

Module Handbook

Management Study Programme
Study Programme Controlling und Accounting

Master of Arts degree

- English Modules

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Strategic Management (in Englisch)					
Module Number: M 101	Workload: 180	Credits: 6	Semester: 1	Frequency WS	Duration: 1 Semester
Courses: Strategic Management (4SWS)			Classtime: 72 h	Study-time: 108 h	Class size: 25-30 Stud.
Learning outcomes / skills: Students should develop individually <ul style="list-style-type: none"> - a strategic focus to business knowledge derived from the their bachelor's program; - the ability to formulate business strategies; - the ability to reflect on key steps in implementing strategy; - the ability to assess the challenges of implementing policies in practice; - improved strategic thinking; - improved self-motivation and organizational skills in dealing with English-language texts; - improved skills and practical knowledge of the English language (reading / speaking / writing); - teamwork skills in case studies 			Content: Introduction - Introducing Strategy The Strategic Position - The Environment - Strategic Capability - Expectations and Purposes Strategic Choices - Business-Level Strategy - Corporate-Level and International Strategy - Directions and Methods of Development Strategy into Action - Organising for Success - Enabling Success - Managing Strategic Change How Strategy Develops - Understanding Strategy Development		
Teaching Method: Lecture with active participation of all students, case studies, guest lectures, literature studies, internet research					
Class requirements : none					
Method of testing: Written exam (in Englisch)					
Requirements to receive credit: Passing the exam with a grade of at least 4.0 (50% of the achievable performance)					
Use of the module: Compulsory module in the master's degree program Management and Master Program Accounting and Controlling					
Number of credits in proportion to total credits: 6/102 Credits (6%)					
Full-time lecturer: Prof. Dr. Ludger H. Opgenhoff					
Responsible for the module: Prof. Dr. Ludger H. Opgenhoff					

Additional Information:

At the beginning of the course, students are asked to choose a publicly listed international company to be their "focus company". They report each week on "their" company and apply theoretical concepts, which they have learned.

Required reading in English:

Johnson, Gerry; Whittington, Richard; Regner, Patrick: Exploring Strategy: [text and cases] - 11th. ed. Pearson, 2017

Students are required to read current news articles taken from international business press sources in addition to their lecture scripts.

Students are also expected to read the business news section of a national newspaper and the English-language of the Financial Times online on a regular basis. Both are available at the library.

Case Studies in International Management (in Englisch)					
Module number: M 501	Workload: 180	Credits: 6	Semester: 2	Frequency: SS	Duration: 1 Semester
Course: Case Studies in International Management (4 SWS)			Classtime: 72 h	Study-time: 108 h	Group size: 15-20 students
Learning outcomes / skills: Students should use case studies to develop individually <ul style="list-style-type: none"> - rapid processing and learning of new content within a short time; - learn to handle large volumes of Information and how to handle uncertainty in processing of case studies; - Teamwork in constructively and conceptually processing complex facts and content.; - make adequate use of previously learned business methods to case studies; - reflect on the student's own learning progress over the course of their studies from a practical perspective; - make use of English-language business expertise with their teams, i.e., the team language is English. 			Contents: <ul style="list-style-type: none"> - Globalization vs, Localization - Implementing Strategy - Market Entry Strategies <ul style="list-style-type: none"> o Non-Equity Mode <ul style="list-style-type: none"> ▪ Export <ul style="list-style-type: none"> • Direct Export • Indirect Export ▪ Contractual Agreements <ul style="list-style-type: none"> • Licensing • Franchising • Contract Manufacturing • Management Contracts o Equity Mode <ul style="list-style-type: none"> ▪ Equity Joint Ventur ▪ Fully Owned Subsidiary - Global Manufacturing and Supply Chain Operations - Risk and Control: Headquarters and Subsidiaries - Managing Human Resources Ethics and Corporate (Social) Responsibility 		
Teaching Form: Case studies, lectures with active participation of all students. Guest lectures, . literature studies, intensive research					
Requirement for participation: Recommended: M 1.01					
Method of testing: (Group) presentation and English-language research paper (weighted 50% each)					
Requirement to receive credit: Passing the exam with a grade of at least 4.0 (50% of the achievable performance)					
Use of the module (study programs): Elective module in the master's degree management program					
Number of credits in proportion to total credits: 6/102 Credits (6%)					
Full-time lecturer: Prof. Dr. Ludger H. Opgenhoff					
Responsible for the module: Prof. Dr. Ludger H. Opgenhoff					

Additional information:

At the beginning of the course, students are asked to choose a publicly listed international company as “their” focus company. Case study content is applied to these companies.

Required reading in English:

Students are required to read current news articles taken from international business press sources in addition to their lecture scripts.

Furthermore, students are expected to read a business news section of a national (German) newspaper as well as the English-language edition of the Financial Times online on a regular basis. Both are available at the library.

Business Logistics and Supply Chain Management (in Englisch)					
Module number: M 502	Workload: 180	Credits: 6	Semester: 2	Frequeny: SS	Duration: 1 Semester
Course: Business Logistics and Supply Chain Management (4 SWS)			Classtime: 72 h	Study-time: 108	Group size: 15-20 Students
Learning outcomes / skills: Students should develop individually <ul style="list-style-type: none"> - an understanding of logistics and supply chain management; - an understanding of the central elements of a logistics system and identify practice-related areas of application; - the ability to recognize and analyze improvement potential of logistic process chains; - the ability to recognize and analyze the demands of supply chain management in different branches of industry; - key initial qualifications for careers in supply chain management; - consolidated skills in self-organization and motivation when dealing independently with English-language texts; - practice-oriented English-language competency, which they will consolidate in the context of logistics/supply chain management; - teamwork capabilities, which students demonstrate once again in a case study context 			Inhalte: Overview of Logistics <ul style="list-style-type: none"> - Logistics and the Supply Chain - The Supply Chain Management Concept - Logistics and Information Technology Elements of Logistics Systems <ul style="list-style-type: none"> - Demand Management, Order Management and Customer Service - Protective Packaging and Materials Handling - Transportation and Transportation Management - Distribution Center, Warehouse, and Plant Location - Inventory Management and Warehousing management - Procurement and International Logistics Organizing, Analyzing, and Controlling Logistics Systems <ul style="list-style-type: none"> - Logistics Systems Controls - Organizing and Analyzing Logistics Systems 		
Teaching Form: Seminar; case studies, guest lectures, Internet research					
Requirement for participation: Recommended: M 1.01					
Method of testing: Exam (in Englisch)					
Requirement to receive credit: Pass the exam with a grade of at least 4.0 (50% of the achievable performance)					
Use of the module (study program): Elective module in the master's degree management program					
Number of credits in proportion to total credits: 6/102 Credits (6%)					
Full-time lecturer: Prof. Dr. Ludger H. Opgenhoff					
Responsible for the module: Prof. Dr. Ludger H. Opgenhoff					

Additional information:

At the beginning of the course, students are asked to choose a publicly listed international company as “their” focus company. They report each week on the company and apply the theoretical concepts, which they have learned. They will also refer to their “focus companies” from Module M1.01.

Required reading in English:

Murphy, Paul R.; Wood, Donald F. - 9. ed. Contemporary Logistics, Financial Times Prentice Hall, 2008
Students are expected to read a business news section of a national (German) newspaper as well as the English-language edition of the Financial Times online on a regular basis. Both are available at the library.