

Qualification goals for Bachelor International Management

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Gender neutrality

The use of double forms or other markings of female, male and diverse gender are largely avoided in order to maintain legibility and clarity. All titles for the various groups of members of the university refer equally to members of all genders of the groups concerned.

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1 Objectives of the programme

The "International Management" programme offers an innovative concept and is intended for highly motivated German and international students who want to gain a foothold in the international labour market after completing a compact seven-semester course. It combines a broad base of application-oriented theoretical knowledge and inter-cultural training with practical experience in international companies. The result is a challenging programme that prepares students for a career in international companies. In addition, the programme qualifies graduates for Master programmes at a national and international level.

The programme aims to train business economists who can deal with problems relevant to foreign trade on the basis of scientific knowledge. In the course of their studies, students develop

- comprehensive **professional competencies** that enable them to take on management tasks in internationally oriented companies,
- **personal and social competencies** that enable them to act competently in an inter-cultural environment, as well as
- **methodological competencies** that enable them to orient themselves effectively in the complex and dynamic environment of global economy.

Achievement of the outlined qualification goals is ensured by an interdisciplinary approach that is based on solid language skills. An interactive transfer of expertise with a foreign trade dimension is geared towards a "general management" perspective. The training of inter-cultural competencies is based on the findings of various social science disciplines. Methodological competencies include, among other things, the instruments of empirical social research, knowledge in the field of information technology and the methodology of international project management.

2 Learning outcomes of the programme

A general orientation enables graduates to take on qualified tasks in different operational functional areas regardless of the industry. In the 6th and 7th semesters, the general perspective is consolidated by means of optional "Career Tracks". This is a specialisation offer that caters to the needs of individual students. Individual counselling during the selection of elective subjects, on the courses at partner universities, as well as on internships and the Bachelor thesis, provides interested students with the opportunity to

develop their profile (in areas such as finance, accounting, logistics, marketing, project management or human resource development) in a target-oriented manner.

Individual qualification profiles are developed in module types which build on each other over the course of studies (see Fig. 1): The so-called "Business Foundation Modules" (1st and 2nd semesters) impart basic economic **knowledge** and **enable** students to apply this knowledge systematically. "International Preparation Modules" (3rd semester) consolidate and broaden these **skills** by transferring their application to international contexts. At the same time, students are supported in **competency** development right from the start. These competencies are understood as fundamental skills that make it possible for students to handle new and complex situations actively and in a self-organised manner.

The "International Application & Specialisation Modules" of the year abroad (4th and 5th semesters) and the "Synthesis & Specialisation Modules" (6th and 7th semesters) provide the opportunity of integrating the different areas of **professional decision-making and responsibility**.

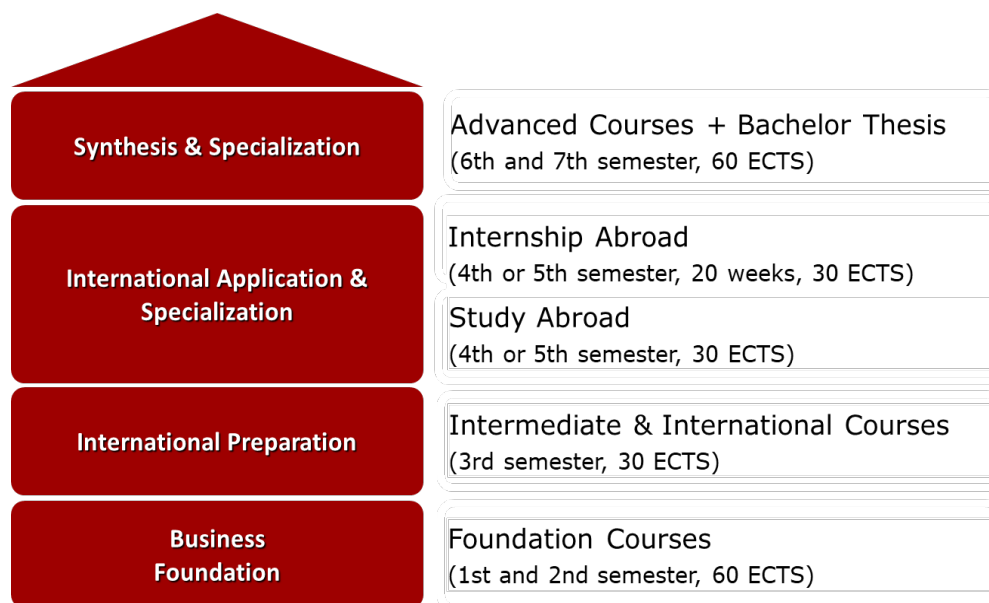


Fig. 1: Module types in the International Management programme

3 Study objectives and qualification goals

Solid **language skills** form the basis of the qualification approach. English is used as the primary teaching and working language throughout the course of the programme. The English vocabulary is gradually expanded to include the terminology used in relevant scientific disciplines. At the same time, the integration of foreign students is supported with the help of accompanying German courses. Learning one more foreign language is compulsory for every student. The languages offered include Spanish, Italian, French, Portuguese, Russian, Czech and Chinese.

1st - 3rd semesters

After completing the first three semesters, students possess basic business **knowledge** and **skills**. The so-called "Business Foundation Modules" (Management, Human Resources, Finance, Accounting, Economics, Logistics, Business Law and Marketing) enable students to understand the specifics of the functional areas of business management and to establish a relationship between them. They are able to understand the service process, entrepreneurial decisions and instruments of corporate management and assess them at a higher level of abstraction.

From the business management perspective, the technical aspects of various related disciplines are already integrated in the first three semesters. Besides law and economics, some examples include organisational-psychological principles in Human Resource Management or cultural and socio-psychological determinants of consumer behaviour in Principles of Marketing. The same applies to the basics of **methodological skills**. The modules of Information Technology and Quantitative Methods enable students to apply appropriate methods to solve discipline-specific and interdisciplinary problems.

Moreover, it becomes evident in the first semester that comprehensive decision-making and responsibility in the field of "International Management" is not limited to cognitive skills. The "International Teambuilding" course is based on a learning setting in which students develop both **social and inter-cultural** and distinct **personal competencies**. Furthermore, it helps in the socialisation of first-year students and the integration of foreign students. In the "Communication and Presentation Techniques" module, students acquire conversation and presentation skills that enable them to formulate subject-related positions and defend them with arguments. Additionally, there are three language courses that build on one another.

In the third semester, students learn to deepen their specialist knowledge and skills in the areas of accounting, economics, law and marketing and to apply them in international

contexts. In the so-called "International Preparation Modules", they develop **internationally oriented skills** which they need in the year abroad.

Different forms of **self-organised learning** are already used in the first three semesters (e.g., in the preparation and presentation of proofs of performance in the subjects Human Resource Management and Principles of Management and in working on projects in International Marketing, International Economics and Financial Management).

4th and 5th semesters

The "International Application & Specialisation Modules" comprise a semester abroad at a partner university and an internship. For the preparation and follow-up of the internship, there are accompanying courses that support the application process, planning of the career path and reflecting on one's own competencies. By choosing internships and courses abroad, students have the opportunity to apply their knowledge and expand their qualification profile. In addition, the year abroad helps them develop their social, inter-cultural and personal competencies.

6th and 7th semesters

After returning from the year abroad, students complete their studies with the help of the so-called "Synthesis & Specialisation Modules". These modules enable them to synthesise theoretical and practical skills and to **integrate different components of occupation-specific decision-making and responsibility**. In project and case study work, specialist business knowledge is interlinked with economic perspectives. In a business simulation, operational functions are combined in an action-oriented manner. The application of what has been learned in an international context promotes a holistic and solution-oriented thought process. Optional subjects again present the opportunity to refine the qualification profile.

In the final year of the program, the primary focus is on forms of self-directed and communicative learning. Students are provided with the opportunity to integrate management and methodological knowledge, social and inter-cultural competencies, and the experiences gained during the year abroad into a comprehensive frame of reference. The allocation of individual modules to knowledge, skills and competencies can be found in the matrix in Section 4.

4 Learning outcomes of modules/module objectives/matrix of objectives

Individual modules, their detailed objectives and competencies to be acquired by graduates are described in the module handbooks for the Bachelor programme.

The following table shows the relationship between modules and the goals of the Bachelor programme that are described in the previous section. **Knowledge** denotes basic knowledge or understanding of economic and methodological phenomena, mechanisms and approaches. **Skills** concern the systematic and regular application of acquired knowledge. **Competencies** go beyond the formulated technical knowledge and skills, and enable self-organised action in novel situations.

Goals matrix of the modules in the Bachelor programme of International Management												
Module	Goals											
	Knowledge				Skills				Competencies			
	International management (IM)	Methodological knowledge and IT	Related disciplines (law, economics etc.)	Languages	Application of international management	Application of methodological knowledge and IT	Application of related disciplines	Application of languages	Social competencies	Inter-cultural competencies	Personal competencies	Self-learning competencies
Semester 1												
G-01 Principles of Management & Scientific Writing	xx	xx				x						xx
G-02 Principles of Logistics	xx	x			x	x						
G-03 Quantitative Methods in Economics and Finance		xx				x						
G-04 International Team Building					x				x	xx	x	
G-05 Principles of Accounting	xx	x			x	x						
G-06 Human Resource Management	xx				x				x	x	x	x
G-07 Foreign Language I				x				x		x		
Semester 2												
G-08 Information Technology I		xx				x						
G-09 Business Law			xx					x				
G-10 Economics and Public Finance		x	xx			x	x					
G-11 Principles of Marketing	xx	x			x							
G-12 Accounting for Managers	xx	xx			x	x						
G-13 Communication and Presentation Techniques					x				x	x	x	
G-14 Foreign Language II				x				xx		x		
Semester 3												
G-15 International Accounting and Controlling	xx	xx			xx	xx					x	x

G-16 International Economics		xx	xx			x	xx					
G-17 International Business Law		xx	xx			x	xx					
G-18 International Marketing	x	xx			xx	xx			x	xx	x	xx
G-19 Information Technology II		xx				xx						
G-20 Financial Management	xx	xx			xx	x						
G-21 Foreign Language III							xx			x		
Semester 4 and 5												
G-22 Study Period Abroad					xx	x	xx	xx	x	xx	x	xx
G-23 Internship (20 weeks)					xx				x	x	x	xx
G-23 Internship Seminar PLV1					xx				x	x	x	x
G-23 Internship Seminar PLV2									x	x	x	xx
Semester 6												
G-24 International Project Management	x	xx			xx	xx			x	x	x	xx
G-25 Cross-cultural Management		x	xx		xx	xx	xx		x	xx	x	xx
G-26 Tax	xx	xx			xx	xx						
G-27 Case Studies in Global Management	x	x			xx	xx			x	x		x
G-28 Managing International Value Chains	x	x			xx	xx						
G-29 Business Electives I	According to the selected elective											
Semester 7												
G-30 Seminar in International Management and Organisation					xx	xx			x	xx	x	xx
G-31 Case Studies in Global Econor and Trade						xx	xx		x	x		x
G-32 International Finance					xx	xx			x	x		x
G-33 Business Electives II												
G-34 Bachelor Thesis					xx	xx	xx					xx

Legend: xx strong relation; x medium relation