



**Westfälische
Hochschule**

Gelsenkirchen Bocholt Recklinghausen
University of Applied Sciences

Modules in English

Business Studies Department

Westfälische Hochschule Gelsenkirchen, Bocholt, Recklinghausen

(University of Applied Sciences)

November 2022



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Management Decisions

Module number: B 1150	Workload: 150h	Credits: 5	Semester: 5	Frequency: Winter	Length: 1 semester
Course: Management Decisions			Contact hours: 72h	Self-study: 78h	Group size: 30-50
<p>Learning outcomes / Competence: After module participation, students when taking business decisions are able to take into account the interdependencies between the functional and design areas of an international company and to justify these. The students will know the significance and content of business information systems (cost accounting, financial statement and balance sheet). In addition, they will take these for the planning and decision process into consideration. The students are able to formulate strategic objectives and to consider these in the context of repeated operational decisions. The participants can identify interactions between corporate and non-corporate influences and consider these in their decision process. Participants have to take decisions in teams and they have to present their results to the class. In addition, they act in management meetings in different roles (e.g. CEO, CFO, CMO), thus developing technical and personal skills that are important for their later working life. Finally, students have to write minutes and prepare presentations.</p>					
<p>Contents:</p> <ul style="list-style-type: none"> - Moderate and monitor group meetings (= Management meetings) - Interdependence of decisions and performance measures - Different accounting systems - Development of a planning and control system using a spreadsheet program - Strategic planning and control - Operational planning and control 					
<p>Teaching methods: Business simulation; Self-organized team meetings; Lectures on individual decision areas of the business simulation; Conferences for presentation of results and discussion</p>					
<p>Prerequisite for participation: Eligible to enter into 3rd year of Bachelor studies</p>					
<p>Form(s) of assessment: Minutes and presentations in class; concept for mid- and long term business plan</p>					
<p>Prerequisite for awarding credits: All written work will be graded as well as presentations. Active participation in class is required. Minimum grade for passing: 50% out of 100%</p>					
<p>Portion of grade for final grade: please view respective StudiengangsPO</p>					
<p>Lecturer responsible: Prof. Dr. K. Kampmann; Prof. Dr. Ogenhoff</p>					
<p>Other information: The TOP SIM business simulations TopSIM Euro or TopSIM General Management are used as basis for the business simulation. The business simulation runs over 8 to 9 periods and each period equals one financial year.</p>					

International Management

Module number: B 1160	Workload: 150h	Credits: 5	Semester: 5	Frequency: Winter	Length: 1 semester
Course: International Management			Contact hours: 72h	Self-study: 78h	Group size: 20-50
<p>Learning outcomes / Competence:</p> <p>The learning objectives for the module are, that the students get</p> <ul style="list-style-type: none"> - acquainted with the effects of Globalization in everyday business management - introduced to the importance of intercultural competencies in the international business environment - an overview of the most important market entry strategies and can evaluate the pros and cons for international corporations - an understanding that qualified staff is crucial to the success of an international corporation - used to study a topic in English and therefore get more self-confident when being exposed to situations in which they are required to interact in English - used to working in teams with non-native speakers of English and with the help of (Mini-)case studies test their own team skills <p>All in all the goal is to prepare the students for working in an international working environment.</p>					
<p>Contents:</p> <p>The global manager's environment</p> <ul style="list-style-type: none"> - Assessing the Environment: Political, Economic, Legal, Technological - Managing Interdependence: Social Responsibility and Ethics <p>The cultural context of global management</p> <ul style="list-style-type: none"> - Understanding the Role of Culture - Communicating across Cultures - Cross-cultural Negotiation and Decision Making <p>Formulating and implementing strategy for international and global operations</p> <ul style="list-style-type: none"> - Formulating Strategy - Global Alliances and Strategy Implementation 					
Teaching methods: Lecture, students' research projects and presentation, class discussion					
<p>Prerequisite for participation:</p> <p>Eligible to enter into 3rd year of Bachelor studies</p>					
<p>Form(s) of assessment:</p> <p>Written 60-minute examination</p>					
<p>Prerequisite for awarding credits:</p> <p>Examination passed with 50% out of 100%</p>					
Portion of grade for final grade: Please view respective StudiengangsPO					
<p>Lecturer responsible:</p> <p>Prof. Dr. Ludger H. Opgenhoff</p>					
<p>Other information:</p> <p>The following book is mandatory:</p> <p>Deresky, Helen: International Management – Managing Across Borders and Cultures, 6th edition, Pearson-Prentice Hall, 2008</p> <p>Daily reading of the international press (e.g. Financial Times) and using the script of the module</p>					

Business Statistics

Module number: B 1072/ IN 1472	Workload: 150h	Credits: 5	Semester: 3	Frequency: Winter	Length: 1 semester
Course: Business Statistics			Contact hours: 72h	Self-study: 78h	Group size: 50-70
Learning outcomes / Competence: Students ... <ul style="list-style-type: none"> - ... know different statistical methods and analysis concepts and can apply them independently. - ... are able to compress and present variety of data sets, so that they become manageable. - ... are capable to interpret data by using statistical measures. - ... are able to assess and control the related uncertainties of an empirical study by using the methods of statistical inference. - ... know how to interpret the results of statistical evaluations and analysis economically. 					
Contents: <ul style="list-style-type: none"> - statistical basics - descriptive statistics - probability theory and inductive statistics 					
Teaching methods: Lecture, exercises, class discussion					
Prerequisite for participation: none					
Form(s) of assessment: Exam					
Prerequisite for awarding credits: Passed exam					
Portion of grade for final grade: Please view respective StudiengangsPO					
Lecturer responsible: Prof. Dr. Simon					
Other information: Lecture notes Additional literature: <ul style="list-style-type: none"> - Anderson D. R./Freeman J./Shoemith E./Sweeney D./Williams T. A.: Statistics for Business and Economics, 2nd edition, Cengage Learning 2010 - Black K.: Applied Business Statistics, 7th edition, John Wiley and Sons 2013 - Bowerman B. L./O'Connell R. T./Murphree E. S.: Business Statistics in Practice, 6th edition, McGraw-Hill 2011 - Francis A./Mousley B.: Business Mathematics and Statistics, 7th edition, Cengage Learning 2014 - Fry P. C./Groebner D. F./Shannon P. W./Smith K. D.: Business Statistics, 8th edition, Pearson 2011 Connections to other courses: Basic statistical knowledge is a prerequisite for the understanding of empirical science.					

Economics III - Economic Policy

Module number: IN 1453	Workload: 150h	Credits: 5	Semester: 3	Frequency: Winter	Length: 1 semester
Course: Economic Policy			Contact hours: 72h	Self-study: 78h	Group size: 10-20
Learning outcomes / Competence: Students					
<ul style="list-style-type: none"> - know about goals and problems of economic policy measures - can distinguish between different concepts of economic policy - can explain economic policy measures in different fields of action - know about relevant effects and side effects of selected instruments of economic policy - know about the nature, direction and effects of international economic integration and about the relevance of international aspects for the (national) economic development 					
Contents:					
<ul style="list-style-type: none"> - Theory of economic policy (agents, goals, limitations) - Public finance (financial policy) - Growth- and structural policy - Stabilisation policy (especially: fiscal policy and monetary policy) - International economic policy (especially: trade policy and policy with respect to exchange rates) 					
Teaching methods: Lecture					
Prerequisite for participation:					
None. Knowledge in microeconomic and macroeconomic theory is, however, helpful.					
Form(s) of assessment:					
Exam					
Prerequisite for awarding credits:					
Passed exam					
Portion of grade for final grade: Please view respective StudiengangsPO					
Lecturer responsible: Prof. Dr. Johann Walter					
Other information:					
Literature:					
Benassy-Quere, A./Coeure, B./Jacquet, P./ Pisani-Ferry, J.: Economic Policy, Theory and Practice, Oxford University Press, 2010					
Parkin, M./Powell, M./Matthews, K.: Economics, 9 th edition, London 2014					
Kampmann, R./ Walter, J.: Makroökonomie: Wachstum, Beschäftigung, Außenwirtschaft, München 2010					
Special feature:					
Integration of national and international aspects					

Financial Reporting

Module number: B 6501/ IN 6546	Workload: 150h	Credits: 5	Semester: 5	Frequency: Winter	Length: 1 semester
Course: Financial Reporting			Contact hours: 72h	Self-study: 78h	Group size: 10-20
Learning outcomes / Competence: The primary objective of Financial Accounting is to develop a sound understanding and appreciation of major current issues in financial accounting, especially with regard to International Financial Reporting Standards (IFRS). Students will also investigate other reports published by companies and get a sound understanding of sustainability reporting and corporate governance. By preparing a written research project and presenting the results, students increase their independent research and presentation skills.					
Contents: Reasons for financial reporting in accordance with IFRS and why it is regulated will be explored, especially regulation of intangible assets, leasing, financial instruments, impairment on assets and accounting for provisions. Also topics with a wider focus, i.e. sustainability reporting, management reporting and corporate governance will be investigated in greater detail. Students will be able to connect e.g. financial and sustainability reporting and get a sound understanding of the concept of corporate communication. Lectures include discussions in class regarding the contents of the current topic. Participation in discussions is mandatory. Students will select one topic from the list of course topics for their research presentation. Students are required to research this topic and prepare a written research project. On the nominated presentation week, students will present their research project to the class based. Five questions about the student's research topic must be prepared for discussion in class after the presentation. Participation in these discussions is also mandatory.					
Teaching methods: Lecture, students' research projects and presentation, class discussion					
Prerequisite for participation: none					
Form(s) of assessment: 50% research project, 30% presentation of research project, 20% class participation in discussions					
Prerequisite for awarding credits: Active contribution in class					
Portion of grade for final grade: Please view respective StudiengangsPO					
Lecturer responsible: Prof. Dr. Julia Lackmann					
Other information: -					

Development and Institutions of the European Union					
Modulnumber: IN 6545/ B6502	Workload: 90 h	Credits: 2,5	Semester: 1. (International Business Studies) 5./ Dualer 7. (Wirtschaft, Digital Business und IT Management) 3. (Wirtschaftspsychologie)	Frequency: WS	Length: 1 Semester
Course: Development and Institutions of the European Union			Contact hours: 32 h	Self-study: 58 h	Group size: 15 -20 students
Learning outcomes /Competence: Students are able - to distinguish the different stages of the process of European integration - to define the scope of national and European responsibilities in economic policies - to evaluate the current state of European integration and to identify the resulting problems			Contents: - aims and stages of European integration - main principles of European Union - institutions of EU - process of creating a European Constitution - Multiannual Financial Framework and annual EU-Budget		
Teaching methods: Lecture with active parts of students					
Prerequisite for participation: none					
Form(s) of assessment: presentation					
Preconditions for CPs: regular attendance and presentation					
Appropriation of the module (courses): Mandatory module in bachelor programme International Business Studies, Elective Module in Bachelor Wirtschaft, Digital Business und IT Management and Wirtschaftspsychologie					
Portion of grade for final grade: regulated in the respective StudiengangsPO					
Lecturer responsible: Prof. Dr. Johann Walter					
Other information: Literature: <ul style="list-style-type: none"> ▪ Weidenfeld, W., Europa von A-Z, 11. Aufl., Bonn 2009. ▪ Senior Nello, Susan, The European Union: economics, policies and history, 3.ed., London 2012. Special feature <ul style="list-style-type: none"> ▪ Jean-Monnet-Europazertifikat ▪ excursion to an European Institution 					

Introduction into important technologies of digital transformation					
Module number: B 6501	Workload: 150h	Credits: 5	Semester: 4. Semester/ Dualer SG 6.	Frequency: Summer	Length: 1 semester
Course: - Introduction into important technologies of digital transformation			Contact hours: 28h	Self-study: 122h	Group size: 5-10 students
Learning outcomes / Competence: Students will get insights into some of the most important technologies of digital transformation. Students will get a technical introduction and multimedial material to approach the topics. Learning outcomes will be a deep understanding of the technological impacts of new technologies for marketing and management.					
Contents: <ol style="list-style-type: none"> 1. Introduction into selected technologies 2. Study of selected technologies, such as virtual reality, blockchain technologies, cyber physical systems, machine learning 3. Study of the basics of the technologies with multimedia material 4. Rough outline of presentation 5. Discussion, group work 6. Presentation of seminar papers, discussion 					
Teaching methods: Lecture, self-studies, guided learning, class discussion, e-learning and group work					
Prerequisite for participation: none					
Form(s) of assessment: presentation					
Prerequisite for awarding credits: Active contribution in class, themes outline and end presentation					
Portion of grade for final grade: Please view respective StudiengangsPO					
Lecturer responsible: Prof. Dr. Karin Küffmann					
Other information: -.-					

International Accounting

Module number: B 6501	Workload: 150h	Credits: 5	Semester: 4	Frequency: Summer	Length: 1 semester
Course: International Accounting			Contact hours: 36h	Self-study: 114h	Group size: 10-20
<p>Learning outcomes / Competence: This course is an English version of course B 4030 but leaves out all German GAAP (HGB) related topics and statement analysis. Accordingly, this course focuses on international accounting under International Financial Reporting Standards (IFRS). The objective of "International Accounting" is to develop a sound understanding and appreciation of major current issues in context of IFRS. By preparing a written research project and presenting the results, students increase their independent research and presentation skills.</p>					
<p>Contents: Students get to know the reasons for financial reporting in accordance with IFRS. It is explored why international accounting is regulated and how, especially the regulation of intangible assets (IAS 38), property, plant and equipment (IAS 16), leases (IRFS 16), impairment on assets (IAS 36) and accounting for provisions (IAS 37). Exercises during class will deepen the understanding of IFRS regulations. Prior to a few selected classes, students receive academic papers on current issues in accounting that are discussed in class to widen the knowledge of international research in IFRS accounting. Students will select one IFRS-related topic for their research project and presentation (list of topics is given by lecturer or student's choice). Students are required to research this topic and prepare a written research project as well as a presentation on this project that is to be marked by their lecturer. Within the last weeks of this course, students will turn in their research project and present it to the class.</p>					
Teaching methods: Lecture, students' research projects and presentation, class discussion					
Prerequisite for participation: none					
Form(s) of assessment: 50% research project, 30% presentation of research project, 20% class participation in discussions					
Prerequisite for awarding credits: Active contribution in class					
Portion of grade for final grade: Please view respective StudiengangsPO					
Lecturer responsible: Prof. Dr. Julia Lackmann					
Other information: -					

European Studies					
Module number: B 3075	Workload: 150h	Credits: 5	Semester: 4	Frequency: Summer	Length: 1 semester
Course: Part I: European Economic and Monetary Union Part II: European Structural Policies			Contact hours: 72h	Self-study: 78h	Group size: 10-20
Learning outcomes / Competence: Students <ul style="list-style-type: none"> • learn about European competencies and measures in different areas of European Economic Policy • are able to judge the effects of European Economic Policy for enterprises on the basis of selected examples • can analyse the interdependencies of national and European Economic Policy by selected areas of economic policy 					
Contents: <ul style="list-style-type: none"> • Development of European single market • Development of monetary union • Selected structural policies like regional and industrial policy, transport policy, social policy and employment policy 					
Teaching methods: Students' presentation and class discussion					
Prerequisite for participation: none					
Form(s) of assessment: Presentation					
Prerequisite for awarding credits: Active contribution in class and presentation					
Portion of grade for final grade: Please view respective StudiengangsPO					
Lecturer responsible: Prof. Dr. Johann Walter					
Other information: Literature: Senior Nello, S.: The European Union: Economics, Policies and History, 3 rd edition, London and others 2012 Mc Cormick, J./ Olsen, J.: The European Union, Politics and Policies, 5 th edition, Boulder 2014 www.europa.eu.int Special feature: compulsory for the Jean-Monnet-Europazertifikat					

Business Process Simulation

Module number: B 6501	Workload: 150h	Credits: 5	Semester: 4	Frequency: Summer	Length: 1 semester
Course: Business Process Simulation			Contact hours: 72h	Self-study: 78h	Group size: 10-20
<p>Learning outcomes / Competence: After having attended the module students will be able to make logistic decisions in the context of an international operating company. They will understand logistic and general interrelations within the company. They will know the contents of different business departments and subareas such as storage, supplier evaluation, finance and accounting. They will be able to reach target-oriented economic decisions. The students will learn to formulate strategic aims and deduce operational decisions. They will be able to identify internal and external influences on the decision process. The students will work in teams and defend their decisions against outsiders. The students will create minutes and short presentations. The course will be in English so that students will learn technical terms of business English.</p>					
<p>Contents:</p> <ul style="list-style-type: none"> • Organization of groups, chairing and recording of group meetings • Interdependence between decision and performance data • Identification of logistic interrelations • Strategic planning and control • Operative planning and control • Use of English technical terms 					
<p>Teaching methods: Business simulation, autonomous group meetings, instructive discourse on specific decisions, meetings for presentation and discussion</p>					
<p>Prerequisite for participation: None</p>					
<p>Form(s) of assessment: without marking</p>					
<p>Prerequisite for awarding credits: Regular and active attendance, preparing of meeting minutes and presentation, successful participation in the business simulation</p>					
<p>Portion of grade for final grade: Please view respective StuidengangsPO</p>					
<p>Lecturer responsible: Prof. Dr. Susanne Hohmann</p>					
<p>Other information: Used business simulation: Topsim Logistics</p>					

International Marketing

Module number: B 3090	Workload: 150h	Credits: 5	Semester: 4	Frequency: Summer	Length: 1 semester
Course: International Marketing			Contact hours: 72h	Self-study: 78h	Group size: 20-30
<p>Learning outcomes / Competence: Students are expected to</p> <ul style="list-style-type: none"> - reflect about the effects of globalisation on the marketing decisions for companies (Multinationals as well as SMC) - evaluate different marketing approaches in International Markets - experience different working in German vs. English - apply their English business knowledge - foster their team work capability, by working in small groups on case studies <p>Overall the aim is to give a first insight into working in an international environment.</p>					
<p>Contents:</p> <ul style="list-style-type: none"> - The decision whether to internationalize <ul style="list-style-type: none"> o Global marketing in the firm o Development of the firm's international competitiveness - Deciding which markets to enter / Market entry strategies <ul style="list-style-type: none"> o Global marketing research o International market selection process o Choice of entry of mode o Global e-marketing - Designing the global marketing programme <ul style="list-style-type: none"> o Product decisions o Pricing decisions and terms of doing business o Place decisions o Promotion decisions - Implementing and coordinating the global marketing programme 					
Teaching methods: Students' presentation and class discussion, guest lectures					
<p>Prerequisite for participation: Recommendation: Introduction Courses Management and Economy, Business English I and II</p>					
<p>Form(s) of assessment: 50% individual part of presentation / 50% individual essay (max. 3.000 words) in English</p>					
<p>Prerequisite for awarding credits: Active contribution in class is required. All written work will be graded. Minimum grade for passing: 50% out of 100%.</p>					
Portion of grade for final grade: Please view respective StudiengangsPO					
<p>Lecturer responsible: Prof. Dr. Ludger H. Opgenhoff</p>					
<p>Other information: Mandatory Reading: Hollensen, Svend: Global Marketing – A Decision-Oriented Approach, 4th edition, FT-Prentice Hall, 2010</p> <p>Current press clippings and business press (Financial Times)</p>					