



**Westfälische
Hochschule**

Gelsenkirchen Bocholt Recklinghausen
University of Applied Sciences

Bocholt Campus



Department of Business Studies and Information Technology

**Compendium of undergraduate studies in
„International Management“**

This programme has been re-accredited by AQAS e.V. Germany.



„International Management“, one of our undergraduate courses of study, finalizes with the academic degree “Bachelor of Arts” after six semesters.

The course of studies has a consistently international bias. After the provision with basics in economics marketing and management in an international context are on the schedule in the second section of studies. An internship or studies for one term (at any of our partner universities) in a foreign country are an obligatory part of the programme.

The fourth semester will be taught in English as integral part of this degree course. This semester works as stage for incoming exchange students. Relevant course descriptions are presented after the curriculum.

Objective and main idea of the programme

This programme is a response to the constantly growing demand on the labour market. Not only on the European domestic market, but also on the global markets even small and medium-sized businesses operate on international sales and buying markets. It is evident that enterprises will more and more prospect for the described segment of education concerning jobs in management and marketing.

There is a demand for development of leadership skills especially for international business segments. The graduates of „International Management“ should be able to accomplish management tasks successfully and thereby, they should especially

- be able to prepare and take decisions in enterprises
- detect and deploy chances on international markets
- lead employees, coordinate creative solutions to problems and they should not only be able to work in teams, but also act sophisticatedly in the communication with others

by virtue of their methodical knowledge and their soft skills.

The graduates are supposed to stand out due to their analytical comprehension and abilities to abstract. Their expertise enables them to think in international contexts and to unlock to new sources of know-how. In an international environment self-confidence should feature them.

During the first two terms we teach the so-called „self-competencies“ like attitude to work and work techniques, self-management and ability to learn by oneself via a specific module. Practicing social core values like ability to communicate or to work in teams is also planned for a later period during the studies. We achieve this by tackling with problems out of professional life in lecture components that are taught as complementaries to obligatory modules. We especially point out team work and techniques in presenting and giving speeches by means of projects in this course of studies.

„International Management“ fosters an adequate preparation for our students to attain the competencies that are expected in international enterprises. Comprehensive knowledge of languages is seen as a self-evident pre-condition to a successful course of studies in this subject. Moreover, the graduates are featured with competitive advantages due to a persistent and forceful orientation at practical experience during their studies. Thus, our offer for that course of study is strongly orientated at the persistent demand that businesses and entrepreneurial organizations make where graduated final degrees are concerned.

The Curriculum

Students can attain 30 credits per term. Therefore, they can obtain 180 credit points in six semesters.

With respect to the basic subjects lectures, tutorials and practical exercises are provided in equal proportions to the students. Practical projects and case studies will be preferred in the second part of the scholastics in order to meet the constantly growing need for competencies in decision making and in solving. This means in particular that students should find their own way to come to the solutions. This requires effective teamwork and a creative way of thinking as well.

Basic modules are taught in German in the first three semesters. The advanced study period starts in semester four with one term taught in English. Main subjects in those modules are economics, marketing and management in an international context. The subsequent courses are held as lectures en block whereas the content is consistently internationally orientated again. The fourth semester is recommended to receive exchange students from our international partner universities. In the fifth semester students International Management at Bocholt campus must study at least one semester abroad. The sixth term starts with an internship abroad, which is supposed to last at least 14 weeks. Finally a thesis has to be accomplished. The curriculum is presented in following chart.

International Management (BA) - as of WS 2019/20

Sem.	Module									
6	Internship					Thesis				
	18					12				
5	Semester abroad									
4	International Management		International Marketing		International Economics		Cross Cultural Management and Communication		Project	
	4	6	4	6	4	6	4	6	2	6
3	Marketing & Managerial Accounting		Business Inform. Systems		Macro-Economics		Mathematics & Statistics 3		Elective Language	
	4	6	4	6	4	6	4	6	4	6
2	International Finance		Cost Accounting		Micro-Economics		Mathematics & Statistics 2		Business English	
	4	6	4	6	4	6	4	6	4	6
1	HRM & Organisational Behaviour		External Accounting		Basics of Business Administration & Economics		Mathematics & Statistics 1		Business Law	
	4	6	4	6	4	6	4	6	4	6

weekly hrs	credits	Instructions in English
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Description of modules in 4th semester

International Management					
International Management					
Kürzel:	IM	Workload:	180 h	Leistungspunkte:	6
Semester:	4	Dauer:	1 Semester	Häufigkeit:	Regelmäßig im Sommersemester
Lehrveranstaltungen				Präsenzzeit	Selbststudium
Management Basics				30 h	60 h
Business Simulation				30 h	60 h
Lehrformen					
Vorlesung, Übung, Praktikum, Seminar, Sonstige					
Gruppengröße					
50					
Qualifikationsziele					
<p>Students will get a basic understanding of</p> <ul style="list-style-type: none"> - characteristics of leadership and management, - theory and tools on strategic planning, - international impacts on management, - challenges of intercultural collaboration - process of operative planning of sales, capacity, financial and human resources in international context <p>and they will be able to describe relevant issues with their own words.</p> <p>Students will be able to apply planning tools and to analyze company's status in order to manage a company and take risk for their decisions. They will be able to create management decisions within an team.</p> <p>Students will be able to reflect on their learning experience and to formulate results by a written paper on academic level and by a presentation in English on a professional level.</p>					
Inhalte					
<ul style="list-style-type: none"> - Challenges, objectives and basic functions of international management - Environmental analysis - Theories and tools for strategic planning - Organizational development and organizational control - Application of management skills and planning tools by using a business simulation software 					
Verwendbarkeit des Moduls					
Pflichtmodul im Studiengang International Management					
Empfohlene Voraussetzung/Vorkenntnisse					
None					
Prüfungsformen					
Klausur, Vortrag, schriftliche Ausarbeitung					
Die tatsächliche Prüfungsform wird in den ersten zwei Wochen des Semesters durch den Prüfer/die Prüferin bekannt gegeben.					
Voraussetzung für die Vergabe von Kreditpunkten					
Passed exams					
Stellenwert der Note in der Endnote					
Einfaches Leistungspunkte-Gewicht					
Hauptamtlich Lehrende(r)					
Prof. Dr. Figura, Prof. Dr. Hansen					
Modulbeauftragte(r)					
Prof. Dr. Figura					
Sonstige Informationen					
<p>All instructions and exams will belong to English language literature:</p> <p>De Witt, B. & R. Meyer, 2005. Strategy Synthesis 2nd edition, London: Thomson. Grant, R. M., 2010. Contemporary Strategy Analysis, 7th edition, Chichester: Wiley. Ketchen, D. J. jr., Snow, C. C., Street, V. L., 2004. Improving Firm Performance by Matching Strategic Decision-Making Process to Competitive Dynamics. In: AoM Executive, 18(4): 29 ? 43. Nutt, P. C., 2004. Expanding the Search for Alternatives During Strategic Decision-Making. In: AoM Executive, 18(4): 13 ? 28. Porter, M, 1985. Competitive strategy. In: De Wit, Meyer, 2005: 323 - 334. Prahalad, C.K. & G. Hamel, 1990. The Core Competence of the Corporation. In: De Wit, Meyer, 2005: 355 ? 365. Robbins, S. P., Decenzo, d.A. & M. A. Coulter, 2013: Fundamentals of Management, 8th Edition, Prentice Hall.</p>					

International Marketing					
International Marketing					
Kürzel:	IM	Workload:	180 h	Leistungspunkte:	6
Semester:	4	Dauer:	1 Semester	Häufigkeit:	Regelmäßig im Sommersemester
Lehrveranstaltungen				Präsenzzeit	Selbststudium
Internationales Marketing				60 h	120 h
Lehrformen					
Vorlesung					
Gruppengröße					
50					
Qualifikationsziele					
<p>Die Inhalte der Lehrveranstaltung "International Marketing" fokussieren auf die Vorbereitung der Studierenden in internationalen beruflichen Engagements. Zur erfolgreichen Bewältigung strategischer und operativer Aufgaben sind fundierte Kenntnisse internationaler betriebswirtschaftlicher Themengebiete von elementarer Bedeutung.</p> <p>Absolventen können im Bereich "Marketing" internationale wissenschaftliche Studien auf dem Hintergrund umfassend detaillierter Marketingkenntnisse hinsichtlich ihrer Relevanz für die internationale Unternehmenspraxis bewerten und hinterfragen.</p> <p>Absolventen können optionale Vorgehensweisen und die Besonderheiten in der internationalen Marktforschung, potenzielle Marketingstrategien mit der Grundproblematik der Standardisierung und Differenzierung in den einzelnen Marketing- teilaspekten und der Einsatz der Marketinginstrumente vor dem Hintergrund unterschiedlicher wirtschaftspolitischer, wirtschaftlicher, kulturelle und sprachlicher Umgebung situationsangemessen auswählen und kritisch bewerten.</p> <p>Absolventen können im Bereich "Marketing" analytische Arbeitsweisen und Besonderheiten im internationalen Marketing diskutieren, auch bei unvollständigen Informationen Alternativen abwägen, ihren Nutzen für die fallspezifische Verwendung bewerten und sie dann ausgewählt anwenden und eine "Methodenlösung" entwickeln.</p>					
Inhalte					
<ul style="list-style-type: none"> - Basics of International Marketing - Framework and impediments of international Business - Foreign Market Entry Modes - Process of Entering international markets - Customer Behaviour and international Research - Institutional Approach - Operational tools in international marketing 					
Verwendbarkeit des Moduls					
Pflichtmodul im Studiengang International Management					
Empfohlene Voraussetzung/Vorkenntnisse					
None					
Prüfungsformen					
Klausur, schriftliche Ausarbeitung					
Die tatsächliche Prüfungsform wird in den ersten zwei Wochen des Semesters durch den Prüfer/die Prüferin bekannt gegeben.					
Voraussetzung für die Vergabe von Kreditpunkten					
Passed exam					
Stellenwert der Note in der Endnote					
Einfaches Leistungspunkte-Gewicht					
Hauptamtlich Lehrende(r)					
Prof. Dr. Schulze, Prof. Dr. Richelsen					
Modulbeauftragte(r)					
Prof. Dr. Schulze					
Sonstige Informationen					
<p>Albaum, G./ Duerr, E.: International Marketing and Export Management, 6. ed., Upper Saddle River / New Jersey 2008; Backhaus, K./ Büschken, J./ Voeth, M.: International Marketing, Houndmills 2006; Cateora, P./ Graham, J.: International marketing, 14th ed., Boston 2009; Heilmann, T.: Manual of International Marketing, 1. ed., Wiesbaden 2006; Hollensen, S.: Global marketing - a decision-oriented approach, 4th ed., Harlow 2007; Kotabe, M./ Helsen. K.: Global Marketing Management, 4th ed., New Jersey 2010; Krafft, M./ Hesse, J./ Höfling, J./ Peters, K./ Rinas, D.: International direct marketing - principles, best practices, marketing facts, 1. ed., Berlin, 2007; Schmidt, M./ Hollensen, S.: Marketing research - an international approach, Harlow, 2006.</p>					

International Economics

International Economics					
Kürzel:	IEC	Workload:	180 h	Leistungspunkte:	6
Semester:	4	Dauer:	1 Semester	Häufigkeit:	Regelmäßig im Sommersemester
Lehrveranstaltungen				Präsenzzeit	Selbststudium
International Economics				60 h	120 h
Lehrformen					
Vorlesung, Übung, Projekt					
Gruppengröße					
50					
Qualifikationsziele					
Students know basic facts and models in international economics (real and monetary) and are able to apply to explain current problems and developments. They have a basic understanding of the implications of openness, the fact that most economies trade both goods and assets with the rest of the world, on the performance of the national economy. Students are able to analyze the balance of payments and exchange rates and are able to apply concepts and principles in international economic policy.					
Inhalte					
<ul style="list-style-type: none"> - Globalisation - Facts and Figures - Standard Trade Theory - Trade, Imperfect Competition und Economies of Scale - Trade Policy - A Theory of Current Account Determination - The Macroeconomics of External Debt - Global imbalances and international capital flows - External adjustments - The Euro crisis 					
Verwendbarkeit des Moduls					
Pflichtmodul im Studiengang International Management					
Empfohlene Voraussetzung/Vorkenntnisse					
Microeconomics / Macroeconomics					
Prüfungsformen					
Klausur					
Voraussetzung für die Vergabe von Kreditpunkten					
Passed exam					
Stellenwert der Note in der Endnote					
Einfaches Leistungspunkte-Gewicht					
Hauptamtlich Lehrende(r)					
Prof. Dr. Erke, Prof. Dr. Siebe					
Modulbeauftragte(r)					
Prof. Dr. Siebe					
Sonstige Informationen					
Krugman, Obstfeld, Melitz: International Economics - Theory and Policy, 10. ed., Pearson 2014. Feenstra, R.C./A.M. Taylor: International Macroeconomic, 3. edition, Worth Publishers, 2014					

Cross Cultural Management and Communication

Cross Cultural Management and Communication					
Kürzel:	CCM	Workload:	180 h	Leistungspunkte:	6
Semester:	4	Dauer:	Semester	Häufigkeit:	Regelmäßig im Sommersemester
Lehrveranstaltungen				Präsenzzeit	Selbststudium
Cross Cultural Management				60 h	120 h
Lehrformen					
Seminar					
Gruppengröße					
30					
Qualifikationsziele					
<p>Students will increase their "cultural intelligence" by exposing themselves to intercultural situations, reflecting their experiences, exploring scientific literature to gain a better understanding, drawing conclusions concerning future practice.</p> <p>Students are able to analyse, to explain and to evaluate the ?What? ,?Why? and ?How? of intercultural collaboration and management. They are able to understand, to evaluate and to organise general processes of intercultural learning. They are able to use those gained intercultural leadership skills in the practice of teamwork during the course.</p> <p>Students are able to document and present their insights in a professional manner.</p>					
Inhalte					
<ol style="list-style-type: none"> 1. Challenges and Prospects of Globalization 2. Cultural Differences and their Consequences <ul style="list-style-type: none"> - Theoretical Basis - Understanding Cultural Dimensions and Cultural Standards - Practical Implications of Cultural Differences 3. Cultural Intelligence <ul style="list-style-type: none"> - Concept - Process of CQ-Development 4. Understanding different SHRM-Systems 5. Managing Multicultural Teams <ul style="list-style-type: none"> - Concepts - Reflection and Development of Own Practice 					
Verwendbarkeit des Moduls					
Pflichtmodul im Studiengang International Management					
Empfohlene Voraussetzung/Vorkenntnisse					
Prüfungsformen					
Klausur, Vortrag, schriftliche Ausarbeitung					
Die tatsächliche Prüfungsform wird in den ersten zwei Wochen des Semesters durch den Prüfer/die Prüferin bekannt gegeben.					
Voraussetzung für die Vergabe von Kreditpunkten					
All parts of the examination must be passed.					
Stellenwert der Note in der Endnote					
Einfaches Leistungspunkte-Gewicht					
Hauptamtlich Lehrende(r)					
Prof. Dr. Hansen					
Modulbeauftragte(r)					
Prof. Dr. Hansen					
Sonstige Informationen					
<p>Grant, R. M., 2010. Contemporary Strategy Analysis, 7th edition, Chichester U.K. (Chapter 15, to be used as handbook).</p> <p>House, R. J., Hanges, P. M., Javidan, M., Dorfman, P.W., Gupta, V. (eds.), 2004: Culture, Leadership, and Organizations. The GLOBE Study of 62 Societies, Thousand Oaks et al..</p> <p>Lane, H. W. & M. L. Maznevski, 2014. International Management Behavior. Global and Sustainable Leadership, 7th edition, Chichester: Wiley.</p> <p>Meyer, E., 2015a. When Culture Does?nt Translate. In: Harvard Business Review (October): 66 ? 72.</p> <p>Meyer, E. 2015b. Getting to Si, Ja, Qui, Hai and Da. In: Harvard Business Review (December): 74 - 80.</p> <p>Neeley, T., 2015. Global Teams That Work. A framework for bridging social distance. In: Harvard Business Review (October): 74-8181.</p> <p>Ng, K-Y., van Dyne, L., Ang, S., 2009. From Experience to Experiential Learning: Cultural Intelligence as a Learning Capability for Global Leader Development. In: AMLE, Vol. 8, No.4, 511-526.</p> <p>Additional sources will be presented during the course.</p>					

Project

Project					
Kürzel:	PRO	Workload:	180 h	Leistungspunkte:	6
Semester:	4	Dauer:	Semester	Häufigkeit:	Regelmäßig im Sommersemester
Lehrveranstaltungen				Präsenzzeit	Selbststudium
Projekt				30 h	150 h
Lehrformen					
Projekt					
Gruppengröße					
ca. 20					
Qualifikationsziele					
Students are able to analyze and to systematically structure complex problem statements. They are able to develop solutions for complex business tasks by application of management skills and tools of business administration. They can organize solution process within a team.					
Students know up-to-date theoretical research background and in all matters they are able to applicate relevant criteria and methods of scientific research.					
Students are able to present results by written paper on academic level and by a presentation in English on professional level.					
Inhalte					
Criteria and methods of scientific research, esp. in order to determine and applicate up-to-date theoretical background and research methods to solve complex professional problems and for written documentation on academic level					
Projectmanagement					
Interpersonal communication skills					
Team Management in diverse and international context					
Presentation skills					
Verwendbarkeit des Moduls					
Pflichtmodul im Studiengang International Management					
Empfohlene Voraussetzung/Vorkenntnisse					
Prüfungsformen					
Vortrag, schriftliche Ausarbeitung, This kind of examination is fixed					
Die tatsächliche Prüfungsform wird in den ersten zwei Wochen des Semesters durch den Prüfer/die Prüferin bekannt gegeben.					
Voraussetzung für die Vergabe von Kreditpunkten					
Bestandene Modulprüfung					
Stellenwert der Note in der Endnote					
Einfaches Leistungspunkte-Gewicht					
Hauptamtlich Lehrende(r)					
Prof. Dr. Figura					
Modulbeauftragte(r)					
Prof. Dr. Figura					
Sonstige Informationen					