

# **Semester 4 contents**

## **International Finance & Control**

**Propaedeutic Phase**  
„The company and its environment“

Semester 1	Semester 2
Block P1 Business Basics 10 ECTS	Block P3 External Analysis 10 ECTS
Block P2 Business Operations 10 ECTS	Block P4 Internal Analysis 10 ECTS
Foreign Language & Skills 10 ECTS	
Qualitative Research 5 ECTS	
Study Career Management 5 ECTS	

**Main Phase**  
„Handling Management Challenges“

Semester 3	Semester 4
Block H1 Finance & Investments 10 ECTS	Block H3 Internal Control 10 ECTS
Block H2 Accounting & Taxation 10 ECTS	Block H4 New Business Developments 10 ECTS
Start-Up Factory 10 ECTS	
Quantitative Research 5 ECTS	
Study Career Management 5 ECTS	

**Graduation Phase**  
„Becoming a Business Professional“

Semester 7	Semester 8
Block G1 Strategic Management 15 ECTS	Graduation Project 25 ECTS
Block G2 Corporate Governance & Compliance 15 ECTS	Study Career Management 5 ECTS

# General info and study week planning

- Each block consists of two modules (5 ECTS each)
- Module 1 = project module (group reports, presentations etc.)
- Module 2 = „classical“ teaching module (individual written exam)

Lecture week	Contents
Week 1 – 7	Lectures / Tutorials / Project work
Week 8	Exam Preparation
Week 9	Exams / Hand-ins
Week 10	Retakes (former semesters)

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**Graduation Phase**  
„Becoming a Business  
Professional“

Semester 5	Semester 6
Workplacement	Minor 30 ECTS
Internship 15 ECTS	
Project & Research 15 ECTS	

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# Block H3 „HIC – Internal Control“

## Module HIC1 „Data Analysis“

<b>Content</b>	<ul style="list-style-type: none"><li>• Excel Dashboards</li><li>• Functions in Excel</li><li>• Pivot-Tables / Power Pivot</li><li>• Advanced Graphs</li><li>• Power BI</li></ul>
<b>Way of execution</b>	Project and Group work
<b>Contact hours</b>	2.5 hours lectures 2.5 hours project
<b>Way of examination</b>	Presentations, Reports, Group work

## Module HIC2 „Controlling“

<b>Content</b>	<ul style="list-style-type: none"><li>• Cost Accounting</li><li>• Controlling Theory</li><li>• Budgeting</li><li>• KPI / KPI-Systems</li><li>• Controlling Tools</li><li>• Information Supply</li></ul>
<b>Way of execution</b>	Individual / central teaching activities
<b>Contact hours</b>	2.5 hours lectures 2.5 hours tutorials
<b>Way of examination</b>	Written Exam 120 minutes

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# Block H4 Electives – New Business Developments

- At the end of October 2021 students choose two electives
- All electives are tested with a written exam of 120 minutes
- Max. number of seats of the electives is 10
- Seats are offered on a first-come-first-served basis
- All electives are offered in just one language
- Each elective is 5 ECTS
- Teaching hours are 5 hours per week per elective

Possible Electives:

- Advanced Statistics
- Digital Business
- Sales Management
- Human Resource Management
- Digital Accounting
- Advanced language
- Business Law
- Sustainability Management

# Block H4 Elective 1 – Advanced Statistics

- The course Advanced Statistics extends the course HQR Quantitative Research by introducing further methods and concepts in statistical data analysis as time series analysis, multivariate analysis, non-linear regression and non-parametric tests. It prepares students for more complex statistical challenges in business research and is a good preparation for an intended master study program



# Block H4 Elective 2 – Digital Business

- Independence, freedom and autonomy. If your life is meant to be shaped by these terms, Digital Business & eCommerce might be a good choice for you. Starting with the knowledge to speak the language of digital native entrepreneurs, you will learn how to scan for digital opportunities and apply modern technology as well as the right set of tools to implement your digital business strategy successfully. As a future expert in digital business, you will be prepared to take buy- and sell-side-related decisions with a cool head and calm hands. You will acquire detailed knowledge about supply chain management and eProcurement, digital marketing and customer relationship management in the digital field. A successful business never stops. To tackle this fact, you will learn techniques to continuously grow and transform your existing digital business in line with emerging challenges and opportunities. A basic technical understanding and interest that goes beyond the usage of digital media are recommended for this elective.

# Block H4 Elective 3 – Sales Management

- Marketing & Sales targets primarily students that prepare for a career in medium and large-sized companies. The structure of this course is meant to provide an understanding of how companies commonly pursue brand building as well as the creation, delivery and communication of value to the customer. In more detail, you will learn how companies identify market segments, craft brand positioning, create brand equity, how they address competition and drive growth. In addition, you will learn how companies create and design market offerings, how distribution channels are developed and managed. In response to the latest technological developments, the distribution using eCommerce and mCommerce will be addressed, too. Finally, you will gain a deeper understanding of mass communications, digital communications as well as personal communications. A basic interest in Marketing and Sales is recommended for this elective. This course is limited to 20 students.

# Block H4 Elective 4 – Human Resource Management

- Human Resource Management focuses primarily on students who prepare for a career in medium- or large-sized companies. You will learn about the roles and responsibilities of Human Resource Management, how companies source talent and manage equality and diversity in an international context. Moreover, you will understand how Human Resource Management develops employees to combine their needs with the performance goals of the company. Finally, you will gain a deep understanding of how Human Resource Management is meant to develop and keep strong relationships with the employees of the company, how companies continuously engage employees using individual reward packages and how the performance of employees along their career is measured. A basic interest in the field of Human Resource Management and the development of employees is recommended for this elective. This course is limited to 20 students.

# Block H4 Elective 5 – Digital Accounting (only offered in German)

- Das Wahlthemenmodul „Digital Accounting“ führt die Studierenden in unternehmerische Praxis des Buchführens und Bilanzierens ein. Dieses Modul wird ausschließlich am PC unterrichtet und geübt. Dabei werden die Unterrichtsinhalte aus den Accounting-Modulen des Propädeutikums sowie des Moduls HAT1 aus dem Hauptstudium angewandt. Um den unternehmerischen Alltag des Finanz- und Rechnungswesen möglichst realitätsnah abzubilden, werden die Studierenden die Buchführung eines Musterunternehmens übernehmen und durch die Anlagen eines Mandaten, die Auswahl eines branchenspezifischen Kontenrahmens, Auswahl und Anlage von Zahlungsbedingungen für den automatischen Zahlungsverkehr, das Erfassen von praxisüblichen Geschäftsfällen (z.B. innergemeinschaftlicher Erwerb, Rückstellungsbildung für die Steuerschätzung) wie sie täglich, per Monat, Quartal oder Jahr anfallen bis zur Auswahl der Gestaltung der Form des Jahresabschlusses an die Aufgaben des unternehmerischen Alltags herangeführt. Ferner erlangen die TeilnehmerInnen dieses Moduls einen Einblick in die Möglichkeiten des automatisierten Reporting von Management Informations-Systemen.

# Block H4 Elective 7 – Business Law

- Law is a substantial part of the economic and social systems in which individuals and companies perform their daily businesses. In order to understand this system, students need to understand the basic principles of law and the regulations influencing every day's business. Through a short introduction to several legal essentials in business life this course will provide students with the basic knowledge of legal principles and procedures that have an effect on company decisions. By following this elective students gain insight in how legal processes work and why and when they are relevant for businesses and their stakeholders. In the end a future business economics expert should be able to identify legally sticky situations for companies hereby reducing and/ or ideally preventing legal risks and/or financial liabilities for him, his employer and or his client.

# Block H4 Elective 8 – Sustainability Management

- Our topic will provide you with relevant & expected knowledge & competences, you will need in (business) life. Sustainability consists of 3 pillars ecology, social & economy also named planet, people, profit (the 3P's). You will learn what it means to evaluate & manage it for you as an individual student and since in S5/S6 going "outside university" to foreign countries & companies, what managing sustainability implies for companies. As a result elective students should be courageous & motivated to apply for a Major Work Placement (MWP) in the area of sustainability management. After weekly providing students with basic knowledge, approaches and methods, they should do a research about the topic, which would be integrated to the following week. The project groups should decide on a related topic, work on it as a group & present their results to the others. Following the participants are receiving a broad overview with concrete examples what sustainable management implies for them as a person like for companies. This course is limited to 20 students.

## Do you have any questions and/or remarks?

