	mid-September	late December	

Pre-Semester courses and German language courses

All course information for the courses organized by the Reutlingen International Office (RIO) are available via this [link](#).

Course Title	Contact hours / week	ECTS Credits	Courses start	Courses end	
Pre-semester Intensive Course: <i>(offered on different levels A1 - C1)</i> “Business German” Registration period: until 31 July “German Language and Culture” Registration period: until 18 August Course fee: 250€	4 4	4 4	04.09.2023 18.09.2023	15.09.2023 29.09.2023	
Welcome on board! <i>Pre-arrival training on Intercultural basics regarding Germany</i>	-	1	2 online meetings in August, tbc.	1 session on campus end of September, tbc.	
4InnoPipe course <i>a joint entrepreneurial programme with participants from over 10 countries</i> Registration period 31.03 – 31.08.23	Hybrid: online course with onsite events	3-5	25.09.2023	19.12.2023	
Deutsch <i>German language courses during the semester (offered on different levels A1 - C1)</i>	4	4	early October	depending on course level	
Besser Deutsch sprechen <i>Course focussing on conversation & pronunciation (offered on levels A2/B1 & B2/C1)</i>	2	2	early October	late December	
Grammatik aktiv <i>Course focussing on grammar (offered on levels A2/B1 & B2/C1)</i>	2	2	early October	late December	
Deutsch lernen mit Literatur und Film <i>ab B1 Level</i>	2	2	early October	late December	
Vorlesung “Wirtschaft auf Deutsch I” <i>ab B2 Level</i>	4	6	early October	tba.	

Modules and Courses

Change Management	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	3 / 60
Total hours of study	180
Type/Teaching Method	Lectures with integrated case studies and a project, which has to be worked on in teams.
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Claudia Drews
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	none
Course learning objectives:	<p>The primary aim of the course is that by the end students are in the position to put into practice the strategy of change management in Business Process Reengineering (BPR). After completing this class, students will be in the position to:</p> <ul style="list-style-type: none"> • Identify business and logistics processes which are suitable for BPR • Apply techniques and methods to measure the efficiency and effectiveness of business processes • Understand strategies and procedures as to how such a business process can be fundamentally optimised and newly configured <p>Be able to carry out planned changes and deal with any resistance</p>
Contents:	<p>Keywords: quality management- TQM - lean management - BPR, process mapping, Value stream mapping, interview techniques, tools for process analysis, management of BPR projects, creative solutions, change management, conflict management and dealing with resistance.</p>
Assessment	Graded: Written exam back to overview



Corporate Finance	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	3 / 45
Total hours of study	180
Type/Teaching Method	Lectures and interactive format
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Andreas Taschner, Prof. Johanna Bath
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	none
Course learning objectives:	<p>Through this course, students gain a basic understanding of the principles of corporate finance (investment and financing).</p> <p>Professional skills: Students will understand and master the basics of corporate finance and recognize the relevance of financial decisions for entrepreneurial activities.</p> <p>Multidisciplinary skills: Students will be able to apply concepts of corporate finance in specific business situations. Students will be able to identify the strengths and weaknesses of different approaches and reflect and identify appropriate methods. Students will be able to edit and solve schematic problems of medium complexity in small groups.</p> <p>Social skills: Students will be able to identify potential conflicts between economically advantageous business decisions and ethical behavior and can critically reflect on them.</p>
Contents:	<ul style="list-style-type: none"> • The role of finance and investment decisions in enterprise, relevance of finance and investment for company management and company goals • Fundamentals of corporate financial management



	<ul style="list-style-type: none"> • Management of corporate capital and the different types of capital • Cost of capital • Financing options and overview of main sources of capital • Investment appraisal techniques • Measures of investment attractiveness (NPV, IRR, pay back, etc.) • Fundamentals of capital budgeting The role of risk in corporate finance
Assessment	<p>1hr exam (70%), presentation (15%), continuous assessment (10%), case study (5%)</p> <p>Attendance mandatory!</p> <p style="text-align: right;">back to overview</p>

German Economy and Culture	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	
Type/Teaching Method	Lectures and interactive format
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Tba.
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	none
Course learning objectives:	
Contents:	Tba.



Assessment	Graded: Written exam back to overview

Germany within Europe – Past and Present	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	
Type/Teaching Method	Seminar style lecture, Regular attendance and regular reading of current newspaper and magazine texts is required.
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Udo Stelzer, M.A.
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	none
Course learning objectives:	To create a thorough understanding of themes and trends in Germany today, based on the historical and cultural legacy of a nation on the crossroad of European history.
Contents:	Europe in the Middle-Ages; Becoming a Nation; German American Migration; From the 1st Reich to the 3rd Reich; Myth of the “Zero” Hour; The economic miracle; Revolutions - from 1968 to 1989; The “new” Germany;
Assessment	Students will be tested on the course material by means of two written tests (midterm and final). Midterm 30%; Final 50%; Attendance, Participation 20% back to overview



Industrial Ecology	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	
Type/Teaching Method	Seminar style lecture (40%), Workshops (10%)
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Peter Kleine-Moellhoff
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Basic technical and management understanding
Course learning objectives:	This lecture provides a general understanding for different aspects of sustainable management and appropriate technologies. After this lecture, the students must be able to use and apply methods for the systematic optimisation of products and processes to reduce resource needs, environmental impacts and costs.
Contents:	Introduction into the topic Sustainability: Environment, Economy and social responsibility Technology and Environment Legal framework, Sustainability company rating Sustainability strategies Life-Cycle Assessment, ECO-design Professional material flow and energy management Case studies on industry examples
Assessment	Written examination back to overview

International Business with Case Studies in Industry	
Study Program	Exchange Programme

Study level and semester	Bachelor	
ECTS Credits	4 ECTS Credits	
Hours per week / total contact hours	4	
Total hours of study		
Type/Teaching Method	This course has two parts. First the course examines the practice of management within Europe. The course takes a multi-organizational perspective and places the practice of management in a global perspective. The second part of the course uses a series of videotapes to augment the study of multinational enterprises (MNEs)	
Language of instruction	English	
Frequency	Every Semester	
Course Coordinator/Instructor	Prof. Baldur H. Veit, LL.D.	
Restrictions (if applicable)	Admission capacity for this course is limited	
Prerequisites:	Senior Standing	
Course learning objectives:	To provide the students with a contrast to American style of management. To provide the students with an expanded view of management	
Contents:	German Unification: Demographics, Economic System, Import / Export; How to incorporate in Europe, Social Security System in Germany, Germany and the European Union, The Dual System of Vocational Training in Germany, German Industry on the Road of Globalization, German-American Trade Relations, Automotive Industry in Germany	
Assessment	Graded: oral exam, presentation etc.	back to overview

Intercultural Management		
Study Program	Exchange Programme	
Study level and semester	Bachelor	
ECTS Credits	6 ECTS Credits	

Hours per week / total contact hours	4
Total hours of study	180
Type/Teaching Method	Lectures, homework and presentations
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Baldur Veit, Milenka Plavec
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Good English language ability, some initial experience with other cultures or for those coming from a non-German cultural background
Course learning objectives:	<p>The aim of this class is to bring students closer to different cultural behaviour and intercultural business relationships. Raising awareness of foreign cultures and behaviour patterns is the primary aim of the class.</p> <p>After this class students should be in the position to:</p> <ul style="list-style-type: none"> – Evaluate the influence of intercultural differences in international business relationships and adapt their behaviour according to these differences, – Prepare themselves appropriately in advance for new intercultural situations, <p>Understand the influence of cultural differences on management strategies as well as the company's goals and structure.</p>
Contents:	<p>Intercultural comparison of values</p> <ul style="list-style-type: none"> • Aspects of intercultural leadership behaviour • Characteristics of intercultural team work • Intercultural HR management and development • Intercultural conflict management • Synergetic effects <p>Specific cultural knowledge transfer for selected industrialised countries and emerging markets in the areas of cultural history, politics, religion, ethics, rules of society, economic background, behavioural and communication rules as well as conducting negotiations</p>
Assessment	Presentation and written composition back to overview

International Marketing	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Baldur Veit, Milenka Plavec
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Basic understanding of Marketing
Course learning objectives:	<p>Professional competencies: Students will acquire the theoretical foundations of international marketing and knowledge of current trends and challenges of cross-border marketing.</p> <p>Multidisciplinary skills: In the accompanying case studies and exercises, students learn the practical application of the methods and tools of international marketing and are therefore able to cope with practically relevant tasks.</p> <p>Social skills: Group discussions, practical exercises, and the handling of current case studies promote teamwork, effective group work with other students, and respect for one another. Students learn to represent their own opinion even against resistance. Ethical aspects of international marketing will be discussed.</p> <p>Personal skills: Students will learn to work in teams and enhance their solution and decision-making ability by working on and discussing current issues.</p>
Contents:	<ul style="list-style-type: none"> • Internationalization as a marketing challenge • Information bases in international marketing • International marketing concept <ul style="list-style-type: none"> - Target definition



	<ul style="list-style-type: none"> - Market selection and segmentation - Strategy development - Identify measures <ul style="list-style-type: none"> • Implementation of international marketing • Marketing control
Assessment	Written examination back to overview

International Purchasing	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2/30
Total hours of study	90
Type/Teaching Method	Lecture/seminar and group work
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	James Stone
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Basic understanding of Marketing
Course learning objectives:	<p>The class familiarizes students with the basic principles of the purchasing function in an international environment. After successful completion of this course the students should have gained the following knowledge and developed the following competencies:</p> <p>Professional competencies:</p> <p>Understand the purchasing process and the main tools and techniques available; Provide a systematic understanding of the environments of international purchasing including social, economic, political, technical, legal,</p>



	<p>financial and cultural differences and how they impact international purchasing.</p> <p>Methodological competencies:</p> <p>Apply basic concepts of international purchasing in real-life examples</p> <p>Apply key techniques for analyzing and evaluating potential suppliers and constructing effective supplier selection processes</p> <p>Social competencies:</p> <p>Co-operatively solve problems in small teams</p>
Contents:	<p>The class explores the central concepts of international purchasing and interfaces this to the other areas of an organization. Topics discussed include:</p> <ul style="list-style-type: none"> • Strategic purchasing, • Supplier evaluation and selection, • Costing, • Contracting and negotiation • Supplier evaluation and performance management
Assessment	<p>Written examination back to overview</p>

Lean Management	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	
Type/Teaching Method	Seminar style lecture (40%), Workshops (10%)
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	N.N.
Restrictions (if applicable)	Admission capacity for this course is limited

Prerequisites:	Senior Standing
Course learning objectives:	<p>At the end of the course students should be able</p> <ul style="list-style-type: none"> • to understand the concepts of Lean Management, Total Quality Management and Business Process Reengineering • to apply tools and techniques to analyze and optimize business and production processes • to provide knowledge about Change Management process.
Contents:	<p>This course is designed to provide students with a framework to understand Lean Management, Total Quality Management and Business Process Reengineering.</p> <ul style="list-style-type: none"> - Lean Management - Total Quality Management - Reengineering - Change Management
Assessment	A two hour written exam at the end of the semester back to overview

Strategic Management	
Study Program	Exchange Programme
Study level and semester	Bachelor
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	3/60
Total hours of study	180
Type/Teaching Method	<p>Lectures / Seminars</p> <p>In many practical group tasks the students will apply strategic tools to real business situations and transfer knowledge into applicable solutions.</p>
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Sebastian Pforr
Restrictions (if applicable)	Admission capacity for this course is limited

Prerequisites:	none
Course learning objectives:	Strategic Management is an analytical and creative process in leading and developing an economic organization in modern societies. To approach the complexity of a globalized business world the students will learn how to build a strategic framework and how to develop corporate strategies.
Contents:	<ul style="list-style-type: none"> • Corporate normative foundation (Vision, Mission and Values) • Strategic target system • Significance of strategic business fields and core competences • Value-based management vs. values-based management <ul style="list-style-type: none"> ○ Developing of strategic options ○ Developing process of strategies and the strategic plan ○ Environmental analyses and strategic concepts • Strategic marketing • Strategic innovation management.
Assessment	Written examination back to overview

Financial Accounting	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Michel Charifzadeh E-Mail: michel.charifzadeh@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a

<p>Course learning objectives:</p>	<p>The aim of this course is to introduce and train students in the broad application of financial accounting theory and practice from an international perspective. Upon completion of this course, participants will have developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Students will understand accounting terminology and will be able to record business transactions, applying the double entry bookkeeping technique. • Participants will be able to prepare simple financial statements (income statement, statement of changes in equity, balance sheet, statement of cash flows. • Participants will be comfortable with reading and interpreting basic financial statements. • They will be confident with the relevant elements of financial accounting including assets, liabilities, equity, revenues and expenses. • Students will be able to use valuation principles for assets and liabilities and calculate applicable book values. Where applicable, students will apply accounting rules according to international financial reporting standards (IFRS). • Participants will understand the role of accounting in the financial decision making process and will be prepared for all subsequent courses in accounting and financial management. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Students will develop mechanisms of problem solving to real life business cases. • Through a principles-based accounting approach, students will acquire the ability to apply general concepts to specific situations. • Students will be able to prepare financial statements and have an understanding of the information given in financial statements. • They will have basic knowledge to interpret financial statements and compare financial statements of different companies. <p>Social competencies:</p> <ul style="list-style-type: none"> • Through the interactive nature of the course, participating students will refine their oral and written communication skills and become comfortable with communicating in a business context. <p>Personal competencies:</p> <p>Most students will experience this course as an entirely new field. Thereby they will acquire the general readiness to learn a completely new 'language' their way up from the bottom.</p>
<p>Contents:</p>	<ul style="list-style-type: none"> • Introduction to accounting • Accounting concepts and principles • The accounting equation

	<ul style="list-style-type: none"> • The financial statements (Balance Sheet, Income Statement, Statement of Changes in Equity, Statement of Cash Flows) • Recording business transactions using double entry bookkeeping • Recording in a journal • Accrual accounting vs. cash-basis accounting • The accounting cycle • Accounting for merchandising operations • Current assets, accounting for inventory • Non-current assets and intangibles • Provisions, liabilities • Short-term investment and receivables • Shareholders' equity
Assessment	Graded: Written exam back to overview

Management and Cost Accounting	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Andreas Taschner E-Mail: andreas.taschner@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a

<p>Course learning objectives:</p>	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • Participants will have developed an understanding and insight into management accounting in general and especially the cost accounting framework and its basic instruments. • Students will be able to distinguish the corporate functions of management accounting from financial accounting and corporate finance. • They will be more familiar with the relevant cost terminology, the cost behavior patterns and develop an in-depth understanding of the cost aspects of running a business. • Students will develop an in-depth understanding of different methods and techniques of cost allocation applied in practice. • They will be able to independently apply, discuss, and challenge these methods. • They will learn how to use cost-volume-profit analysis independently to assist in cost planning and how to identify relevant information for decision making in current real-world business environments. <p>Methodological competences:</p> <ul style="list-style-type: none"> • Students will acquire analytical skills for business decision making. • Participants will be familiar with the relevant underlying theories and consequently develop related problem-solving skills that are also applicable to general decision making. • They will be able to critically discuss concepts applied in practice and acquire the ability to transfer and apply theoretical knowledge to real-life situations. <p>Social competences:</p> <ul style="list-style-type: none"> • Through the interactive nature of the course, students will refine their oral and written communication skills and become comfortable with communicating in both finance and accounting related context. <p>Personal competences:</p> <ul style="list-style-type: none"> • Students will have gained an understanding of concepts and instruments required by managerial staff with a focus on how they are applied. They will be prepared for subsequent semester courses in accounting and financial management, as well as in their careers.
<p>Contents:</p>	<ol style="list-style-type: none"> 1. Introduction and management accountant's role, differences between management accounting, financial accounting, and financial management, trends in management accounting 2. Cost behavior and cost terms: Variable costs vs. fixed costs, cost functions, direct costs vs. indirect costs, total costs vs. unit costs, capitalized costs vs. period costs 3. Cost functions, cost estimation techniques

	<ol style="list-style-type: none"> 4. Cost allocation, general cost allocation methods, specific cost allocation methods, variable and direct costing 5. The basic cost accounting system (Allocation according to cost types, according to cost centers, according to cost objects) 6. Cost-volume-profit-relationship analysis, estimating linear cost functions, break-even analysis, target operating profit analysis, operating leverage 7. Relevant information for decision making, e.g. one-time-only special orders, customer profitability analysis, make-or-buy decisions, product-mix decisions, equipment replacement
Assessment	Graded: Written exam back to overview

Principles of Marketing	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Oliver Goetz E-Mail: oliver.goetz@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • critically discuss the relevance and success factors of marketing programs



	<ul style="list-style-type: none"> recapitulate and apply insights to develop own marketing programs understand major methods and approaches to develop products, services, and brands that are specific to customer needs learn to define prices, communicate benefits, and distribute products understand the importance of customer relationship management. <p>Methodological competences:</p> <ul style="list-style-type: none"> develop a product, pricing, distribution, and advertising strategy transfer and apply theoretical marketing knowledge to business cases develop presentation skills, familiarize with basic research methodology. <p>Social competences:</p> <ul style="list-style-type: none"> refine their oral communication skills improve their ability to work in teams in order to solve a given complex marketing situation give and receive feedback in a structured manner. <p>Personal competences:</p> <p>develop the ability to think and act proactively as well as customer/marketing oriented.</p>
Contents:	<ol style="list-style-type: none"> Fundamentals Branding Product Price Promotion / Communication Distribution and Sales
Assessment	Graded: Written exam back to overview

Business Mathematics	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4 / 60

Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Marlene Ferencz E-Mail: marlene.ferencz@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Generally: basic school maths required to pass the admission test
Course learning objectives:	Upon completion of this course, participants will have developed the following competences: Professional competences: <ul style="list-style-type: none"> demonstrate an understanding of key concepts and fundamental mathematical techniques used in modern economics: to differentiate functions in one and several variables the ability to solve economic optimization problems and basic the skills of matrix manipulation and mathematics of finance Methodological competences: <ul style="list-style-type: none"> Provide appropriate mathematical representations of economic problems Demonstrate an ability to apply and explain the use of mathematical techniques to solve problems in macroeconomics and microeconomics
Contents:	Basic skills, mathematics of finance, differentiation, and its economic applications, partial differentiation, constrained and unconstrained optimization problems using Lagrange method, integration, matrices, systems of linear equations, input-output algebra, linear programming.
Assessment	Graded: Written exam back to overview

Business Law	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st semester
ECTS Credits	5 ECTS Credits

Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Bernd Banke E-Mail: bernd.banke@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • identify legal problems • acquire a basic knowledge of legal institutions and methods <p>Methodological competences:</p> <ul style="list-style-type: none"> • analyze topics of an area of business they are not familiar with – and law is such an area • summarize their results of research for a layman <p>Social competences:</p> <ul style="list-style-type: none"> • be open for the proposals of potential contract partners and react on them appropriately • improve interdisciplinary team working skills <p>Personal competences: n/a.</p>
Contents:	<p>The lecture Business Law gives an overview of international mercantile and business law. Conflict of laws, international civil procedure, CISG and INCOTERMS. The lectures are combined with case studies reviewing legal perspectives of international business activities.</p> <ul style="list-style-type: none"> • Part 1: Introduction to legal systems in a business environment

	<ul style="list-style-type: none"> – Structure of German Civil Code as an example for a civil law system: A comparative view. • Part 2: Case Studies: Conflict Solving in Civil Law Systems <ul style="list-style-type: none"> – Principles of German Civil Code and their Application on everyday-life cases • Part 3: European Conflict of Laws <ul style="list-style-type: none"> – ROME I and ROME II Regulations • Part 4: European Civil Procedure <ul style="list-style-type: none"> – European Rules governing Civil Procedure in Cross Border Transactions • Part 5: CISG <ul style="list-style-type: none"> – CISG as source of international unified law – Content of CISG – Legal traditions behind the CISG
Assessment	Graded: Written exam back to overview

Business Communication Essentials	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st semester
ECTS Credits	2 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	360
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Alexander Wade Email: Alexander.Francis.James.Wade@Reutlingen-University.DE
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a

<p>Course learning objectives:</p>	<p>Professional competences:</p> <ul style="list-style-type: none"> • Students will demonstrate effective presentation skills and techniques. • Students will use technology tools to create and conduct highly effective presentations • Students will demonstrate effective verbal and written English language skills to communicate with an audience in different business scenarios • Students will understand the role of internal/external communication in employer branding <p>Methodological competences:</p> <ul style="list-style-type: none"> • Students will identify and discuss using different presentation styles in real-world scenarios • Students will propose solutions to common problems associated with presenting to a business audience <p>Social competences:</p> <ul style="list-style-type: none"> • Students will demonstrate techniques that help presenters connect with an audience <p>Personal competences:</p> <ul style="list-style-type: none"> • Students will improve self-confidence using the English language for conducting business presentations • Students will improve their public speaking confidence • Students will understand and acknowledge how effective presentation skills are an essential part of today's business world
<p>Contents:</p>	<p>The topics covered will be of recent/current interest in a global context. The course Business Communication Essentials will include:</p> <ul style="list-style-type: none"> • relevant language, etiquette and protocols used in presentations and meetings in different cultural contexts, as well as conducting general business activities. • writing skills such as complaint/rejection/or recommendation emails • employer branding as it pertains to internal and external business communication • the enrichment of business vocabulary and business grammar • • Key elements of verbal and written communication will be emphasized such as: defining the goals and the topic, preparing and structuring the content, adjusting to the audience, developing powerful arguments, chairing the discussion, etc.
<p>Assessment</p>	<p>Graded: Continuous Assessment & Project Work back to overview</p>

Intercultural Management	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st semester
ECTS Credits	2 ECTS Credits
Hours per week / total contact hours	2 (block seminar) / 30
Total hours of study	60
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester during the block week in April/November
Course Coordinator/Instructor	Roy Mouawad E-Mail: roy.mouawad@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> ability to recognize and explain culturally related behaviour and business phenomena; competence to evaluate and make recommendation on culture-oriented management decisions <p>Methodological competences:</p> <ul style="list-style-type: none"> ability to apply the 'critical incident technique' (as a research methodology used for qualitative research in social sciences); problem-solving skills (how to use theoretical intercultural concepts to solve problems in international business cases) <p>Social competences:</p> <ul style="list-style-type: none"> advanced presentation and intercultural team working skills (cf. group discussions and group presentations); ability to perceive a multi-cultural scene as an opportunity rather than a threat or liability



	<p>Personal competences:</p> <ul style="list-style-type: none"> • awareness of the own cultural profile, the individual strength and weaknesses in intercultural business situations and in an intercultural learning environment
Contents:	<p>1. Basics of Intercultural Management</p> <ul style="list-style-type: none"> - Definitions of culture - Different levels of culture (e.g. national, regional, corporate) - Effects of cultural differences in intercultural cooperations - Strategies for intercultural interaction (adaptation/reconciliation) <p>2. A framework for understanding human values and behaviours</p> <ul style="list-style-type: none"> - Needs, values, and motives - Ethics and culture - Leadership and culture - Emotional intelligence - Intercultural competence / cultural intelligence - The developmental model of intercultural sensitivity <p>3. Understanding national cultures</p> <ul style="list-style-type: none"> - Determinants of culture - The model of cultural dimensions: Hofstede - Cultural style: Trompenaars - Social dimensions: GLOBE study <p>4. Business cases and lessons learned:</p> <ul style="list-style-type: none"> - The importance of intercultural issues in different settings - Examples of success stories (M&As, joint ventures, projects) - Examples of failures (M&As, joint ventures, projects) <p>Lessons learned and strategies</p>
Assessment	Graded: Continuous Assessment & Project Work back to overview

Digital Systems 1	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 2 nd Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 (block seminar) / 30
Total hours of study	90
Type/Teaching Method	Lecture

Language of instruction	English
Frequency	Every Semester during the block week in April/November
Course Coordinator/Instructor	Prof. Dr. Martin Mocker E-mail: martin.mocker@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> to solve business problems with the help of information technology (IT)-based tools, especially by programming web-based applications; to be able to more effectively communicate with IT people <p>Methodological competences:</p> <ul style="list-style-type: none"> to formulate, analyze and solve business problems with algorithms and to implement them in a programming language <p>Social competences:</p> <ul style="list-style-type: none"> improve the ability to work individually and in teams under time pressure <p>Personal competences: by mastering the skills addressed in this course, students should be more productive in addressing these problems by using the appropriate IT-based tools</p>
Contents:	Introduction to problem analysis and formulating algorithms; implementing algorithms in a programming language, using variables, data-types, functions, control structures like conditional tests and loops.
Assessment	Graded: Continuous Assessment & Project Work back to overview

Digital Systems 2	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 2 nd Semester

ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Martin Mocker E-mail: martin.mocker@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> to further enhance students' IT literacy skills and to provide and broaden the understanding of IT-related concepts and trends, and to evaluate and work with those concepts in a business context <p>Methodological competences:</p> <ul style="list-style-type: none"> students will be familiar with the management of IT as a business resource by managing applications, information, IT infrastructure and important tasks of the IT function <p>Social competences:</p> <ul style="list-style-type: none"> to further improve their ability to work on problem solving and under time pressure; to arrive at a managerial decision in situations of ambiguity and defend it in a discussion with others <p>Personal competences: to prepare students for the requirements during their studies and in their later business careers in these fields</p>
Contents:	<ul style="list-style-type: none"> Digit(al)-ization: using digital technologies to improve business processes, products, and business models Managing applications (application development, major application types: ERP, CRM, SCM, etc.) IT infrastructure management Managing the IT function: outsourcing, IT governance, the role of the CIO

	• Current digital technology trends (e.g., machine learning, cloud computing, blockchain, big data analytics, internet of things, etc.)
Assessment	Graded: Continuous Assessment & Project Work back to overview

Business Statistics	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 2 nd Semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Bodo Herzog E-mail: bodo.herzog@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • to introduce the students to many of the statistical and quantitative concepts and procedures in business applications and to improve their ability to make better decisions utilizing statistical methods on a wide variety of topics such as interpreting numerical and graphical summaries of data, solving a range of problems involving probability, understanding the basic concepts of statistical inference, computing and interpreting the results in hypothesis testing, fitting and interpreting regression models. • to understand a common statistical presentation.



	<p>Methodological competences:</p> <p>to introduce the students to statistical methods, concepts and analysis to support decision making and to understand the role of Excel in statistical calculations.</p>
Contents:	Descriptive statistics, probability and probability distributions, sampling and sampling distributions, statistical inference and hypothesis testing for single populations, statistical inference and hypothesis testing for two populations, simple regression analysis and correlation, tests of goodness of fit and independence.
Assessment	Graded: Written Exam back to overview

Microeconomics	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 1 st Semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Anna Goeddeke Email: anna.goeddeke@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	n/a
Course learning objectives:	Upon completion of this course, participants will have developed the following competences: Professional competence:

	<ul style="list-style-type: none"> familiarizing students with current internationally accepted microeconomic concepts and its problem-oriented application enabling students to comprehend and analyse market economy systems and to understand and assess the de facto opportunities and limits of market economy systems strengthening the ability to apply classical microeconomic theories as well as behavioural economic theories when appropriate <p>Methodological competences:</p> <ul style="list-style-type: none"> ability to think in a structured manner about complex problems deepening mathematical skills; ability to apply theoretic models to real-world problems, strengthening the ability to challenge theoretic concepts and their applicability to real life situation developing competences to assimilate new knowledge alone or in a group with the support of text books be able to support firms' decisions on strategic variables in different real live competitive situations <p>Social competences:</p> <ul style="list-style-type: none"> different intellectual skills needed in this class, such as mathematical, analytical, synthesising and problem-solving skills students will have to work in teams and thereby benefitting from the different skills of the different team members. therefore, students' social competence cooperating with each other, managing conflicts and giving and receiving feedback will be strengthened <p>Personal competences:</p> <ul style="list-style-type: none"> the class will support the first semester students to find their personal learning style providing a variety of learning environments participants will study under the guidance of the lecturer in class as well as studying in smaller groups or individually outside of the class. The continuous assessment will enhance their awareness about the currently on-going process of learning and problem-solving. students will learn to manage themselves to handle a considerable amount of unfamiliar knowledge within a limited timeframe. Thereby, the class supports a realistic and positive self-confidence of the students together with the student's ability in managing personal expectations. students are furthermore encouraged in their ambitiousness to build the ability to solve applied economic problems.
<p>Contents:</p>	<ol style="list-style-type: none"> How do markets work? <ol style="list-style-type: none"> Classical theory: Analysis of supply and demand; principle of price formation; elasticity of supply and demand; theory of households and enterprises in the economy. Behavioural theory of consumer decision, introduction to cognitive biases Which types of markets do exist?

	<p>Introduction to different types of markets such as perfect competition, (natural) monopolies, and oligopolies</p> <p>3. Why do some markets fail?</p> <p>Introduction to the theories of market failure, such as exclusion and rivalry, too big to fail, and asymmetric information</p>
Assessment	Graded: Written Exam and Continuous Assessment back to overview

Organizational Behaviour	
Study Program	B.Sc.
Study level and semester	Bachelor, 1 st year
ECTS Credits	2 ECTS Credits
Hours per week / total contact hours	2 / 60
Total hours of study	180
Type/Teaching Method	Online lectures with case studies, videos, group work, exercises, student presentations and discussions
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Hazel Grünewald Email: hazel.gruenewald@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	n/a
Course learning objectives:	<p>After the successful completion of this course the students should have gained the following knowledge and developed the following competencies:</p> <p>Professional competencies: understanding of key concepts, models and practices within the field of organisational behaviour such as personality, motivation, team dynamics and effectiveness, decision-making, organisational design, culture and change; appreciation of how theories can be translated into practical applications.</p> <p>Methodological competencies: competence to develop and answer a specific research question, to prepare a paper and a presentation according to scientific standards. The ability to be able to stand back and view complex</p>

	<p>situations in perspective and to think critically about organisations and what happens in them</p> <p>Social competencies: presentation and teamwork skills (through group work and group presentations).</p> <p>Personal competencies: awareness of the own skills in realising an academic project; competence to evaluate other student's academic projects and presentations.</p>
Contents:	<p>PART I: The world of organisational behaviour</p> <ul style="list-style-type: none"> • Foundations of organisational behaviour <p>PART II: Individual Process</p> <ul style="list-style-type: none"> • Understanding people at work <ul style="list-style-type: none"> ○ Personality dynamics ○ Values ○ Perception and learning ○ Emotions, attitudes and stress • Motivation and job satisfaction <ul style="list-style-type: none"> ○ Content and process theories ○ Reinforcement theories <p>Designing a motivating work environment</p>
Assessment	<p>Graded back to overview</p>

Principles of Human Resource Management	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 2 nd Semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester

Course Coordinator/Instructor	Prof. Dr. Hermann Lassleben Email: hermann.lassleben@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this module students will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • overview of HRM • acquaintance with theoretical foundations, concepts and approaches; ability to deal with HR related responsibilities in managerial jobs <p>Methodological competences:</p> <ul style="list-style-type: none"> • problem-solve HR and international management issues • critically assess HRM and international management concepts and their limitations • contribute to organizational effectiveness by appropriate HR solutions and intercultural management strategies <p>Social competences:</p> <ul style="list-style-type: none"> • advanced presentation and team working skills • competence to interact successfully in an intercultural business environment • understand dynamics in social systems such as organizations, or teams <p>Personal competences:</p> <ul style="list-style-type: none"> • awareness of own personality and its relation to job requirements
Contents:	<ol style="list-style-type: none"> 1. Introduction to HRM HRM Theories and Concepts, HRM Processes, HRM Roles, HRM Value Chain, HRM Competences, HRM and Organizational Performance 2. HR Planning Job Analysis, Job Description, Job Specification, Job Architecture, Forecasting Demand, Forecasting Supply, Workforce Planning, Succession Planning 3. Recruitment Staffing Process, Internal/External Hiring, External Recruiting Sources, Social Media Recruitment, Active Sourcing, Employer Brand & Branding

	<p>4. Selection Selection Process, Selection Instruments, Competency Profiling, Interviewing, Testing, Assessment Centers, Assessment Errors, Staffing Metrics, AI-Powered Selection</p> <p>5. Training & Development Training Process, Training Needs, Training Methods, Evaluating Training Effects, Management Development, Career Management</p> <p>6. Performance Management Performance Measurement vs. Performance Management, Functions, Roles, Tools, 360° Feedback, Forced Distribution, Management by Objectives, Appraisal Interviews</p> <p>7. Reward Management Reward Strategy, Reward Components, Job Evaluation, Pay for Performance, Reward and Motivation, Benefits</p> <p>8. Retention Management Types of Turnover, Costs of Turnover, Reasons for Voluntary Turnover, Organizational Commitment, Employee Retention</p> <p>9. Predictive HR Analytics Human Capital Data, Analysis versus Prediction, Predictive Modelling, Dependent & Independent Variables, HR Analytics & HR Strategy</p>
Assessment	Graded: Written Exam back to overview

Business Communication 2	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 2 nd Semester
ECTS Credits	2 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	60
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester

Course Coordinator/Instructor	Bronwyn Wiebecke Email: bronwyn.wiebecke@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competence:</p> <ul style="list-style-type: none"> • Students will improve their English language skills while increasing their knowledge of basic business terminology, as well as terminology connected to marketing • Students will understand the role of business communication in marketing • Students will demonstrate best practices for personal branding • Students will demonstrate best practices for business communication skills. • Students will write and present persuasively. <p>Methodological competence:</p> <ul style="list-style-type: none"> • Students will analyze and discuss different business topics business using appropriate vocabulary connected to marketing and strategy. <p>Social competence:</p> <ul style="list-style-type: none"> • Students will interact in English for various purposes and with different types of audiences. <p>Personal competence:</p> <ul style="list-style-type: none"> • Students will improve self-confidence using spoken and written English in intercultural business situations.
Contents:	<p>The topics covered will be of recent/current interest in a global context. The course Business Communication 2 will include:</p> <ul style="list-style-type: none"> • the role of communication in self-branding/self-marketing and employability aspects such as CV, cover letter writing, job interview) • advanced persuasive writing skills • advanced persuasive presentation skills
Assessment	Graded: Continuous Assessment back to overview

Business Processes and ERP Systems	
Study Program	B.Sc.
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	
Total hours of study	150
Type/Teaching Method	lecture and laboratory
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Manfred Estler E-mail: manfred.estler@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	Mathematics, Statistics, Microeconomics
Course learning objectives:	<p>The students learn to design a business process using a state-of-the-art ERP system and understand the basic ideas of business process management. They also become familiar with the theoretical basis of modern quality management and will be able to apply a wide range of quality management methods within an enterprise context.</p> <p>Since both aspects are closely connected with various kinds of processes within a company, students gain a comprehensive understanding of all these processes.</p> <p>Furthermore, it will be discussed how the two topics of Enterprise Resource Planning and quality management can contribute to the implementation of the Sustainable Development Goals of the United Nations. In order to be able to master major aspects of a comprehensive process understanding in an international context, one part of the module will be held in English, the other in German.</p>
Learning outcomes of the course	At the end of the course, students will have gained the following competencies:



	<p>Professional competencies: Acquisition of theoretical basic knowledge of modern ERP systems as well as knowledge about its essential functions and typical application within companies.</p> <p>Methodological competencies: At the end of the course, students will be able to describe the relationship between business process management and the applied ERP system.</p> <p>At the end of the lab sessions, students will have gained the following competencies:</p> <p>Practical competencies: During a detailed case study, students will learn the comprehensive application skillset for the SAP ERP system</p>
Contents:	<ul style="list-style-type: none"> • Business processes and business process modelling • Fundamentals of modern ERP systems • Introduction to the ERP system SAP ERP with special focus on important logistics processes • Introduction to selected topics in information technology (e.g. Advanced Planning and Scheduling for Supply Chain Management, Customer Relationship Management, e-Business, etc.) • New trends: service oriented architectures, web services, SAP Netweaver, SAP S4/HANA, etc. • Introduction to sustainable Supply Chain Management and green logistics <p>In addition, the lecture will discuss two aspects with regard to sustainability: 1) How do ERP software vendors support their customers in developing their business model towards sustainability and CO2 neutrality? 2.) How can the operation of the required IT components be made more environmentally friendly, e.g. through appropriate energy-saving measures?</p>
Assessment	Graded: Written exam, Continuous Assessment back to overview

Advanced Mathematics III (Scientific Computing, Machine Learning and Data Analytics)	
Study Program	B.Sc.
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	150
Type/Teaching Method	Lecture with exercises

Courses included in the module	<ul style="list-style-type: none"> • Scientific Computing • Machine Learning and Data Analytics
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Volker Reichenberger Email: volker.reichenberger@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	Mathematics skills and knowledge of programming in Python
Course learning objectives:	Competencies in applied mathematics and the basics of machine learning, artificial intelligence and data analytics, including the ability to apply methods using software. Scientific Computing: <ul style="list-style-type: none"> • Matrix Analysis • Numerical Mathematics Machine Learning and Data Analytics: <ul style="list-style-type: none"> • Machine Learning with Python • Data Analytics with Python
Contents:	Scientific Computing: <ul style="list-style-type: none"> • Matrix Analysis • Eigenvalue problems • Numerical Integration • Numerical solution of matrix problems • Numerical solution of ordinary differential equations • Fast Fourier Transform Machine Learning and Data Analytics: <ul style="list-style-type: none"> • Supervised Learning with Python: k-NN, neural networks, support vector machines, boosting, bagging • Unsupervised learning • Data analytics: applying descriptive statistics with Python, visualisation
Assessment	Graded: Written exam back to overview

Macroeconomics	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4 / 40
Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Bodo Herzog Email: bodo.herzog@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	Mathematics, Statistics, Microeconomics
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • The students can critically discuss the relevance and limitations or macroeconomic models; apply mathematical models in economics; understand model implications in specific economic situations; calculate and analytically derive model outcomes; MATLAB <p>Methodological competences:</p> <ul style="list-style-type: none"> • Gather data and empirically test and validate models; synthesize complex quantitative information for professional presentations; transfer and apply theoretical knowledge to real-life settings. Improve the ability to work in an analytical consistent and rigorous way <p>Social competences:</p> <p>n/a</p>

	Personal competences: n/a The students will be able to think strategically, such as economists and mathematicians
Contents:	<ul style="list-style-type: none"> • What's Macroeconomics about? • Growth Theory (Dynamic Theory & Simulations; Differential Equations) • Business Cycle Theory (closed and open economy; exchange rates) • Monetary Economics and Fiscal Theory, including research developments • Monetary Policy, including research developments • Economics of European Monetary Union and European Central Banking • Advanced Issues and Debates
Assessment	Graded: Written exam back to overview

Principles of Corporate Finance	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	180
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Hans-Martin Beyer Email: hans-martin.beyer@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	Strongly recommended: Financial Accounting, Management and Cost Accounting

<p>Course learning objectives:</p>	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • Students will obtain fundamental understanding, competences, and skills in the field of corporate financial management and understand the connections to financial and management accounting. • Students will be able to identify the relevant approaches and variables of financial decisions in general. More specifically, they will understand, apply and assess approaches and methods of investment decision making. • They will be able to assess the theoretical and practical connections between e.g. investment decisions, cost of capital, capital structure, and financing instruments. • Students will be able to identify the basic instruments of corporate funding and to understand the underlying capital structure theory and practice. They are enabled to critically discuss concepts applied in practice and acquire the ability to transfer theoretical knowledge into real-life situations. <p>Methodological competences:</p> <ul style="list-style-type: none"> • Students will develop and further enhance their critical thinking and problem-solving skills in addition to analytical skills particularly in the fields of financing and investment decision making. • They will be able to apply and connect skills obtained in previous courses like M1.2, M3, M8, M10.1. <p>Social/personal competences:</p> <ul style="list-style-type: none"> • Through the interactive nature of the module elements, students will develop their respective terminology and refine their professional communication competences.
<p>Contents:</p>	<ol style="list-style-type: none"> 1. Financial Management Basics (finance definitions, finance functions, financial goals, stakeholders, financial planning, financial default) 2. Investment Decisions (types of Investments, Fisher separation theorem, methods of investment appraisal / capital budgeting under certainty - NPV, IRR, Payback/amortisation methods, methods, methods of addressing uncertainty in investment decisions e.g. sensitivity analysis) Cost of Capital and Risk (Measuring Risk, Portfolio theory, asset pricing models eg. CAPM, calculation of WACC, alternative approaches of Dividend Policy, Capital Structure theory and practical considerations) 3. Management of Corporate Capital (overview on financing options, sources / instruments of equity e.g. IPO/SPO, VC/PE, sources / instruments of debt financing e.g. bonds, bank loans, alternative approaches e.g. leasing, factoring, ABS)

	4. Financial Risk Management with Derivatives
Assessment	Graded: Written exam back to overview

Management Accounting and Control	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	120
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Michel Charifzadeh Email: michel.charifzadeh@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	Strongly recommended: Financial Accounting, Management and Cost Accounting
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • Students will have an enhanced understanding and insight into applying concepts, instruments, and techniques of management accounting and control for implementing strategic goals. • In the first part, students will understand the role of the controller in a corporation and recognize ethical aspects of accounting. Then, students will acquire the ability to set up an operating as well as a financial budget independently.

	<ul style="list-style-type: none"> • In parallel, they will be able to critically discuss behavioral implications of the budgeting process. A major part of the course is dedicated to performance measurement. Students will acquire the skills to measure financial performance of a business firm in various ways. • They will be able to identify financial drivers as well as being able to re-late them to operational drivers. • By learning from real-life examples, students will gain insight in how performance measurement systems are applied in companies and how they help implementing strategies. • Students will be able to reveal the shortcomings and weaknesses of management control systems, and they will be able to develop solutions to these shortcomings. <p>Methodological competences:</p> <ul style="list-style-type: none"> • Students will develop critical thinking and problem-solving skills in addition to analytical skills. • They will be able to critically discuss concepts applied in practice and acquire the ability to transfer and apply theoretical knowledge to real-life situations. <p>Social competences:</p> <ul style="list-style-type: none"> • Through the interactive nature of the course, students will refine their oral and written communication skills. Besides, students will improve their ability to work in teams under time pressure. <p>Personal competences:</p> <ul style="list-style-type: none"> • Students will be equipped with the necessary knowledge and competences to resume a role in a management control function in an inter-nationally operating firm and become a valuable partner for operating and financial managers
Contents:	<ul style="list-style-type: none"> • Introduction to management accounting and management control • The role of a controller in a corporate function • Ethical challenges in management accounting and control • The budgeting process, operating budgets, financial budgets • Controllability and responsibility centers • Performance measurement with financial statements • Key financial ratios • Shareholder value analysis, cost of capital and value based management • Strategic management accounting with the balanced scorecard • Advanced topics in management accounting and control
Assessment	Graded: Written exam back to overview

Industrial Engineering	
Study Program	B.Sc.
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	120
Type/Teaching Method	Lecture and small project work, laboratory
Language of instruction	English
Frequency	Every Semester
Courses included in the module	<ul style="list-style-type: none"> • Industrial Engineering • Laboratory Industrial Engineering
Course Coordinator/Instructor	Prof. Dr. Jochen Hartung
Restrictions (if applicable)	Limited capacities may apply
Prerequisites:	Fundamentals of Engineering, Fundamentals of Business, Higher Mathematics and Statistics
Course learning objectives:	<p>Class Industrial Engineering</p> <p>Students learn to design, realize and optimize industrial work systems for different enterprise environments.</p> <p>Upon successful completion, students will have developed the following competencies:</p> <ul style="list-style-type: none"> • Subject-specific competencies: Understanding foundations of work place and work system design and systematically develop production and work systems. Understand the interconnections of economic, organizational and technical aspects of work systems as well as chances and risks of innovative methods and tools of advanced industrial engineering and the digitalisation. • Methodological competencies: Applying typical methods and tools of industrial engineering.

	<ul style="list-style-type: none"> • Specialised and practical competencies, skills and abilities: Students focus at work place and work system design on sustainable and social aspects, e. g. inclusion of handicapped people in the work environment. • Social competencies: The social competence is developed in small projects during the semester in which the students work together. <p>Normative competencies: Students recognize the importance of human-centred and sustainable forms of work systems.</p>
<p>Course learning objectives:</p>	<p>Laboratory Industrial Engineering</p> <p>Students learn to design, realize and optimize industrial work systems with specific hands-on methods, e. g. cardboard engineering and digital twins. Upon successful completion, students will have developed the following competencies:</p> <ul style="list-style-type: none"> • Subject-specific competencies: Students design work spaces and systems with hands-on-methods and on digital twins. • Methodological competencies: Applying specific methods and tools of industrial engineering to test and assess different solution for the same planning purpose. • Specialised and practical competencies, skills and abilities: Students focus at work place and work system design on sustainable and social aspects, e. g. inclusion of handicapped people in the work environment. • Social competencies: The social competence is developed in small lab projects during the semester in which the students work together. <p>Normative competencies: Students recognize the importance of human-centred and sustainable forms of work systems.</p>
<p>Contents:</p>	<p>Class Industrial Engineering</p> <p>Design, planning and optimization of changeable work systems</p> <ul style="list-style-type: none"> • Introduction • Production and work systems • Time determination and measurement systems • Part lists and working plan • Work place design, ergonomics and environmental influences • Physical work load and stress • Work place analysis • Motivation • Industry 4.0 • Hybrid working systems • Technical assistance systems <p>Digital Engineering – holistic approach, overview, examples and demonstrations, digital twin at work place design</p>
<p>Contents:</p>	<p>Laboratory Industrial Engineering</p>

	<ul style="list-style-type: none"> • Cardboard Engineering. • Digital twin for work place and ergonomic design. Digital tools for workplace ergonomics improvement.
Assessment	Graded: Written exam, project back to overview

Operational Planning and Optimization (Operations Research, Operations Management Systems, Project Management)	
Study Program	B.Sc.
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	120
Type/Teaching Method	Lecture and small project work, laboratory
Language of instruction	English
Frequency	Every Semester
Courses included in the module	<ul style="list-style-type: none"> • Operations Research • Operations Management Systems • Project Management
Course Coordinator/Instructor	Prof. Dr. Günter Bitsch
Restrictions (if applicable)	Limited capacities may apply
Prerequisites:	Mathematics skills
Course learning objectives:	<ul style="list-style-type: none"> • Knowledge of the structure, operation and optimization of planning systems • The ability to analyze, evaluate and optimize processes or process parameters, in particular by using mathematical methods



	<ul style="list-style-type: none"> The ability to holistically manage projects based on different standards and techniques
Contents:	<p>Laboratory Industrial Engineering</p> <ul style="list-style-type: none"> Cardboard Engineering. Digital twin for work place and ergonomic design. <p>Digital tools for workplace ergonomics improvement.</p>
Assessment	Graded: Written exam
Operations Research	
Lecturers name; contact details see ESB-website	Prof. Dr. Volker Reichenberger
Teaching language	English
Credits (ECTS)	2
Total work load	60 hours
Contact hours per week	2 HPW
Learning outcomes	<p>Students are able to build elementary mathematical models for optimization problems and to apply established solution methods to these problems.</p> <p>They can apply their knowledge for scientific research as well as for practical purposes in engineering applications.</p> <p>They are able to judge the quality of mathematical models and of solutions provided by computer programs. They know about the possibilities of modelling as well as their shortcomings.</p>
Graded/ungraded	Graded
Course-specific contribution to AoL Competence Goals	<ul style="list-style-type: none"> Competence Goal 1.1: introduced (Students get familiar with English notions from operations research.) Competence Goal 4.1: introduced (Students learn to solve complex practical optimization problems using mathematical methods.) Competence Goal 5.1: reinforced (Students are familiar with advanced mathematical and statistical concepts and are able to apply them to problems in economics and engineering) Competence Goal 6.1: introduced (Students are able to apply advanced digital tools for collaboration, analysis and communication and/or are able to apply knowledge regarding digital aspects of economics and engineering)
Contents/ Indicative syllabus	<ul style="list-style-type: none"> Linear problems and linear programming Special linear problems (transportations problems etc.)

	<ul style="list-style-type: none"> • Graph-based problems • Simulation methods
Teaching and learning methodology	Lecture with exercises
Miscellaneous	---
Indicative reading list	<ul style="list-style-type: none"> • Hillier, Liebermann: Introduction to Operations Research. McGrawHill 2020
Operations Management Systems	
Lecturers name; contact details see ESB-website	Prof. Dr. Günter Bitsch
Teaching language	English
Credits (ECTS)	2
Total work load	60 hours
Contact hours per week	2 HPW
Learning outcomes	<ul style="list-style-type: none"> • Technical competencies: Students get to know IT application systems in different areas (ERP, CRM, BI). • Methodological competencies: Students learn procedures and methods for the selection, operation, and improvement of user acceptance of IT application systems. • Social competencies: Students work in small groups on application-related tasks with state-of-the-art real-life applications in various roles. • Personal competencies: Students learn to work on operational tasks with real-life applications and to critically evaluate the use of these systems in terms of technology, economic benefit, and user acceptance.
Graded/ungraded	Graded
Course-specific contribution to AoL Competence Goals	<ul style="list-style-type: none"> • Competence Goal 1.1: reinforced (The language of the lecture is English, thus improving the language skills of the student.) • Competence Goal 4.1: introduced (Students get to know different operational application systems and can courseify them concerning the different phases of selection, implementation, and operation) • Competence Goal 6.1: reinforced students are able to apply advanced digital tools for collaboration, analysis and communication and/or are able to apply knowledge regarding digital aspects of economics and engineering)
Contents/ Indicative syllabus	<ul style="list-style-type: none"> • Basics of Operations Management Systems • ERP (Selection, Implementation, Operation)



	<ul style="list-style-type: none"> • Business Intelligence and Business Analytics • CRM • SCM • SAP S/4 Hana Business Case
Teaching and learning methodology	Lecture, group collaboration and exercises
Miscellaneous	---
Indicative reading list	<ul style="list-style-type: none"> • Alpar, Paul, et al. Anwendungsorientierte Wirtschaftsinformatik: Strategische Planung, Entwicklung und Nutzung von Informationssystemen. Springer, 2019. • Hansen, Hans Robert, et. al. Wirtschaftsinformatik. Walter de Gruyter, 2019 • Gronau, Norbert. Enterprise resource planning: Architektur, Funktionen und Management von ERP-Systemen. Oldenbourg, 2010 • Laudon, Kenneth C., Laudon, Jane Management Information Systems: Managing the Digital Firm, 16th Edition. Pearson, 2020
Project Management	
Lecturers name; contact details see ESB-website	NN
Teaching language	English
Credits (ECTS)	2
Total work load	60 hours
Contact hours per week	2 HPW
Learning outcomes	<p>Upon successful completion, students will have developed the following competencies:</p> <ul style="list-style-type: none"> • Subject-specific competencies: Students have developed the basic competencies in project management such as project definition and evaluation; planning and scheduling; resource selection, communication and feedback issues and cultural considerations. • Methodological competencies: Students have the ability to analyse project processes and use methods and systems to plan, schedule and monitor projects. • Specialised and practical competencies, skills and abilities: Students deepen their practical skills in the field of project management by applying all subject specific competencies in a project example in small teams in the lecture.

	<ul style="list-style-type: none"> • Social competencies: Students perform effectively as a team member while having also developed basic project leadership skills within a project team. • Normative competencies: Students increase personal and work effectiveness in communication and interaction in teams as well as become aware of complexity of working within a project team.
Graded/ungraded	Graded
Course-specific contribution to AoL Competence Goals	<ul style="list-style-type: none"> • Competence Goal 1.1: reinforced (Students get familiar with specific terms from the field of project management. They are constantly able to practice their written and oral language skills in English). • Competence Goal 2.1: reinforced (Students get familiar with specific aspects of international project management to understand different management approaches and team developing strategies.) • Competence Goal 3.1: introduced (Students learn that project management also means to discuss ethical issues depending on the project subject. In addition they learn that the management of projects is influenced by ethical conventions of the company and the project environment.) • Competence Goal 4.1: reinforced (Students get the ability to analyse processes, methods and systems used to plan, schedule and monitor projects. They will have developed the basic competencies in project management such as project definition and evaluation, planning and scheduling, resource selection and communication.)
Contents/ Indicative syllabus	<ul style="list-style-type: none"> • Introduction to Project Management • Project Selection • Project Life Cycle and Organisation • Project Goals and the Project Manager • Develop Project Charter and A3 • Project Integration Management • Project Scope Management • Project Time Management • Project Cost Management • Project Quality Management • Project Human Resource Management • Project Communication Management • Project Procurement Management • Project Executing • Project Monitoring & Controlling • Project Closing
Teaching and learning methodology	Lecture with interactive workshops

Miscellaneous	back to overview
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Strategic Management Essentials	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Florian Kapmeier Email: florian.kapmeier@reutlingen-university.de
Restrictions (if applicable)	Limited capacities may apply
Prerequisites:	n/a
Course learning objectives:	<p>This course draws on a wide range of perspectives to explore the roots of long term competitive advantage in organizations. Using a combination of learning about strategic management concepts and tools, cases, readings and, most importantly, lively discussion, the course will explore the ways in which companies can differentiate themselves from others. Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • Students are introduced to the principles of strategic management. • They will develop an understanding of the key concepts and principles of strategy formulation and competitive analysis • Students learn about how long term advantage is built from first-mover advantage, increasing returns, and unique organizational competences.



	<ul style="list-style-type: none"> • They will be able to critically discuss strategic management concepts applied in practice and acquire the ability to transfer and apply theoretical knowledge to real-life situations. <p>Methodological competences:</p> <ul style="list-style-type: none"> • Students will develop an understanding of the basic concepts and terminology used in strategic management, in particular, a clear understanding of the key concepts and principles of strategy formulation and competitive analysis, thus identifying opportunities and threats as well as strengths and weaknesses in the operating environment of organizations. • They develop an understanding of useful analytical skills, tools, and techniques for analyzing companies strategically, recognizing that no one strategic solution for an organization is necessarily correct. <p>Social competences:</p> <ul style="list-style-type: none"> • Students will improve their oral and written communication skills because of the interactive nature of the course and through the analysis and reporting of case situations. • Through teamwork on mini cases under time pressure and diversity in class, students will develop social and intercultural skills, including giving and receiving feedback. <p>Personal competences:</p> <p>Students will improve their oral and written presentation skills through the analysis and reporting of case situations and their analytical and problem-solving skills and their ability to think critically and strategically.</p>
<p>Contents:</p>	<ul style="list-style-type: none"> • Strategic Management: characteristics, strategic choice (Blue Oceans), strategy development • Company environment: market-based view, macro-environment, competitors, opportunities and threats • Strategic capability: resource-based-view, resources and competences, dynamic capabilities, organizational learning, strengths and weaknesses • Business level strategy: strategic business units, bases of competitive advantage, sustaining competitive advantage (Delta model), competition and cooperation, game theory • Corporate level and international strategy: product/market diversity, international diversity and international strategy • Methods of strategy development: directions for strategy development, methods of strategy development • Organizing for success: organizational forms, processes (Balanced Scorecard and Strategy Maps), relationships • Enabling success: managing people, managing information, managing finance, managing technology • Managing strategic change: change and change management, levers for managing strategic change

	<ul style="list-style-type: none"> Understanding strategy development: intended strategy development, emergent strategy development
Assessment	Graded: Written exam back to overview

Project Management	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Florian Kapmeier Email: florian.kapmeier@reutlingen-university.de
Restrictions (if applicable)	Limited capacities may apply
Prerequisites:	n/a
Course learning objectives:	<p>This course aims to introduce and train students in managing projects, and especially dealing with complexity in projects. Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> Students will learn about theory, methods, and quantitative tools that are applied to effectively plan, organize, and control projects, and about efficient techniques for managing projects. Students will understand the theory underlying the methods and the tools of project management, incl. work breakdown structure (WBS), Critical Path Method (CPM), Critical Chain Method, Programme Evaluation and Review Techniques (PERT), and Project Risk Management, among others.

	<p>Methodological competences:</p> <ul style="list-style-type: none"> • Students will develop mechanisms of problem-solving and apply them to project management business cases. • They will develop competences to assimilate new knowledge alone or in a group with the support of state-of-the-art textbooks, apply the methods and tools to real-project management challenges and understand their limitations. <p>Social competences:</p> <ul style="list-style-type: none"> • Students will improve their intellectual skills including soft, social, communication, mathematical, analytical, synthesizing and problem-solving skills. As students work primarily in teams they benefit from their team members' skills: students will strengthen their social competence through cooperating with each other, by managing conflicts and giving and receiving feedback. • Students will also obtain an appreciation for organizational and human aspects in project organizations and project manager soft skills and typical profiles. <p>Personal competences:</p> <ul style="list-style-type: none"> • Students will gain personal confidence by building up knowledge, skills and capacities to approach managerial challenges in general and in managing projects in particular. • They also learn how to present logical and convincing arguments.
Contents:	<ul style="list-style-type: none"> • Introduction to project management • Projects in the organizational structure • Challenges in managing international projects • Project activity and risk planning • Project budgeting: costs and risks • Project scheduling: network techniques • Resource allocation • Project monitoring, project control, project auditing • Project termination
Assessment	<p>Graded: Written exam/continuous assessment back to overview</p>

English 2 and Intercultural Competencies	
Study Program	B.Sc.

Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	3
Total hours of study	90
Type/Teaching Method	Lecture and small project work, laboratory
Language of instruction	English
Frequency	Every Semester
Courses included in the module	<ul style="list-style-type: none"> • English 2 • Intercultural competencies
Course Coordinator/Instructor	Prof. Dr. Niamh O'Mahony
Restrictions (if applicable)	Limited capacities may apply
Prerequisites:	none
Assessment	Continuous Assessment, project work
English 2	
Lecturers name; contact details see ESB-website	Mark Hyland
Teaching language	English
Contact hours per week	2 SWS
Learning outcomes	<p>The students will develop and deepen their language skills through individual and group work, discussions, and role-plays with a focus on extending their business vocabulary and particularly improving their written English skills.</p> <ul style="list-style-type: none"> • Professional competencies: Students will be able to communicate spontaneously and fluently. Communication with a native speaker should be possible without any strain from both sides. This level corresponds to B2 of the Common European Framework.



	<ul style="list-style-type: none"> • Methodological competencies: Students will be able analyze, synthesize, argue, conclude, and write freely in the English language. • Multidisciplinary skills: At this level, students are able to grasp the main ideas of a complex text on topics relevant to their studies. They are able to create a clear, detailed text on a wide range of subjects related to their field, and explain their point of view and present the advantages and disadvantages of different options. Students are capable of critical, analytical, and creative thinking. <p>Personal skills: Students will develop greater self-confidence through improved self-expression in English.</p>
Graded/ungraded	Graded
Contents/ Indicative syllabus	Thorough preparation for an efficient and confident application of the English language in the technical-commercial area. Subject-specific grammar and vocabulary are repeated and new vocabulary is practiced. Students writing skills are honed to ensure clear written business communication.
Teaching and learning methodology	Seminar lecture with practical role-playing, simulations, and intensive and interactive language training with a focus on transferable skills
Miscellaneous	---
Intercultural Competencies	
Lecturers name; contact details see ESB-website	Prof. Dr. Hazel Grünewald
Teaching language	English
Contact hours per week	1 SWS
Learning outcomes	<p>Raising awareness of foreign cultures and behaviour patterns is the primary aim of the class. After this class students should be in the position to:</p> <ul style="list-style-type: none"> • Evaluate the influence of intercultural differences in international business relationships and adapt their behaviour according to these differences. • Prepare themselves appropriately in advance for new intercultural situations. <p>After successful completion of this course the students should have gained the following knowledge and developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • knowledge and application of current intercultural management concepts and approaches; competence to analyse the influence and the consequences of cultural differences in specific international business situations <p>Methodological competencies:</p>

	<ul style="list-style-type: none"> • problem-solving skills (how to use theoretical concepts to solve problems in case studies) <p>Social competencies:</p> <ul style="list-style-type: none"> • advanced presentation and teamworking skills (through group discussions and group presentations) • basic competence to interact successfully in an intercultural business environment <p>Personal competencies:</p> <p>awareness of their own cultural profile, the individual strengths and weaknesses in intercultural business situations</p>
Graded/ungraded	Graded
Contents/ Indicative syllabus	Fundamentals of intercultural communication; approaches to intercultural management, culture-specific examples, intercultural communication and management in practice
Teaching and learning methodology	Lecture, discussions, case studies, videos, E-Learning, simulations and exercises.
Miscellaneous	--- back to overview

International Business Communication	
Study Program	B.Sc. International Business
Study level and semester	Bachelor, 3 rd Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Yoany Beldarrain, Ph.D. Email: yoany.beldarrain@reutlingen-university.de

Restrictions (if applicable)	n/a
Prerequisites:	B2 level In English language
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competence:</p> <ul style="list-style-type: none"> • Students will apply extended business and economics-related terminology in scenarios and discussions. • Students will integrate and demonstrate best practices for effective and ethical business communication skills when dealing with difficult work situations. • Students will demonstrate highly effective presentation skills. <p>Methodological competence:</p> <ul style="list-style-type: none"> • Students will discuss the impact of cultural dimensions and leadership styles on communication • Students will analyze, synthesize and evaluate business topics using verbal and written business English. • Students will apply communication methods and techniques best suited for specific business scenarios. <p>Social competence:</p> <ul style="list-style-type: none"> • Students will apply networking and teambuilding skills within an intercultural context. • Students will collaborate with peers from various cultural backgrounds to problem-solve business scenarios. <p>Personal competence:</p> <ul style="list-style-type: none"> • Students will confidently use the English language for different purposes, including business situations. • Students will attain the skills necessary to do an internship semester in an English-speaking program.
Contents:	<p>The International Business Communication course incorporates topics of recent/current interest around the globe. Topics from economics, finance, politics, etc., are all examined through the lens of effective communication for international business purposes. The course builds on skills previously learned in Business Communication 1 and 2, thus underscoring the dynamics at play in a communication act.</p>

	<ol style="list-style-type: none"> 1. Describe the Weaver & Shannon model 2. Define & recognize semantic noise 3. Describe the NLP Meta model 4. Compare processing capabilities of subconscious/unconscious vs conscious mind 5. Define unconscious cognition 6. Reflect upon own personal preferences and cultural background that influence communication 7. Define & identify the basic leadership styles & how BC may be influenced 8. Identify and discuss traits of a micromanager & typical BC problems associated with micromanagers 9. Identify and discuss the different types of power 10. Solve BC communication problems as represented in different work scenarios involving international teams 11. Identify the 7 C's of communication 12. Identify & use the 5 stages of listening 13. Reflect upon own personal cultural competence and how it may influence communication 14. Identify and discuss predominant leadership styles based on cultural dimensions 15. Identify & discuss the impact of current BC trends 16. Identify and discuss relevant communication elements as reflected in corporate reputation. 17. Assess what is meant by ethical communication 18. Differentiate between the components of Redding's (1996) typology of unethical organizational communication 19. Understand the four phases of the feminist perspective of organizational communication ethics proposed by Mattson and Buzzanell (1999) 20. Understand the importance of crisis communication. 21. Understand and analyse examples of Benoit's Image Repair Theory 22. Understand and discuss the applicability of the Cocreational Model (Botan) in strategic communication. 23. Compare actions vs reactions, proactive vs reactive BC 24. Identify benefits of open & clear BC 25. Compare/contrast the 5 management styles for handling conflict as per Thomas-Kilmann 26. Choose the proper communication channel, mode, tone, register when dealing with a difficult situation 27. Critically analyse and evaluate a current event/business case as it relates to international BC dynamics (written and oral form)
Assessment	Graded: Continuous assessment back to overview

Intercultural Negotiations	
Study Program	B.Sc. International Business
ECTS Credits	2 ECTS Credits
Hours per week / total contact hours	30 hours block seminar (equivalent to 2 hours per week)
Total hours of study	60
Type/Teaching Method	Block-seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Yoany Beldarrain, Ph.D. Email: yoany.beldarrain@reutlingen-university.de
Restrictions (if applicable)	n/a
Prerequisites:	B2 level In English language
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competence:</p> <ul style="list-style-type: none"> • Students will demonstrate highly effective negotiation skills face-to-face as well as virtually. • Students will use technology tools for virtual teaming. <p>Methodological competence:</p> <ul style="list-style-type: none"> • Students will discuss the impact of cultural dimensions on intercultural negotiations both, virtual and f2f. • Students will apply communication methods and techniques to adapt their own communication style in an intercultural negotiation, virtual and f2f. <p>Social competence:</p> <ul style="list-style-type: none"> • Students will collaborate with peers from various cultural backgrounds to problem-solve intercultural negotiation scenarios, virtual and f2f. <p>Personal competence:</p> <ul style="list-style-type: none"> • Students will confidently use the English language for negotiations.
Contents:	<ol style="list-style-type: none"> 1. Recognize and use specific negotiation language 2. Understand key steps to take before, during, and after the negotiation event

	<ol style="list-style-type: none"> 3. Explore the Bargaining Zone model, ZOPA & BATNA 4. Compare/contrast negotiation styles across cultures 5. Distinguish between cultural differences/similarities that might influence negotiations/business communication and adapt accordingly. <ol style="list-style-type: none"> 1. Discuss key elements of successful intercultural negotiations 2. Reflect upon own negotiation style in connection to cultural background 3. Identify and use best practices for virtual teaming 4. Utilize techniques for moderating a virtual meeting 5. Utilize Adobe Connect or Zoom effectively 6. Identify potential conflicts within virtual teams and prevent them.
Assessment	Graded: Continuous assessment back to overview

Advanced Logistics Technology and Automation	
Study Program	B.Sc.
Study level and semester	Bachelor
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Wolfgang Echelmeyer E-Mail: Wolfgang.Echelmeyer@Reutlingen-University.DE
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	Target of the lecture is a basic understanding of material handling in production and logistics processes. Starting with handling of parts in production lines, and with storing and shipping in warehouses or distribution centers.

	<p>Students are able to understand and analyze basics and advanced state of the art technical logistics systems.</p> <p>Learning outcome:</p> <ul style="list-style-type: none"> • Knowledge about logistics equipment and automated systems, robotics and handling technologies. • Mapping and analysis of material and information flow <p>Knowledge about different transport systems including Automated Guided Vehicles (AGV)</p>
Contents:	<ul style="list-style-type: none"> • Robot systems • Handling technologies • Automated Guided Vehicle (AGV) • Sorting technologies and distribution centers • Autonomous material handling systems
Assessment	Tba. back to overview

Advanced Production Technology	
Study Program	B.Sc.
Study level and semester	Bachelor
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	90
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Dominik Lucke
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Knowledge in Manufacturing Engineering and Processes

Course learning objectives:	<p>Professional competencies:</p> <ul style="list-style-type: none"> • Knowledge of the advanced production technologies • Knowledge of operation and maintenance principles of machines and equipment <p>Interdisciplinary competences:</p> <ul style="list-style-type: none"> • Assessment of production technology and the corresponding processes and their basic functionalities <p>Social competences, key competences:</p> <ul style="list-style-type: none"> • Assessment of the areas of application of production technologies according to sustainability and health hazards aspects <p>Personal Competences:</p> <p>Holistic assessment of different production technologies and knowledge of maintenance principles</p>
Contents:	<ul style="list-style-type: none"> • Advanced production technologies and current trends (e.g. additive manufacturing 3D printing, laser processing, production of fiber reinforced plastics components, bonding) • Operation and maintenance of machines
Assessment	Tba. back to overview

Business Economics	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th Semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	180
Language of instruction	English
Frequency	Every Semester
Courses included in the module	<ul style="list-style-type: none"> • Controlling and Corporate Governance • Legal Aspects of International Business Transactions
Course Coordinator/Instructor	Prof. Dr. Andreas Taschner

Learning outcome	The module familiarizes students with the basic principles of doing business in an international environment. Students will understand the principles of Controlling and Corporate Governance in an international business environment as well as legal problems arising in the area of international business.
Prerequisites:	none
Assessment	Written Exam (1hr.) & Project Work
Controlling and Corporate Governance	
Lecturers name; contact details see ESB-website	Prof. Dr. Andreas Taschner
Teaching language	English
Contact hours per week	2 SWS
Learning outcomes	<p>The course familiarizes students with the basic concepts and tools of management accounting and focuses on their use in an international manufacturing environment. Special emphasis is put on the influence of different governance models on business management and management accounting.</p> <p>After successful completion of this course the students should have gained the following knowledge and developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • understand basic management accounting concepts and apply them in real-life examples • understand relevance of different governance models in business life and discuss their impact on management and management accounting <p>Methodological competencies:</p> <ul style="list-style-type: none"> • transfer theoretical management accounting concepts to real-life applications • reflect strengths and weaknesses of different management accounting approaches and their applicability in business practice <p>Social competencies:</p> <ul style="list-style-type: none"> • co-operatively solve problems in small teams <p>Personal competencies:</p> <p>critically analyse conflicts between commercially attractive options and ethical behaviour</p>
Graded/ungraded	Graded

Contents/ Indicative syllabus	<p>Business organization and corporate governance</p> <ul style="list-style-type: none"> • Main dimensions of organizing a business entity • Corporate governance and its impact on management and management accounting <p>Management Accounting & Control (MAC)</p> <ul style="list-style-type: none"> • Goals of MAC • The typical MAC system • Institutional setup of MAC <p>Budgeting and planning</p> <ul style="list-style-type: none"> • Traditional budgeting • Alternative budgeting approaches <p>Cost management</p> <ul style="list-style-type: none"> • Cost accounting versus cost management • Modern cost management tools <p>Performance management</p> <ul style="list-style-type: none"> • Financial statements • Key performance indicators <p>Performance management systems</p>
Teaching and learning methodology	Lecture, case studies
Miscellaneous	---
Legal Aspects of International Business Transactions	
Lecturers name; contact details see ESB-website	Prof. Dr. Joachim Gschwinder
Teaching language	English
Contact hours per week	2 SWS
Learning outcomes	<p>On successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • reflect on the different approaches by different legal systems and attain an appreciation of how these different legal systems regulate international business transactions; • analyse some key principles of international law to gain an understanding of how it impacts on international business across a variety of legal jurisdictions; • analyse some public international law issues as they affect international business transactions; • apply private international law to specific issues affecting international business such as in identifying the choice of law applicable to



	international sales contracts, the formation and terms of international sales contracts.
Graded/ungraded	Graded
Contents/ Indicative syllabus	<ul style="list-style-type: none"> • Legal systems in the world • World Trade law • European Union law • International Sales • International Dispute Resolution
Teaching and learning methodology	Lecture, case studies
Miscellaneous	back to overview

Business Ethics	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	90
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Elizabeth Hofvenschioeld E-Mail: Elizabeth.Hofvenschioeld@Reutlingen-University.DE
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	Upon completion of this course, participants will have developed the following competencies:



	<p>Professional competencies:</p> <ul style="list-style-type: none"> • Knowledge, skills and capabilities for ethical decision making in a global business environment. Students will learn about the four steps for ethical decision making. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Knowledge and capability to transfer theoretical knowledge on given real problems in daily business life by going through 5 steps Ethics management applicable in all situations: <ol style="list-style-type: none"> a) Analysis of the situation given (by applying the theory of social systems and / or other analytic approaches) and identification of ethical issue b) Definition of the ethical problem c) Analysis of the (ethical and economic) arguments d) Evaluation and decision e) Implementation into the management systems <p>Social competencies:</p> <ul style="list-style-type: none"> • Improvement of communication skills by: Theory: introduction of basic knowledge of communication theories Practice: case studies in team work and class discussions • Improvement of digital skills by: Theory: introduction to digital ethics Practice: case studies in team work and class discussions <p>Personal competencies:</p> <ul style="list-style-type: none"> • Gain of personal confidence by getting knowledge, skills and capacities to approach ethical and moral problems occurring in their professional life. • Ambition and engagement are strengthened in team and class discussions. • Personal flexibility and autonomy are trained.
<p>Contents:</p>	<ul style="list-style-type: none"> • Definitions of terms in business ethics • Significance of ethics in modern global economy • Theory of social systems • Philosophical roots of business ethics (from Plato to Kant and to non-western ethics approaches) • Modern business ethics approaches (ethics of discourse, principle based ethics, ethics of governance, etc.) • Business ethics in the management triangle • Integrity, governance and compliance management • Guidelines, standards, ratings, and certifications in business ethics and CSR
<p>Assessment</p>	<p>Graded: written exam back to overview</p>

Business Research Methods	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	3
Total hours of study	150
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Anna Goeddeke E-Mail: anna.goedekke@reutlingen-university.de
Prerequisites:	n/a
Course learning objectives:	<p>This class provides students with opportunities to develop and demonstrate knowledge and understanding, qualities and skills in scientific research methods and applications. Students will be familiarized with scientific research methods. Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> Familiarize students with scientific research methods at all stages of the research process. This encompasses starting from an idea; stating a research question based on the ideas; developing specific aims and objectives of research; undertaking a literature review; select an appropriate methodology; devise data collection methods, followed by data gathering and data analyzing and finally drawing conclusions and complete a short write-up in form of a short essay. <p>Methodological competences:</p> <ul style="list-style-type: none"> Accomplishing an applied business research project; applying principles of research design and analysis to specific small scale business projects; evaluating appropriate research methods within a research project in form of a short essay; discussing and challenging research projects with peers. <p>Social competences:</p>

	<ul style="list-style-type: none"> Giving and receiving feedback; supporting peers throughout the research process, working effectively with others on projects, managing conflicts in groups; <p>Personal competences:</p> <ul style="list-style-type: none"> managing time and workload; improve own learning and performance; developing autonomy as a researcher; improving academic writing skills and developing skills of reflection.
Contents:	<ul style="list-style-type: none"> Introduction Research and Publication Process How to find literature How to write a research paper How to read an academic paper Causal vs Correlational research Statistical Methods: Multiple linear regression & comparing means Research Pitch & Common mistakes in bachelor the
Assessment	Written essay back to overview

Circular Economy	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th semester
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	120
Type/Teaching Method	Lecture
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Anja Braun
Restrictions (if applicable)	Admission capacity for this course is limited

Prerequisites:	-
Course learning objectives:	<p>After successful completion of the module students have acquired the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Apply theories to enable the shift from a linear model to a circular economy • Adopt and innovate new technical solutions to develop the environmental sector. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Transfer circular economy business concepts to real-life applications • Assess the technical possibilities of industrial, service, community, and primary production processes and systems to minimise environmental impacts <p>Social competencies:</p> <ul style="list-style-type: none"> • Co-operatively solve interdisciplinary challenges of circular economy value-added systems in small teams <p>Personal competencies:</p> <ul style="list-style-type: none"> • Understand the necessity of a circular economy • Critically reflect upon the circular economy concept
Contents:	<p>Based on the competences learned in semesters 1 to 6, students will generate an understanding of the the paradigm: decoupling economic growth from resource consumption. This includes the contents:</p> <ul style="list-style-type: none"> • Understand the guiding principles of the circular economy and relate it to neighboring concepts • Investigate what it takes to create products that are easy to repair, refurbish, remanufacture, repurpose, recycle or recover • Explain drivers and barriers for businesses to cooperate towards a circular economy • Gauge the macro-systemic effects of the transition towards a circular economy • Critically reflect upon the circular economy concept
Assessment	Lectures, group work, presentations back to overview

Digital Engineering	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th Semester
ECTS Credits	5 ECTS Credits

Hours per week / total contact hours	4
Total hours of study	150
Language of instruction	English
Frequency	Every Semester
Courses included in the module	<ul style="list-style-type: none"> • Digital Engineering • Digital Engineering Laboratory
Course Coordinator/Instructor	Prof. Dr. Jochen Hartung
Learning outcome	<p>The aim of this course is to provide a basic understanding of digital engineering.</p> <p>The module should enable the students to solve typical tasks of economic productions and to carry out economic feasibility studies.</p> <p>Basics of automation, communication networks and identification systems are taught. Based on this, projects are examined with regard to their feasibility and their economic efficiency in terms of the INDUSTRY 4.0 initiative. Using the fictitious laboratory project selected by the course as an example, some important phases are played through.</p> <p>On the one hand, this involves getting to know and handling digitization, including digital twins, and getting to know increasing self-intelligence of processes, i.e. the ability to develop complex system solutions, and on the other hand, the repositioning of humans within the reorganized processes.</p> <p>These considerations always include an optimization with regard to sustainability.</p>
Prerequisites:	Höhere Mathematik 3, Grundlagen der Elektrotechnik
Assessment	Continuous assessment, written exam (1 hour)
Digital Engineering	
Lecturers name; contact details see ESB-website	Prof. Dr. Jochen Hartung
Teaching language	English
Contact hours per week	2 SWS
Learning outcomes	<p>After the LV the students are</p> <ul style="list-style-type: none"> - aware of the basics of communication networks and are able to create decision bases,

	<ul style="list-style-type: none"> - aware of methods of digital engineering (e.g. digital twin, digital factory, digital engineering platforms, smart factory), - able to use typical tools of digital engineering (simulation, planning and product data management tools for product and process development), - aware of the basics of self-intelligent systems and processes and are able to evaluate them - able to build understanding and knowledge of modern, time-adapted production and project management methods. <p>Beside these professional competencies, the aim of the course is to build interdisciplinary competencies and professional qualifications:</p> <ul style="list-style-type: none"> - holistic assessment and application of the individual methods and tools of digital engineering - optimization of production processes with regard to their sustainability. <p>Social competencies, key competencies:</p> <ul style="list-style-type: none"> - assessment of the possibilities and limitations of digital simulation, planning and product data management tools and their applications <p>Personal skills:</p> <ul style="list-style-type: none"> - Holistic assessment of concurring methods
Graded/ungraded	Graded
Contents/ Indicative syllabus	<ul style="list-style-type: none"> -basics of communication networks - Networking paths - Self-intelligent systems / processes - Technical Track & Trace systems in production - Methods of digital engineering (e.g. Digital Twin, digital factory, digital engineering platforms, smart factory); - Digital engineering tools (simulation, planning and product data management tools for product and process development) - Collaborative Working Environments (CWE) - INDUSTRIE 4.0 adapted management methodology in production
Teaching and learning methodology	Lecture
Miscellaneous	---
Digital Engineering Laboratory	
Lecturers name; contact details see ESB-website	Prof. Dr. Jochen Hartung
Teaching language	English
Contact hours per week	2 SWS

Learning outcomes	Ziel ist ein Produktionsprojekt entsprechend Industrie 4.0 verstehen, planen und mit der neuen Methodik auch durchführen zu können. Die Studierenden sind nach der LV in der Lage: <ul style="list-style-type: none"> • die in der VL behandelten Systeme bzw. Teilsysteme sowohl im Verbund der Produktion zu nutzen als auch zu realisieren, • Kollaborativ zusammenzuarbeiten und Systeme auf Effizienz, Nachhaltigkeit und Wirtschaftlichkeit hin zu überprüfen
Graded/ungraded	Graded
Contents/ Indicative syllabus	Anwendung der Methoden und Werkzeuge des digitalen Engineerings für die aktuellen Produkte/Prozesse: <ul style="list-style-type: none"> • Industrie 4.0 • Digitaler Zwilling • Vernetzung, Daten- und Betriebssicherheit • Identifikationssysteme in Materialflusssystemen • Eigenintelligente Steuerungen und Systeme • Führungsmethodik im vernetzten Projekt
Teaching and learning methodology	Laboratory
Miscellaneous	--- back to overview

Human Resources	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th semester
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	120
Type/Teaching Method	Lectures with case studies, videos, group work, exercises, student presentations, and discussions
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Hazel Grünwald

Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	-
Course learning objectives:	<ul style="list-style-type: none"> Professional competencies: Understanding of key concepts, models, and practices within the field of HR such as workforce planning, recruiting, selection, performance management and development and cultural impact. Understanding of how theories can be used in practical applications. Methodological competencies: Competence to develop and answer a specific research question, to prepare a paper and a presentation according to scientific standards. The ability to stand back and view complex situations in perspective and to think critically about organizations and what happens in them. Social competencies: Presentation and teamwork skills (through group work and group presentations). Personal competencies: Awareness of the necessary skills to realize an academic project; competence to evaluate other student's academic projects and presentations.
Contents:	<p>The purpose of this course is to learn how to manage people in organizations. Understanding human resource management (HRM) is key to being an effective manager. This course uses an integrative approach to help students understand, predict, and influence how individuals behave at work.</p> <p>In addition, students will be provided with the tools to attract, select, and retain the right employees, while recognizing the role of the organization's culture and strategy and the impact of external forces. Real-world examples will be used to provide a relevant and rich learning experience.</p>
Assessment	Continuous Assessment and term paper back to overview

International Seminar on Finance & Accounting: International Financial Risk Management	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30
Total hours of study	120

Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester during the block week in April/November
Course Coordinator/Instructor	Samer Ajour El Zein E-mail: Samer.Ajour_el_zein@Reutlingen-University.DE
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites	n/a
Course learning objectives:	<p>Professional competencies: Students completing this course will have developed an understanding of International Financial Markets, as well as build strategies to hedge risk in the financial markets. Students will...</p> <ul style="list-style-type: none"> • Understand the Finance of International Management. • Conduct cases for international investments • Understand the process when growing business internationally. • Learn what a manager must know about the business financial information in international markets. • Learn the most relevant financial information used in globalized markets. • Make proper managerial decisions based on Financial Base. • Provide proper and adequate guidance and resources for addressing and managing projects in an international environment. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Prepare, structure and deliver analysis resulting from detailed re-view of case studies. • Apply frameworks to various scenarios. • Prepare, structure and deliver results and outcomes in team environments. • Balance a team approach to analysis while utilising individual skills. Be able to prepare and present a “pitch” to stakeholders. <p>Social competencies:</p> <ul style="list-style-type: none"> • Perform various roles in team tasks, identify their individual skills and apply them productively. • Deliver oral and written presentations in a business context in a professional and competent manner to peers. <p>Personal competencies:</p>

	<ul style="list-style-type: none"> • Apply sustainability frameworks and expanded awareness about global sustainability challenges to business situations. • Display confidence and professionalism, empathy and critical thinking. • Train system's thinking abilities to reframe and apply global challenges to local issues. • Use a professional, structured approach to dealing with internal and external stakeholders in any business context
Contents:	<p><u>Module 1: Foreign Exchange Markets and other major assets</u></p> <ul style="list-style-type: none"> • Functions and Structure of major assets • Market players • The Spot Market and the Forward Market <p><u>Module 2: The Futures Market and Options Market</u></p> <ul style="list-style-type: none"> • The Futures contracts: Preliminaries • Currency Futures Market • The Options contracts: Preliminaries • Hedging with Futures and Options <p><u>Module 3: International Capital Markets</u></p> <ul style="list-style-type: none"> • International Capital and Equity Markets: • International Credit, Debt, and Money Markets • Globalization and Market Integration • Country and Political Risk <p><u>Module 4: Hedging and Risk Management</u></p> <ul style="list-style-type: none"> • Risk Management and Hedging Strategies • Managing Economic and Translation Exposure • Foreign Direct Investment and Strategic Decisions
Assessment	Graded: continuous assessment back to overview

International Seminar on Marketing & Strategy: Managing Business Markets	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	3 ECTS Credits
Hours per week / total contact hours	2 / 30 (scheduled as a block – 1 week)
Total hours of study	120

Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester during the block week in April/November
Course Coordinator/Instructor	Joe Daly
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites	none
Course learning objectives:	<p>On successful completion of this module, a student will have developed the following competencies:</p> <p>Professional competencies:</p> <p>Students completing this course will have developed an understanding of Business to Business Marketing. Students will...</p> <ul style="list-style-type: none"> • Understand the difference of business to business marketing to business to consumer marketing. • Learn about the relationship management aspect of marketing. • Develop understanding about professional skills in account management and professional sales. • Develop business to business sales-force management skills <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Prepare, structure and deliver analysis resulting from detailed review of case studies. • Apply frameworks to various scenarios. • Prepare, structure and deliver results and outcomes in team environments. • Balance a team approach to analysis while utilising individual skills. Be able to prepare and present a “pitch” to stakeholders. <p>Social competencies:</p> <ul style="list-style-type: none"> • Perform various roles in team tasks, identify their individual skills and apply them productively. • Deliver oral and written presentations in a business context in a professional and competent manner to peers. <p>Personal competencies:</p> <ul style="list-style-type: none"> • Apply sustainability frameworks and expanded awareness about global sustainability challenges to business situations.

	<ul style="list-style-type: none"> • Display confidence and professionalism, empathy and critical thinking. • Train system's thinking abilities to reframe and apply global challenges to local issues. • Use a professional, structured approach to dealing with internal and external stakeholders in any business context.
Contents:	<ul style="list-style-type: none"> • Business Marketing Perspectives: Business Markets versus Consumer Goods Markets, Characteristics of Business Markets, Business Market Customers, Classifying Goods for the Business Market. International aspects of B2B. • The Organisational Buying Process: Buying Situations, International Forces Shaping Organisational Buying Behaviour. • Relationship Strategies for Business Markets: Differing Types of Relationships, Managing buyer-seller Relationships. • Segmenting in the Business Market: Requirements and Benefits, Bases for segmentation. • Managing Products for Business Markets: Managing Products in High Technology Markets, New Industrial Product Development, The Technology Adoption Life Cycle. • Pricing Strategy for Business Markets: Industrial Pricing Strategies and Tactics, Leasing. • Managing Business Marketing Channels: Functions and Purpose of the Channel; Participants in the Channel. • Business Marketing Communications: Advertising, Personal Selling, Sales Promotions, Public Relations, Direct Marketing & Supplementary Communications Tools. • The personal selling process, Characteristics and attributes of the effective salesperson, Buyer-seller interaction and relationship selling. Professional selling in an international environment. • The method of deliver of the module will be highly interactive and require a lot of group and individual interaction. It is important that the high standard of attendance is maintained so that students get the maximum benefit from the module and of course can provide support to their fellow group members.
Assessment	Graded: continuous assessment back to overview

Method Portfolio	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	3

Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Johanna Bath
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	-
Course learning objectives:	Students have knowledge in the field of Business Process Management
Contents:	<p>Professional Skills: Introduction to Business Process Management Challenges for BP in modern working environments Efficiency and Effectiveness Methods Getting to know of (management) methods to enhance creativity, innovation as well as value creation in interdisciplinary and cross-functional organizations (Lean Methods, Design Thinking, Agile Collaboration Methods, Swarm intelligence) Leading in diverse, agile and digital teams</p> <p>Methodological competencies: Getting to know the method sets connected to these professional skills as well as their advantages and disadvantages in application</p> <p>Social competencies: Workshop format in this course enables students to apply know-how in actual collaboration/group settings</p> <p>Personal competencies: Critically reflect the difference between methodological know-how and real life application. Recognize the role of corporate culture as well as interpersonal relationship for success.</p>
Assessment	Presentation, Continuous Assessment back to overview

Process Optimization

Study Program	B.Sc.	
Study level and semester	Bachelor, 6 th semester	
ECTS Credits	4 ECTS Credits	
Hours per week / total contact hours	2	
Total hours of study	120	
Type/Teaching Method	Seminar	
Language of instruction	English	
Frequency	Every Semester	
Course Coordinator/Instructor	Prof. Dr. Günter Bitsch	
Restrictions (if applicable)	Admission capacity for this course is limited	
Prerequisites:	-	
Course learning objectives:	<ul style="list-style-type: none"> • Methodological competencies: Students learn qualitative and quantitative methods for process optimization. • Technical competencies: Students learn about available tools and how to use them. • Social competencies: Through interaction within working groups, students gain experience in team collaboration. • Personal competencies: Students learn to optimize processes under various aspects to optimize and critically evaluate optimization. 	
Contents:	<ul style="list-style-type: none"> • Process Management Fundamentals • Business Process Modeling • Process Monitoring • Qualitative Process Analysis • Quantitative Process Analysis • Process Redesign 	
Assessment	Written exam	back to overview



Supply Chain Management, Logistics and Sourcing	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th semester
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	120
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. techn. Daniel Palm Prof. Dr.-Ing. Vera Hummel
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	-
Course learning objectives:	<p>The course familiarizes students with the basic principles of Supply Chain Management, Logistics and Sourcing. After successful completion of this course the students should have gained the following knowledge and developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Understand basic concepts and methods of Sourcing, Logistics and Supply Chain Management • Understand the role of Supply Chain Management in the Company and the interdependencies between marketing, engineering, production, logistics and sourcing. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Understand and apply methods to plan, control and optimize logistics functions <p>Personal competencies:</p> <p>develop the ability to think and act holistic and integrating</p>
Contents:	<ul style="list-style-type: none"> • Introduction to Supply Chain Management



	<ul style="list-style-type: none"> • Push and Pull Supply Chains • Global logistic structures and value chains • Integrated logistics, procurement, materials management and production • Sourcing Strategies • Supplier Assessment and Cooperation • Transport carriers, traffic infrastructure and its systems; targets and target conflicts of transport logistics • Tracking and Tracing
Assessment	Written exam back to overview

Sustainable Consumption	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th semester
ECTS Credits	4 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	120
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Kristina Steinbiß
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	-
Course learning objectives:	The students understand the customer journey of the target group and can analyze and align the brand experience of the customers to their product idea. Students are familiar with the concept of inbound marketing and can apply it to their product idea. They know how content-relevant aspects of storytelling can be elaborated in a target group-oriented manner.

Contents:	<ol style="list-style-type: none"> 1. Customer Experience 2. Customer Touchpoint Assessment 3. Customer Journey 4. Brand Identity Tool
Assessment	Written homework back to overview

Maritime Logistics	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th semester
ECTS Credits	2 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	
Type/Teaching Method	Lecture, group work
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Wolfgang Echelmeyer
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	-
Course learning objectives:	After successful completion of this course the students should have gained basic knowledge, concepts and methods in maritime Logistics
Contents:	<ul style="list-style-type: none"> • Harbour logistics Autonomous material handling systems • Handling of cargo at the seaport and transport technology • Maritime Supply Chain • Use cases
Assessment	Tba. back to overview



Operations Research	
Study Program	B.Sc.
Study level and semester	Bachelor, 6 th semester
ECTS Credits	2 ECTS Credits
Hours per week / total contact hours	2
Total hours of study	
Type/Teaching Method	Lecture and computer lab exercises
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Wolfgang Echelmeyer
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	-
Course learning objectives:	<p>Students are able to build elementary mathematical models for optimization problems and to apply established solution methods to these problems.</p> <p>They can apply their knowledge for scientific research as well as for practical purposes in engineering applications.</p> <p>They are able to judge the quality of mathematical models and of solutions provided by computer programs. They know about the possibilities of modelling as well as their shortcomings.</p>
Contents:	<ul style="list-style-type: none"> - Linear problems and linear programming - Special linear problems (transportations problems, ...) - Graph-based problems - Simulation methods
Assessment	Tba. back to overview

Simulation Game Production

Study Program	B.Sc.
Study level and semester	Bachelor, 7 th semester
ECTS Credits	6 ECTS Credits
Hours per week / total contact hours	4
Total hours of study	180
Type/Teaching Method	Seminars (40%) and teamwork (60%)
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Sven Bauer
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	-
Course learning objectives:	<p>This course enables students to successfully apply business knowledge and techniques that they have acquired during their studies in a interactive simulation game. Moreover, social skills, teamwork, and the use of appropriate communication techniques are decisive for successfully leading a global company. The necessary planning activities include purchasing, production, distribution, marketing, and sales. Alternative decision-making processes and their impact on production, accounting, and financial situation of the company build upon continuous and target-oriented planning.</p> <p>Upon completion of this course, participants will be able to:</p> <ul style="list-style-type: none"> • assess holistic processes of a company • link content learned from different disciplines of study • recognize and formulate the conditions for economic success <p>deal with complex decision situations</p>
Contents:	<p>Students get the opportunity to work in a group and develop alternative strategies based on a simulation model, and can test and apply them in a worldwide operating company. The companies run by the students have their headquarters in Europe and distribute a variety of products in the consumer goods industry in currently 4 existing world markets EU (European Union), NAFTA (North American Free Trade Agreement), MERCOSUR (Mercado Común des Sur) und ASEA (Association of Southeast Asian Nations). The course</p>

	<p>requires students to apply all of the previously acquired management training in the context of strategic decision-making. This helps them achieve successful company policies in conditions of market competition.</p> <p>Task areas:</p> <ul style="list-style-type: none"> • Business objectives and strategies • Section: competitive analysis, marketing mix, product life cycle, product re-launch, product launch, market entry, costing of special transactions, contribution margin accounting, and market research reports as an information basis for marketing decisions • R&D: technology, ecology, value analysis • Procurement/warehousing: optimal order quantity • Manufacturing: investment, dis-investment, own production or external production, capacity planning, ecological production, rationalization, learning curve • Personnel: workforce planning, qualifications, productivity, duration of absence from work, turnover • Finance and accounting: cost types, cost centers, cost accounting, multi-stage contribution accounting, financial planning, balance sheet and income statement, cash flow • Stock price and company value • Portfolio analysis
Assessment	<p>Project work back to overview</p>

Modules and Courses: Electives

Advanced International Economics	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester

Course Coordinator/Instructor	Prof. Dr. Bodo Herzog bodo.herzog@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Data Science and Economics
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Students critically discuss macroeconomic and monetary models, including interdisciplinary research. • Students apply mathematical tools in economic research. • The module contributes to the profile in Economics or Finance. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Gather data and empirically test and validate econometric models; synthesize complex quantitative information; transfer and apply theoretical knowledge <p>Social competencies: n/a</p> <p>Personal competencies:</p> <p>The students should be able to think strategically, such as, economists and mathematicians</p>
Contents	<ul style="list-style-type: none"> • Computational Thinking • Data Science & Simulation Techniques • Economic Research Methods • Application to economic topics • Real-world projects
Assessments	Graded: Research Paper back to overview

Business Simulation – Systems Thinking & Sustainability	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60

Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Florian Kapmeier E-Mail: florian.kapmeier@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of Strategic Management
Course learning objectives:	<p>Why do so many business strategies fail? Why do so many others fail to produce lasting results? Why do many businesses suffer from periodic crises, fluctuating sales, earnings, and morale? Why do some firms grow while others stagnate? How do once-dominant firms lose their competitive edge? And how can a firm identify and design high-leverage policies, policies that are not thwarted by unanticipated side effects?</p> <p>Accelerating economic, technological, social, and environmental change challenge managers to learn at increasing rates. And we must increasingly learn how to design and manage complex systems with multiple feedback effects, long time delays, and nonlinear responses to our decisions. Yet learning in such environments is difficult, precisely because we never confront many of the consequences of our most important decisions. Effective learning in such environments requires methods to develop systems thinking, to represent and assess such <i>dynamic complexity</i> – and tools managers can use to accelerate learning throughout an organization.</p> <p>Upon completion of this strategy course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • Students are introduced to systems thinking and the system dynamics modeling methodology. • They apply system dynamics to corporate challenges in the area of strategy, organizational change, and policy design. • Students will learn to visualize a business organization in terms of the structures and policies that create dynamics and regulate performance. • In particular, they will improve their understanding of the ways in which an organization's performance is related to its internal structure and

	<p>operating policies as well as those of customers, competitors, and suppliers.</p> <ul style="list-style-type: none"> • Students will use simulation models, management flight simulators, and case studies to develop conceptual and modeling skills for the design and management of organizations in a dynamic world. • They will learn principles for effective use of modeling in the real world. <p>The module contributes to the profile in Strategy.</p> <p>Methodological competences:</p> <ul style="list-style-type: none"> • Students will develop an understanding of dynamic complexity, inherent in most business situations of policy-design and decision-making. • They will learn how to carefully analyze complex systems, understand over-time-behavior, and the impacts of time delays, non linear relationships, and feedbacks. • Students will learn to recognize and deal with situations where policy interventions are likely to be delayed, diluted, or defeated by unanticipated reactions and side effects. • Students get to work with role-playing games, simulation models, case studies, and management flight simulators to develop principles of policy design for successful management of complex strategies. • They will have a chance to use state of the art software for computer simulation and gaming (no prior computer modeling experience is needed). <p>Social competences:</p> <ul style="list-style-type: none"> • Students will improve their ability to work in teams in order to analyze complex business challenges. • They will also refine their oral and written communication skills because of the interactive nature of the course. • Through teamwork under time pressure and diversity in class, students will develop social and intercultural skills, including giving and receiving feedback. <p>Personal competences:</p> <ul style="list-style-type: none"> • Students will improve their analytical and problem-solving skills. Students will be better aware of dynamic complexity. • They will learn about their own position and the impact of own behavior, policy-design, and strategic decision-making on the complex system in which they themselves – as decision-makers - are embedded.
<p>Contents:</p>	<ul style="list-style-type: none"> • Management Simulation Game: The Beer Distribution Game / FishBanks • The case for modelling and simulation: complex systems • Introduction to system dynamics & getting to know Vensim • Simple dynamic models

	<ul style="list-style-type: none"> • Growth dynamics of organizations (with PEOPLExpress “management flight simulator”) • Business cycles and oscillations (e.g., commodity products oil, steel, sugar, real estate markets, etc.) • Aspects of limits to growth (planetary boundaries, populations, economies, tourism growth and waste management in Small Island States) • Diffusion models (Dynamics of pandemics (such as SARS-Covid-19) and Diffusion of new products in the market) • Sustainability dynamics (success of sustainability initiatives in companies and markets, transition of organizations and markets towards environmental sustainability, “greenwashing”, rebound effects, climate change mitigation, food market transition) • Management Simulation Game: Climate Action Simulation <p>Examples of system dynamics-based research</p>
Assessment	<p>Graded: Project work: 85% (including peer-assessment of 15%)</p> <p>Class participation 15%</p> <p style="text-align: right;">back to overview</p>

Business to Business Marketing	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Once
Course Coordinator/Instructor	<p>Prof. Dr. Oliver Götz</p> <p>E-Mail: oliver.goetz@reutlingen-university.de</p>
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of Marketing

<p>Course learning objectives:</p>	<p>Upon completion of this course, participants will have developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • in-depth familiarity with methods and practical tools for business to business marketing and strengthened understanding of business to business management decisions, concepts, and solutions as well as limitations of business to business marketing activities. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • fostering analytical and decision-making skills of the students by using theoretical concepts in lectures and case studies • preparation and presentation of team business case study before peers, critical evaluation of colleagues' case studies, research and writing of business to business marketing solutions, participation in seminar sessions <p>Social competencies:</p> <ul style="list-style-type: none"> • improved ability to work individually and in teams with focus on complex theoretical and analytical models • refined oral and written communication skills <p>Personal competencies:</p> <ul style="list-style-type: none"> • analysis of complex situation and execution of professional tools and techniques, present and debate topics on business to business marketing in a compelling and convincing manner
<p>Contents</p>	<ol style="list-style-type: none"> 1. Understand business to business (B2B) fundamentals 2. Decode buying processes 3. Four different areas fo B2B marketing 4. Customer Relationship Management 5. Negotiation and Personality 6. Motivating and Compensating the Sales Force
<p>Assessments</p>	<p>Project Work back to overview</p>

<p>Corporate Social Responsibility</p>	
<p>Study Program</p>	<p>B.Sc. International Business</p>
<p>Study level and semester</p>	<p>Bachelor 6th Semester</p>
<p>ECTS Credits</p>	<p>5 ECTS Credits</p>
<p>Hours per week / total contact hours</p>	<p>4 / 60</p>

Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Bernd Banke E-Mail: bernd.banke@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Recommendation: Combined with Business Ethics
Course learning objectives:	<p>After the successful completion of this module, students should have developed:</p> <p>Professional competences: The course follows a procedure of four steps. In step number one students learn about different approaches and definitions of CSR in theory and practice. At the end of step one, they will be able to develop a definition of their own including all major aspects of CSR management.</p> <p>Following the management triangle of planning executing and con-trolling in step two of the course the most important values and aims are introduced to enable the students to plan a CSR management strategy for a specific international company or institution.</p> <p>Step three shows various examples of CSR strategies and measures taken from the world of business and economy. Students will have to take part actively at this stage. They have to find con-temporary examples by themselves and introduce them to class.</p> <p>Finally, in step three possibilities and difficulties of measuring a “successful” CSR strategy are shown. Major international standards such as ISO 26000, Global compact and the Global Reporting Initiative (GRI) are introduced.</p> <p>Methodological competences: Knowledge and capability to transfer theoretical knowledge on given real problems, e.g.:</p> <ul style="list-style-type: none"> • finding newest information in this fast developing area of research • managing CSR related problems and challenges by following a 5 step procedure: <ol style="list-style-type: none"> 1. Analysis of the situation 2. Definition of the problem 3. Analysis of the arguments 4. Evaluation and decision

	<p>5. Implementation into the management systems</p> <p>Social competences:</p> <ol style="list-style-type: none"> 1. Sharpening of awareness for ecological and social questions 2. Strengthening of emphatic capabilities 3. As a consequence of points 1. and 2. better communication and argumentation abilities. <p>Personal competences:</p> <ul style="list-style-type: none"> • Higher awareness of the individual responsibility in professional life • Ability to influence work / life balance by finding more satisfaction in professional life • Higher self-consciousness
Contents:	<ul style="list-style-type: none"> • Definitions of and approaches to CSR • (Short) history of CSR • Types of CSR • Management tools for the integration of a CSR strategy • CSR rankings, ratings and certifications
Assessment	<p>Graded: Continuous Assessments back to overview</p>

Data Analysis	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	<p>Prof. Dr. Marlene Ferencz</p> <p>E-Mail: marlene.ferencz@reutlingen-university.de</p>

Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Business Statistics, Business Mathematics
Course learning objectives:	<p>After the successful completion of this module, students should have developed:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • Students should gain a practical understanding of statistical questions and be able to apply them in business management contexts. • The module imparts advanced skills for the analysis of statistical problems. This includes concrete procedures as well as methodical correlations. • The students learn to correctly apply and interpret statistical programme packages. <p>Methodological competences:</p> <p>Students gain insight into statistical programme packages and learn the basic ideas of the implemented methods. Students will learn how to identify the correct statistical technique by focusing on the problem objective and data type;</p> <ul style="list-style-type: none"> • how to compute the statistics using SPSS; • how to interpret results in the context of the problem. <p>They should be able to continue their education independently and to understand and apply other methods from the literature.</p> <p>Social competences:</p> <ul style="list-style-type: none"> • Students learn the responsible handling of statistical data analysis and are able to assess the significance of the statements. • They improve their ability to work focused and under time pressure. <p>Personal competences:</p> <ul style="list-style-type: none"> • Using case studies, students learn to understand and explain a statistical evaluation. In addition, their own presentation techniques and independent learning are required.
Contents:	<p>Introduction to SPSS</p> <p>Important inference methods of data analysis in business:</p> <ul style="list-style-type: none"> • Hypothesis testing • Comparing two populations

	<ul style="list-style-type: none"> • Analysis of variance • Multiple linear regression • Factor analysis • Nonparametric statistics <p>Discussion of results, conclusions and writing up statistical results.</p>
Assessment	Graded: Presentation (40%), project paper (60%) back to overview

Digital Entrepreneurship	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Dr. Jan Tesch E-Mail: Jan.Tesch@Reutlingen-University.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of Strategic Management
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Students will be provided with a hands-on methodological toolset in order to be enabled to act as an entrepreneur and lead a start-up from initial idea to a first seed-investor pitch. • Students will become familiar with theoretical and practical aspects of entrepreneurship in the field of digital business.



	<ul style="list-style-type: none"> • They will be acquainted with the Design Thinking method, Lean Startup, and agile working. • Students will get introduced to interviewing techniques and learn to identify and apply the appropriate validation method for their digital start-up idea. <p>The module contributes to the profile in Strategy, Economics and digital business development.</p> <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Students will learn to apply the basic scientific methods above into a practical setting (make observations, formulate a problem statement, develop a hypothesis, design a testable prediction, gather data, test the prediction, refine/alter/expand/reject the hypothesis and develop a general action plan). <p>Social competencies:</p> <ul style="list-style-type: none"> • Students will enhance their oral and written communication, social interaction and team working skills. • They will learn how to respectfully cooperate in a competitive environment, be supportive of one another and base their action on facts and objective criteria. <p>Personal competencies:</p> <ul style="list-style-type: none"> • Students will learn to critically reflect on and analyse their ideas, actions, specific personal skills, and strengths. • Through the self-reflection process, they will develop personal confidence and decision-making skills.
<p>Contents</p>	<p>The aim of this module is to sensitize the participants to the topic Entrepreneurship, to teach them the relevant skills for exploring, finding, developing and validating a business idea in the field of digital business. The following topics will be covered:</p> <ul style="list-style-type: none"> • Technological advancements in IT as enabler for digital entrepreneurship • The Internet of Things as a new economical paradigm • Digital business models and business model innovation • Lean Startup as a theoretical framework for digital entrepreneurship • Digital Entrepreneurship in corporate contexts • Systematic development of business ideas into business opportunities • Validation of business opportunities and corresponding tools and methodologies • Scaling of digital business • Presenting the validated idea in an investor pitch to fund a start-up
<p>Assessments</p>	<p>Graded:</p> <p>Intermediate presentation (20%) Final investor pitch (50%) Business plan (20%) Presence & contribution to class (10%)</p> <p style="text-align: right;">back to overview</p>

Futures Thinking	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Planned each semester
Course Coordinator/Instructor	Prof. Dr. Elizabeth Hofvenschiöld E-Mail: Elizabeth.Hofvenschioeld@Reutlingen-University.DE
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	n/a
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Students will become familiar with the basic concepts of futures thinking and anticipating change. • They will become familiar with change drivers, particularly in the area of emerging technologies. • They will learn how to use futures methodologies to support diverse business activities, such as strategic planning. • They will learn how to apply their insights about the future to a chosen business field. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Students will learn to challenge their mental models in a methodological manner. • They will learn tools that will help them make sense of change and make decisions in times of uncertainty.

	<ul style="list-style-type: none"> • They will learn how to create ideas about preferred futures, how to develop a strategy to work towards the preferred future, and how to communicate their ideas through storytelling. <p>Social competencies:</p> <ul style="list-style-type: none"> • Students will enhance their oral and written communication, social interaction and team working skills. • They will learn how to respectfully cooperate in a complex and rapidly changing environment, be supportive of one another and base their action on facts and objective criteria. <p>Personal competencies:</p> <ul style="list-style-type: none"> • Students will learn to critically reflect on and analyse their ideas, actions, specific personal skills, and strengths. • Through the self-reflection process, they will develop personal confidence and decision making and practical skills. <p>They will gain competency in linking futures insights to real life business situations, such as strategy planning or responsible product development, and with regard to their own career choices.</p>
<p>Contents</p>	<ul style="list-style-type: none"> • Introduction to Futures Thinking • Understanding change – models of change, change drivers, assumptions of change, and implications of change • Selected tools of Futures Thinking: horizon scanning, 3 horizons, trend research, causal layered analysis, futures wheel, backcasting, and futures communication • Continuous observation and reflection on learning about change and how to prepare for uncertainty • Development of a preferred futures narrative based on change drivers
<p>Assessments</p>	<p>Continuous assessment in form of:</p> <ul style="list-style-type: none"> • Active class participation and attendance (20%) • Project work (preferred futures narrative, methodology taught in course) within a team with presentation (40%) • Journal (template provided) and reflective essay (c. 1500 words) (40%) <p style="text-align: right;">back to overview</p>

<p>Industrial Organization</p>	
<p>Study Program</p>	<p>B.Sc. International Business</p>
<p>Study level and semester</p>	<p>Bachelor 6th Semester</p>

ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Anna Goeddeke anna.goeddeke@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Fundamentals of Microeconomics
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <p>Students should strengthen their ability to think in a structured manner about complex microeconomic especially competition problems; deepen their mathematic skills; strengthen their ability to apply theoretic models to real-world problems, and strengthen their ability to challenge theoretic concepts and their applicability to real-life situations</p> <p>Methodological competences:</p> <ul style="list-style-type: none"> • Reading of state of the art research papers of industrial organization as well as a discussion of recent competition authority decision. • Being able to articulate current research to a general audience without any background in industrial organization. <p>Social competences:</p> <ul style="list-style-type: none"> • Different intellectual skills needed in this class, such as mathematical, analytical, synthesising and problem-solving skills. • Students will have to work in teams and thereby benefitting from the different skills of the different team member. • Therefore, students' social competence cooperating with each other, managing conflicts and giving and receiving feedback will be strength-ened.

	<p>Personal competences:</p> <ul style="list-style-type: none"> • Participants will study under the guidance of the lecturer in class as well as studying in smaller groups or individually outside of the class. • Students will learn managing themselves to handle a considerable amount of unfamiliar knowledge within a limited timeframe. Thereby, the class supports a realistic and positive self-confidence of the students together with the student's ability managing personal expectations. • Students are furthermore encouraged in their ambitiousness to build the ability to solve applied economic problems.
Contents:	<ol style="list-style-type: none"> 1. What is 'Markets and Strategies'? 2. Firms, consumers and the market 3. Static imperfect competition 4. Dynamic aspects of imperfect competition 5. Product differentiation 6. Advertising and related market strategies 7. Consumer inertia 8. Group pricing and personalized pricing 9. Menu pricing 10. Intertemporal price discrimination 11. Bundling 12. Asymmetric information, price and advertising signals 13. Marketing tools for experience goods 14. Cartels and tacit collusion 15. Horizontal mergers 16. Strategic incumbents and entry 17. Vertically related markets 18. Innovation and R&D 19. Intellectual property 20. Markets with network goods 21. Strategies for network goods 22. Markets with intermediated goods 23. Information and reputation in intermediated product markets
Assessment	<p>Project work: 20% presentation, 80% project paper back to overview</p>

Managing a Global Workforce	
Study Program	B.Sc. International Business

Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Julia Hormuth Julia.Hormuth@Reutlingen-University.DE
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of HRM
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competencies:</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Familiarity with specific challenges of managing people in a multinational environment; understanding of country-specific differences of HRM; deeper insight into one aspect of managing a global workforce. <p>The module contributes to the profiles in Leadership or Strategy.</p> <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Understand and apply methods to design work, recruit and select employees, develop remuneration and compensation systems, manage employee and organizational performance, cultivate employee learning, and to manage talent in an international organization. • Understand and apply methods to diagnose international organizations from a human resource and organizational behavior perspective and to design organizational development interventions to resolve typical inter-national business challenges. <p>Social competencies:</p> <ul style="list-style-type: none"> • Presentation and teamworking skills (through group work and group presentations).



	<p>Personal competencies:</p> <ul style="list-style-type: none"> Awareness of the own skills in managing international employees; aware-ness of the own skills in realizing an academic project.
<p>Contents:</p>	<p>Given the ever increasing globalization of business the workforce of a vast majority of companies is nowadays global. The purpose of this course is to understand the context, challenges and functions of managing a global workforce in international companies.</p> <ol style="list-style-type: none"> Strategic International Workforce Management <ul style="list-style-type: none"> The internationalization of human resource management Internationalization strategies and strategic HR management Future topics and trends in managing a global workforce Global mobility and international assignments <ul style="list-style-type: none"> Employee motivations and challenges of assignments Recruiting and selecting possible candidates The culture shock and expatriate preparation Reintegration and career management Flexible forms of international work (e.g. frequent traveling, virtual assignment, self-initiated expatriation) Workforce management in joint ventures and M&As <ul style="list-style-type: none"> Different forms of international alliances (e.g. strategic alliance, joint venture, M&A) The relevance of HRM and culture in cross-border alliances Case studies on success stories and failures of cross-border alliances (e.g. Renault Nissan, VW Shanghai, DaimlerChrysler) Cultural due diligence and post merger integration Current topics of global workforce management <ul style="list-style-type: none"> E.g. Onboarding/integrating international employees into a diverse workforce; E.g. Modern leadership styles in a globalized world –
<p>Assessment</p>	<p>Graded: The grade is based on an experiential group project (PA, 100%). Students have to develop a paper and present back to overview</p>

<p>New Product Development</p>	
<p>Study Program</p>	<p>B.Sc. International Business</p>
<p>Study level and semester</p>	<p>Bachelor 6th Semester</p>

ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar (online)
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Amir Ekhlassi, PhD. (online)
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of Marketing
Course learning objectives:	<p>After the successful completion of this course the students should have gained the following knowledge and developed the following competencies: (This Course focuses on marketing aspects and launch stage of New Product Development Process.)</p> <p>Professional competencies:</p> <ul style="list-style-type: none"> • Students will become familiar with the new product development (NPD) process both in the context of corporations and start-ups. • They will learn how to devise a core strategic vision (CSV) at the product level. • They will become familiar with different types of product architecture and learn how product architecture and marketing decisions affect each other. • They will also learn to develop a “launch plan” for a new product • They will learn successful expansion paths via the “Leveraged Expansion Framework”. • They will learn how to define a superior “new service concept” using benefit and cost- side strategies • Students will be acquainted with the concept of “Vector of differentiation” (VOD) and learn to select a primary and a secondary VOD for a new product as a way to go next. <p>Methodological competencies:</p> <ul style="list-style-type: none"> • Students will learn to solve complex tasks in new product development process: defining a new product concept and devise a

	<p>launch plan; work with interdisciplinary methods and models from product design, marketing, services marketing, strategy, start-up creation, engineering and other related disciplines</p> <p>Social competencies:</p> <ul style="list-style-type: none"> • Students will enhance their oral and written communication, social interaction and team working skills. • They will learn how to respectfully cooperate in a competitive environment, be supportive of one another and base their action on facts and objective criteria. <p>Personal competencies:</p> <ul style="list-style-type: none"> • Students will learn to critically reflect on and analyse their ideas, actions, specific personal skills, and strengths. • Through the self-reflection process, they will develop personal confidence and decision making and practical skills. • Students present logical and convincing arguments; discuss topics and case studies on new product development and product launch responsibly on an expert level
Contents	<ul style="list-style-type: none"> • New Product Development Process (Stage-Gate Model) • Launch Plan • Core Strategic Vision (CSV) at product level • Product Architecture • Successful Expansion Paths: The Leveraged Expansion Framework • Start-up Growth • Creating customer value: New service concept • Moving from Service to solution and experience • Achieving Sustained Differentiation Using Vectors of Differentiation (VOD)
Assessments	<p>Continuous assessment in form of:</p> <ul style="list-style-type: none"> • Active class participation (20%) • Case studies in team work with presentation (30%) • Team work project (phase by phase) (50%) back to overview

Organizational Behaviour	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits

Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Hazel Grünewald Email: hazel.gruenewald@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of Management
Course learning objectives:	<p>After the successful completion of this course the students should have gained the following knowledge and developed the following competencies:</p> <p>Professional competencies: understanding of key concepts, models and practices within the field of organisational behaviour such as personality, motivation, team dynamics and effectiveness, decision-making, organisational design, culture and change; appreciation of how theories can be translated into practical applications.</p> <p>Methodological competencies: competence to develop and answer a specific research question, to prepare a paper and a presentation according to scientific standards. The ability to be able to stand back and view complex situations in perspective and to think critically about organisations and what happens in them</p> <p>Social competencies: presentation and teamwork skills (through group work and group presentations).</p> <p>Personal competencies: awareness of the own skills in realising an academic project; competence to evaluate other student's academic projects and presentations.</p>
Contents	<p>PART I: The world of organisational behaviour</p> <ul style="list-style-type: none"> • Foundations of organisational behaviour <p>PART II: Individual Process</p> <ul style="list-style-type: none"> • Understanding people at work <ul style="list-style-type: none"> ○ Personality dynamics ○ Values ○ Perception and learningo ○ Emotions, attitudes and stress

	<ul style="list-style-type: none"> • Motivation and job satisfaction <ul style="list-style-type: none"> ○ Content and process theories ○ Reinforcement theories ○ Designing a motivating work environment <p>Part III: Group and social processes</p> <ul style="list-style-type: none"> • Managing demographic and cultural diversity • Managing groups and teams, team dynamics • Communication and decision-making • Leadership and trust <p>Part IV: Organisational processes and dynamics</p> <ul style="list-style-type: none"> • Organisational culture
Assessments	Graded: 70% - assessed student lectures in groups; 30 % - individual reflective essay back to overview

Sales Management	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar
Language of instruction	English
Frequency	Once
Course Coordinator/Instructor	Prof. Dr. Marco Schmäh E-Mail: Marco.Schmaeh@Reutlingen-University.DE
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of Marketing
Course learning objectives:	Upon completion of this course, participants will have developed the following competencies: Professional competencies:

	<ul style="list-style-type: none"> expanded familiarity with methods and practical tools for sales management and strengthened understanding of implementation of personell selling. <p>Methodological competencies:</p> <ul style="list-style-type: none"> fostering analytical and decision-making skills of the students by using theoretical concepts in lectures and case studies preparation and presentation of team business case study before peers, critical evaluation of colleagues' case studies, research and writing of business to business marketing solutions, participation in seminar sessions <p>Social competencies:</p> <ul style="list-style-type: none"> improved ability to work individually and in teams with focus on complex theoretical and analytical models refined oral and written communication skills <p>Personal competencies:</p> <ul style="list-style-type: none"> analysis of complex situation and execution of professional tools and techniques, present and debate topics on business to business marketing in a compelling and convincing manner
Contents	<ol style="list-style-type: none"> Introduction to Sales Management Value Based Selling Digital Value Selling Buying Center Analysis Understanding Sales Processes
Assessments	Project Work back to overview

Strategic Management in the Digital Age	
Study Program	B.Sc. International Business
Study level and semester	Bachelor 6 th Semester
ECTS Credits	5 ECTS Credits
Hours per week / total contact hours	4 / 60
Total hours of study	150
Type/Teaching Method	Seminar

Language of instruction	English
Frequency	Every Semester
Course Coordinator/Instructor	Prof. Dr. Martin Mocker E-Mail: martin.mocker@reutlingen-university.de
Restrictions (if applicable)	Admission capacity for this course is limited
Prerequisites:	Principles of Management, Principles of Strategic Management
Course learning objectives:	<p>Upon completion of this course, participants will have developed the following competences:</p> <p>Professional competences:</p> <ul style="list-style-type: none"> • Students are expected to understand the ambiguity and complexity of defining and executing strategy in an increasingly global and increasingly digital world. • They will be able to identify the key decisions—especially those pertaining to digitalization—driving long-term firm performance and understand how these decisions influence why some firms are more successful than others while still others fail. <p>This module contributes to the profile in Strategy, Leadership or Digital Business.</p> <p>Methodological competences:</p> <ul style="list-style-type: none"> • the capability to deal with complex, ambiguous situations by breaking problems down into parts, analyze the parts critically, weigh opposing arguments, present a synthesis and debate a decision in class as well as staying open to enhance or change decisions <p>Social competences:</p> <ul style="list-style-type: none"> • use feedback to improve their communication skills, their ability to work in teams, as well as defend their arguments in a discussion <p>Personal competences</p> <p>deal with ambiguous situations that do not have a definite “right or wrong” answer</p>
Contents:	<p>The course is organized around strategic decisions</p> <ol style="list-style-type: none"> 1. Overview: Strategic issues in the digital age 2. The impact of digital technologies on industry structure 3. Strategy implementation and business architecture

	<p>4. The role of digital technologies in gaining and sustaining competitive advantage</p> <p>5. Multi-sided platforms</p> <p>6. Digital transformation</p>
Assessment	<p>Graded: Presentation of project teamwork; individual in-class contribution to case discussion</p> <p>back to overview</p>

