

Module Catalog

"Business Administration"

(B.Sc.)

University of Mannheim

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Part 1: Module Overview

Detailed information on the modules can be found in part 2.

1. Methodological Basis for Economists

No. of module	Modules	ECTS
CC 301	Analysis	5
CC 302	Mathematics of Finance	3
CC 303	Quantitative Methods	3
CC 304	Basics of Statistics	8

2. Business Administration

2.1 Accounting & Taxation

No. of module	Modules	ECTS
ACC 300	Introduction to Financial Accounting	6
ACC 301	Management Accounting	6
ACC 302	Financial Accounting & Business Taxation	6
ACC 402	International Financial Accounting & Business Taxation	6

2.2 Finance

No. of module	Modules	ECTS
FIN 301	Investments and Asset Pricing	6
FIN 401	Corporate Finance and Risk Management	6

2.3 Information Systems

No. of module	Modules	ECTS
IS 301	Foundations of Information Systems	6
IS 401	Integrated Information Systems	6

2.4 Management

No. of module	Modules	ECTS
MAN 301	Strategic and International Management	6
MAN 401	Organization and Human Resource Management	6

2.5 Marketing

No. of module	Modules	ECTS
MKT 301	Designing the Marketing Mix	6
MKT 401	Strategic Marketing and Marketing in Specific Industry Contexts	6

2.6 Operations

No. of module	Modules	ECTS
OPM 301	Operations Management	6

3. Economics

No. of module	Modules	ECTS
ECO 301	Basics of Economics	8
ECO 302	Microeconomics A	8

4. Civil and Business Law

No. of module	Modules	ECTS
LAW 301	Civil Law	6
LAW 302	Commercial and Corporate Law	8

5. Electives

5.1 Elective A

5.1.1 Business Administration

	Modules	ECTS
ACC 450	Principles of Group Accounting	3
TAX 450	Taxation of Businesses and Individuals in Europe and Asia-Pacific	3
FIN 450	Consumer Finance	3
IS 450	E-Business Management	3
MAN 450	Entrepreneurship, Innovation and Business Model Design	3
MKT 450	Marketing Communications	3
OPM 450	Fundamentals in Service Operations Management	3
OPM 451	Advanced Decision Making for Operations Managers	3

5.1.2 Law

	Modules	ECTS
LAW 450	Property and Collateral Security Law	3
LAW 451	Consolidation in Partnership Law	3

5.1.3 Economics

	Modules	ECTS
	Macroeconomics A	8

5.2 Elective B

	Modules in	ECTS
	Managerial Skills	1

6. Ethics and Rhetoric

No. of module	Modules	ECTS
CC 305	Presentation Skills and Rhetoric	1
CC 306	Business Ethics	3

7. International Studies

7.1 International Studies

	Modules in	ECTS
	International Studies (study abroad semester)	29
	Foreign Language Skills I	2
	Foreign Language Skills II	2

7.2 International Cultural Studies

	Modules in	ECTS
	International Cultural Studies (at Mannheim)	24
	Foreign Language Skills I	2
	Foreign Language Skills II	2
	Foreign Language Skills III	5

8. “Bachelor Thesis“

No. of module		ECTS
BT 450	Bachelor Thesis	12

Part 2: Detailed Information on the Modules

General Information:

- Every module generally extends over one semester.
- Further details for the pass of examinations are settled by the examination regulations.

1. Methodological Basis for Economists

Module	CC 301 Analysis
Type of course	Lecture with accompanying seminar
ECTS	5
Hours in class/week	4
Hours of independent study	6
Applicability	B.Sc. Business Administration Degree programs of other fields
Type of assessment	Written exam
Exam duration	90 min.
Language	German
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Significance of the grade for the final grade: 5/178
Contents	This course will provide an introduction to mathematical analysis and its application in business administration. This is in detail the different functions of two variables, partial derivatives, total differential, optimization under side conditions, linear approximation.
Learning objectives and qualifications	The students are supposed to learn about and apply the fundamental methods of analysis and its typical application in business administration.

Module	CC 302 Mathematics of Finance
Type of course	Lecture with accompanying seminar
ECTS	3
Hours in class/week	4
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	45 min.
Language	German
Course will be offered	Fall semester (first half)
Duration of Module	1/2 semester
Grade	Significance of the grade for the final grade: 3/178
Contents	<ul style="list-style-type: none"> • Presentation of different interest models • Valuation of financial assets • Mathematics of bonds and annuities • Interest rate calculation • bond/yield valuation
Learning objectives and qualifications	<p>Students are supposed to learn about and apply the fundamental methods of the mathematics of finance, as well as its application in business administration.</p> <p>The lecture is concerned with two basic problems. On the one hand, a payment flow will be valued (interests, dividends, bond investment). For that, specific interest models will be introduced. On the other hand, the interest yield of different investments will be defined. In addition, the mathematics of bonds and annuities will be thoroughly discussed.</p>

Module	CC 303 Quantitative Methods
Type of course	Lecture with accompanying seminar
ECTS	3
Hours in class/week	4
Hours of independent study	4

Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	45 min.
Language	German
Course will be offered	Fall semester (second half)
Duration of Module	1/2 semester
Grade	Significance of the grade for the final grade: 3/178
Contents	<ul style="list-style-type: none"> • Basics of linear algebra • Solvability of linear systems of equations • linear optimization • Simplex algorithm
Learning objectives and qualifications	The students are supposed to learn about and apply the fundamental methods of linear algebra and its application in business administration. Different algorithms for the solution of linear systems of equations will be discussed in particular and the concept of linear optimization introduced. The solution of these optimization problems plays an important role.

Module	CC 304 Basics of Statistics
Type of course	Lecture with accompanying seminar
ECTS	8
Hours in class/week	6
Hours of independent study	10
Applicability	B.Sc. Business Administration Basic instruction of statistics for other degree programs
Type of assessment	Written exam
Exam duration	180 min.
Language	German
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 8/178
Contents	The lecture presents an introduction to probability calculus and inductive statistics. Fundamental terms and the basics of probability calculus will be treated. This includes the terms probability, conditional probability, independence and the Bayes' theorem. To the central terms of statistical modeling belong random variables and their allocative function, the general description of discrete and continuous allocation as well as the term expectation. The allocation of two-dimensional random vectors will be discussed and important limit statements for large samples presented. In the course of the statistical part of the lecture, it will be introduced into the basic concepts of the theory of estimation and test theory. This includes the conception behind point and interval estimator as well as significance tests and p-values. Important classical parameter testings will be presented: this includes in particular the one- and two-sample location test, Gauß' test, t-test and Binomial test. Theoretic and practical aspects in the simple linear regression model will be discussed.

<p>Learning objectives and qualifications</p>	<p>Students know basic probabilistic and statistical terms, e.g. expectation, coefficient of correlation, confidence interval, significance test and p-value. They can link the terms and know legalities which are important for their application. They are able to calculate probabilities and statistical values of specified allocations, to solve combinatorial problems and to understand simple derivations of general statements of random variables. With a problem, they can detect the relevant statements, select a solution method and apply it. The students are able to interpret and evaluate the results of statistical methods. Within the frame of a simple statistical problem, they are able to select an adequate test and apply it.</p>
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2. Business Administration

2.1 Accounting & Taxation

Module	ACC 300 Introduction to Financial Accounting
Type of course	Lecture with accompanying seminar
ECTS	6
Hours in class/week	6
Hours of independent study	6
Applicability	B.Sc. Business Administration
Type of assessment	Written exam, presentation
Exam duration	90 min.
Language	German
Course will be offered	Fall semester
Duration of module	1 semester
Grade	Significance of the grade for the final grade: 6 /178
Contents	<ul style="list-style-type: none"> • Introduction to accounting <ul style="list-style-type: none"> · Inventory and balance · Business transactions resulting profit or loss • Accounting principles and techniques <ul style="list-style-type: none"> - Goods traffic - Value-added tax - Acquisition costs - Revenues and payment transaction - Personnel expenditure - Amortization of fixed and current assets - Accruals and deferrals • Production costs and financial statement
Learning objectives and qualifications	The students acquire well-founded knowledge of accounting and accounting techniques, as well as a fundamental understanding of the principles of orderly accounting (Generally Accepted Accounting Principles, <i>GoB</i>).

Module	ACC 301 Management Accounting
Type of course	Lecture with accompanying seminar and tutorial
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	German
Course will be offered	Fall semester
Duration of Module	1 semester
Grades	Weight of the grade for the final grade: 6/178
Contents	<ul style="list-style-type: none"> • Basic terms of cost and profit accounting • Calculation, cost center and cost type accounting • Cost schedule and cost function • Profit and loss account • Break even analysis • Cost information for operative decisions and deviation analysis
Learning objectives and qualifications	Students become familiar with the fundamental concepts of Management Accounting. They can retrace the accounting flow and independently solve calculations from the field of cost and profit accounting, as well as correctly interpret the results of the calculations. Furthermore, the students can manage accounting problems from corporate practice.

Module	ACC 302 Financial Accounting and Business Taxation
Type of course	Lecture with accompanying seminar and study group
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	German
Course will be offered	Fall semester
Duration of Module	1 semester
Grades	Weight of the grade for the final grade: 6/178
Contents	<ul style="list-style-type: none"> • Introduction to accounting • Norms of activation and passivation • Valuation norm • Basics of taxes on income • Determination of taxable income • Corporate taxation and tax planning
Learning objectives and qualifications	<p>Students will acquire profound knowledge of calculation, purposes as well as the commercial principals of proper bookkeeping. They are familiar with the relevant activation, passivation as well as assessment norms and are able to apply them to various actual situations. They are also able to derive the principals of profit realization from the superordinate realization principal.</p> <p>Apart from that, students are familiar with the principal characteristics of the German tax system, in particular the systems of income, corporation and trade tax. Through the contact with the different specifications of the principle of correlation, they have a good command of the determination of taxable income, emanating from the statutory annual report. They are able to determine the tax burden of companies in dependence of their legal form.</p>

Module	ACC 402 International Financial Accounting & Business Taxation
Type of course	Lecture with accompanying seminar and study group
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam; presentation
Exam duration	90 min.
Language	English
Course will be offered	Spring semester.
Duration of Module	1 semester
Grades	Weight of the grade for the final grade: 6/178
Contents	<p>The subject International Financial Accounting and Business Taxation covers International Jurisdiction (Part A) and International Taxation (Part B). In part A of the lecture, individual International Financial Reporting Standards (IFRS) will be presented in detail, whereby the focus lies on the approach and valuation of the annual statement. In particular, the lecture goes into detail of IAS 16 (Property, Plant & Equipment), IAS 38 (Intangible Assets), IAS 36 (Impairment of Assets), IAS 17 (Leases), IAS 11 (Construction Contracts), IAS 37 (Provisions, Contingent Liabilities and Contingent Assets) as well as IAS 39 (Financial Instruments). In part B, the fundamental approaches to tax planning will be treated after an overview on the basics of taxation of corporations and partnerships. In the field of European taxation, the consequences of the jurisdiction of the European Court of Justice on business taxation as well as the harmonization efforts of the European commission will be analyzed. Part B closes with an introduction to international tax accounting.</p>
Learning objectives and qualifications	<p>Students gain detailed knowledge of accounting, according to IFRS as well as the fundamentals of tax planning and the international group taxation and apply them to subject-specific issues. Based on the acquired knowledge, they are capable to analyze and discuss further issues and to come up with a solution.</p>

2.2 Finance

Module	FIN 301 Investments and Asset Pricing
Type of course	Lecture with accompanying seminar and study group
ECTS	6
Hours in class/week	5
Hours of independent study	7
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178
Contents	<ul style="list-style-type: none"> • Investment decisions (cash value, internal interest rate) • Interest yield and risk (portfolio theory) • Capital costs during insecurities (CAPM, APT) • Corporate governance, agency problems and behavioral finance
Learning objectives and qualifications	Participants of this partial module are able to analyze and judge price movements on the financial and other asset markets. They should be able to independently value stocks and bonds under standard prerequisites with the help of widely-used practical models. Furthermore, the participants will learn to apply methods of capital asset pricing correctly, to analyze portfolio decisions as the consideration of risks and return assumption and to distinguish between systematic and diversifiable risks.

Module	FIN 401 Corporate Finance and Risk Management
Type of course	Lecture with accompanying seminar and tutorial
Language of instruction	English
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	English
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178
Contents	<ul style="list-style-type: none"> • A fundamental introduction to the modern theory of business financing • An introduction to business valuation and capital costs calculus • An introduction to the most important derivatives (futures, swaps, options)
Learning objectives and qualifications	Participants of this partial module learn to assess and analyze the decision making problems of a finance department. They will be able to understand the effects of the fiscal system on financial decisions and to correctly calculate the capital costs for a corporation. Students will be made familiar with the essential instruments and decision-making processes inherent to the financing of listed corporations (stocks, bonds, loans, convertible bonds and other structured products). They also learn to apply and rate complex instruments, as e.g. unconditional futures and swaps, and options for the change of chance-risk positions.

2.3 Information Systems

Module	IS 301 Foundations of Information Systems
Type of course	Lecture with accompanying tutorial
ECTS	6
Hours in class/week	3
Hours of independent study	5
Applicability	B.Sc. Business Administration Degree programs of other fields
Type of assessment	Written exam
Exam duration	90 min.
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178
Contents	<ul style="list-style-type: none"> • Introduction and basic definitions in the field of information systems as well as design and structure of information systems • Databank systems: entity-relationship modeling, relational model, structured query language • Development of information systems: developmental processes as well as selected analysis and design methods • Management of information systems
Learning objectives and qualifications	<p>Students are able to explain the interplay of information technologies, human beings and organizations. They comprehend how information systems are structured and which varying approaches are being taken for the development and provision. Students are able to describe the basic functionalities of databank systems and understand how they work. They can estimate the challenges in the development of information systems and know the basic techniques of the analysis of the demands and the design of information systems. They understand the operative and strategic processes for the management of information systems.</p>

Module	IS 401 Integrated Information Systems
Type of course	Lecture with accompanying tutorial
ECTS	6
Hours in class/week	3
Hours of independent study	9
Applicability	B.Sc. Business Administration Degree programs of other fields
Type of assessment	Written exam
Exam duration	90 min.
Language	English
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178

<p>Contents</p>	<p>In the first part of the lecture, an introduction to process modeling will be provided. Later, the application of integrated operational information systems in different functional areas of industrial firms as well as of commercial firms will be discussed. In conclusion, the process of selection and introduction of integrated information systems will be treated.</p> <p>At first, the basics of data modeling (entity-relationship method) will be repeated and an introduction to process modeling will be provided (event-driven process chain).</p> <p>Subsequently, the application of integrated corporate application systems in different functional fields in industrial companies as well as in trade companies will be discussed.</p> <p>Furthermore, foundations in relation to management support systems (business intelligence) will be mediated.</p> <ul style="list-style-type: none"> • Modeling of corporate processes • Application systems in <ul style="list-style-type: none"> - Research and development - Marketing and sales - Purchasing, storage - Production - Distribution, service - Finance and accounting, human resources • Application systems in a trade corporation • Planning and control systems
<p>Learning objectives and qualifications</p>	<p>The participants of this lecture will be enabled to reproduce complex operational processes in prevalent modeling language. Furthermore, the students will be able to discuss the potential of applying integrated information systems in industrial firms and to dissolve the extensive process dependencies.</p>

2.4 Management

Module	MAN 301 Strategic and International Management
Type of course	Lecture with accompanying tutorial and study group
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	English
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178
Contents	<p>In the lecture MAN 301, basic theories, research results and current topics from the fields of strategic and international management will be mediated.</p> <p>An understanding of basic functions of management will be developed and aspects of the behavior of individuals and groups in organizations will be worked out. In addition, the basics of decision theory will be mediated.</p> <p>Furthermore, topics like corporate social responsibility, internationalization strategies as well as fundamental aspects of entrepreneurial value chain management will be treated.</p>
Learning objectives and qualifications	<p>Students will learn about the different contexts of management, about different problems and their solutions as well as management tasks, its operational areas and its instruments of control. Furthermore, the course will look at the predominating concepts of strategic and international management.</p>

Module	MAN 401 Organization and Human Resource Management
Type of course	Lecture with accompanying seminar and tutorial
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	2 X 45 min.
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178

<p>Contents</p>	<p>The lecture is based on the lecture MAN 301 and mediates the continuative topics and problems for management. Knowledge, which is required for management, will be mediated.</p> <p>Behavior in Organizations</p> <p>Development of motivation and satisfaction in individuals in organizations; development of behavior in, by and between groups; development of corporate cultures and how they influence the behavior of individuals</p> <p>Organization</p> <p>organizational structures and processes as well as their transformation</p> <p>Human Resource Management</p> <p>goals and fields of activity of human resource management as a strategic management function; HR instruments the creation of personnel-managing issues</p> <p>Corporate participation and co-determination</p> <p>levels of regulation and contents of the system of employer-employee-relationship and existing room for maneuver; systems of corporate governance and its challenges; participation and co-determination of the work council and conflict solution mechanisms</p>
<p>Learning objectives and qualifications</p>	<p>Students are able to independently convey the presented concepts and contents, analyze them critically and apply them to concrete case studies. In this relation, they are able to understand the various management functions and base independently worked out recommendations on a solid line of argumentation. In addition, it is also possible to get to know the principals of personnel management in detail and simulate discussions between employers and employees.</p>

2.5 Marketing

Module	MKT 301 Designing the Marketing Mix
Type of course	Lecture with accompanying tutorial and study group
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Case study presentation (max. points acquirable: 18) Written exam (max. points acquirable: 72)
Exam duration	72 min.
Language	German
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178
Contents	<ul style="list-style-type: none"> • General basics • Theoretical perspectives: the behavior of customers • Information-related perspective: foundations of market research • Instrumental perspective: <ul style="list-style-type: none"> - Foundations of product policy - Foundations of price policy - Foundations of communications policy - Foundations of distribution and sales policy
Learning objectives and qualifications	Students gain a thorough overview on the relevant questions and functions of marketing and learn the basic concepts and methods of it. In the tutorial accompanying the lecture, they apply these independently and analyze the given problems. They improve their presentation skills and learn how to cope with a task within a team.

Module	MKT 401 Strategic Marketing and Marketing in Specific Industry Contexts
Type of course	Lecture with accompanying seminar and tutorial
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam; participation in simulation
Exam duration	90 min.
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178
Contents	<p>Strategic marketing</p> <p>Institutional characteristics of marketing (service, business-to-consumer marketing, business-to-business marketing, international marketing)</p> <p>Customer segmentation, positioning and approach of target audience</p> <p>Development and expansion of the mediated contents of Marketing I and Management I</p>
Learning objectives and qualifications	<ul style="list-style-type: none"> • Students are able to apply marketing-specific knowledge, to identify and solve problems of marketing strategy and in the institutional marketing surrounding (services, B2C, B2B and international markets) • Students are aware of cultural differences and characteristics and understand their implications for corporate processes and marketing • Students understand ethical and social implications on corporate decisions • Students understand the meaning of communication and are capable of applying communication instruments efficiently

2.6 Operations

Module	OPM 301 Operations Management
Type of course	Lecture with accompanying tutorial (in English)
ECTS	6
Hours in class/week	4
Hours of independent study	8
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	English
Course will be offered	Fall semester
Duration of Module	1 semester
Grades	Weight of the grade for the final grade: 6/178
Contents	Function of operations management; fundamental planning tasks of operation management; planning methods; main features of production planning, transportation planning and of inventory management.
Learning objectives and qualifications	Acquisition of basic concepts, theories and methods of operations management.

3. Economics

Module	ECO 301 Basics of Economics
Type of course	Lecture with accompanying seminar
ECTS	8
Hours in class/week	6
Hours of independent study	10
Applicability	B.Sc. Business Administration Basic instruction of economics for other degree programs
Type of assessment	Written exam
Exam duration	120 min.
Language	German/English
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 8/178

<p>Contents</p>	<p>This lecture introduces into the field of economics and explains basic phenomena, interconnections and methods of analysis pertaining to micro- and macroeconomics.</p> <p>The lecture introduces into the principles of economic thinking. The participants will be made familiar with the basic problems of micro- and macro-economics, especially the functioning of markets, the economy of the public sector, the labor market economy and the macro-economy of closed and open political economies.</p> <p>The contents of the lecture comprise:</p> <ol style="list-style-type: none"> 1. Offer and demand 2. Markets and affluence 3. Economy of the public sector 4. Design of the tax system 5. Corporate behavior 6. Fragmentary competition 7. Labor market economy 8. Excursion to threshold regions of micro-economics 9. Empirical observations and macro-economics: economical resource accounting 10. Long-term economic development: production and growth, saving, investing and the financial system 11. Money and inflation 12. Macro-economics of open political economies 13. Short-term economic fluctuations 14. Macroeconomic politics
<p>Learning objectives and qualifications</p>	<p>Successful students know the basic principles of economic thinking. They can apply them in order to analyze the impact of different simple politico-economic measures and to evaluate which impacts are socially desirable. They can use their knowledge about the effective incentives in economic processes to advise in technically sound manner layperson in moderately complex economic and political decision problems. They are able to formulate field-related positions on current social problems (like e.g. the economic and financial crisis) and to discuss possible solutions with experts.</p>

Module	ECO 302 Microeconomics A
Type of course	Lecture with accompanying tutorial
ECTS	8
Hours in class/week	6
Hours of independent study	10
Applicability	B.Sc. Business Administration other degree programs
Type of assessment	Written exam
Exam duration	120 min.
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 8/178
Contents	<p>Goal of this lecture is to convey students the functioning and the welfare characteristics of competitive markets. Discussed in detail will be the household theory, decisions under insecurity, intertemporal decisions, production theory, partial and general balance as well as the welfare economy. Special emphasis is put on the practical training, through numerous cases, of the methodological knowledge. The technical aspects will be deepened in exercises and lecture assignments.</p> <p>In contrast to the lecture Microeconomics B lies the focus of Microeconomics A on the analysis of non-strategic behavior. The mediated basics of Microeconomics A are essential for many continuative lectures in business administration and economics.</p>

<p>Learning objectives and qualifications</p>	<p>Students are able to do not only take an individual stand in the analysis of social problems, but can comprehend the interaction of individuals as an important factor. The students have begun to think in balances. After the completion of the lecture, students are able to reproduce the acquired theoretical knowledge and to apply it to related problems. Furthermore, they have dealt with the model of the competitive market and recognized among which conditions the underlying assumptions are not appropriate. They are able to deepen their knowledge in continuative lectures and independently respectively.</p> <p>Due to the low number of participants of the tutorial and the online-forum, the interaction between students and lecturers will be encouraged. Within the frame of the discussions which will develop in the course of it, the students improve their ability to formulate field-related positions and defend them with arguments.</p>
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4. Civil and Business Law

Module	LAW 301 Civil Law
Type of course	Lecture with integrated tutorial
ECTS	6
Hours in class/week	5
Hours of independent study	7
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	120 min.
Language	German
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 6/178
Contents	Introduction to law of in particular the first two books of the German civil code (Bürgerliches Gesetzbuch) and to legal methodology.
Learning objectives and qualifications	The students have insights to the fields of civil law which are relevant for business and tax consulting, including the instruction to legal solutions of practical cases. Students will have a working overview of the business and tax areas of German civil law. This includes the ability to solve practical legal cases.

Module	LAW 302 Commercial and Corporate Law
Type of course	Lecture with integrated tutorial
ECTS	8
Hours in class/week	5
Hours of independent study	11
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	120 min.
Language	German
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 8/178
Contents	Technical terms and methodology of commercial and corporate law
Learning objectives and qualifications	Students have in-depth knowledge of the commercial and corporate law fields, which are relevant for business and tax consulting. They are able to handle practical cases with legal solutions.

5. Electives

5.1 Electives A

5.1.1 Business Administration

5.1.1.1 Accounting & Taxation

Module	ACC 450 Principles of Group Accounting
Type of course	Lecture and Exercise
ECTS	3
Hours in class/week	2 SWS (1 SWS Lecture/ 1 SWS Exercise)
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written Exam
Exam duration	45 min.
Language	English
Course will be offered	Spring Semester
Duration of Module	1 Semester
Grade	Weight of the grade for the final grade: 3/178
Contents	The course covers the preparation and interpretation of consolidated financial statements based on IFRS and German GAAP. All consolidation and elimination entries necessary to combine the separate balances and to eliminate the inter-company transactions are introduced.
Learning objectives and qualifications	Participants of the course gain an overview of the major concepts and methods in the fields of group accounting. Students know the regulations for group accounting. Based on these regulations, students are able to prepare consolidated financial statements. They learn how consolidation methods impact the consolidated financial statement and are able to interpret group reports.

Module	Tax 450 Taxation of Businesses and Individuals in Europe and Asia-Pacific
Type of course	Lecture
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	60 min.
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight for the total grade: 3/178
Contents	<p>Businesses operating within and across the borders in Europe or other regions are confronted with heterogeneous tax systems despite EU-wide tax harmonization efforts. Therefore, businesses have to adapt their organisation, finance and channels of distribution to the range of tax conditions in different countries and aim to optimise their tax situation by considering other business objectives.</p> <p>The guidelines regarding the taxation of businesses in the European Union and in the Asian Pacific region are presented. The topics vary from the basic principles of the dual system of business taxation, the taxation of corporations and their shareholders and the taxation of partnerships to the impact of different corporation tax systems on financing decisions. Furthermore, the guiding principles of international taxation regarding inbound and outbound investments are discussed. Finally, based on this, several tax planning strategies for cross-border investments are introduced by various case studies (e.g. cross-border financing and implementation of holding companies).</p>
Learning objectives and qualifications	<ul style="list-style-type: none"> • Understand and evaluate the consequences of taxation when undertaking national transactions and decisions; • Understand and evaluate the consequences of taxation when undertaking international transactions and decisions; • Understand and identify the key tax issues that affect international business transactions.

5.1.1.2 Finance

Module	FIN 450 Consumer Finance
Type of course	Lecture
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 minutes
Language	English
Course will be offered	Spring / summer term
Duration of Module	1 semester
Grade	Weight for the total grade: 3/178
Contents	<p>The course gives an introduction to the field of consumer finance, which covers the use of financial instruments by private households. Financial decision making is among the most important but also the most complex problems individuals face these days. Topics include both investing decisions and credit decision of consumers, highlighting several influencing variables such as cognitive abilities, financial literacy, age, and experience. Another emphasis will be on retirement savings with coverage of savings programs, annuities and retirement consumption. Finally the interaction of the consumer with his peers and financial intermediaries such as advisors will be discussed.</p> <p>Core Readings</p> <ul style="list-style-type: none"> • Campbell (2006): Household Finance, Journal of Finance, 61(4), 1553–1604. • Tufano (2009): Consumer Finance, Annual Review of Financial Economics, 1, 227– 247.

<p>Learning objectives and qualifications</p>	<ul style="list-style-type: none"> • Students have an overview of the research field of consumer finance with regards to current research topics and methodology used • Students are able to integrate interdisciplinary views from finance, economics, psychology, and behavioral sciences • Students acquire the ability to deal with scientific research papers, to interpret their results and to identify critical points • Students know institutional features of savings products and retirement systems in different countries
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5.1.1.3 Information Systems

Module	IS 450 E-Business Management
Type of course	Lecture
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	written examination
Exam duration	60 min
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight for the total grade: 3/178
Contents	<p>In the last years, the internet has rapidly become an important and fast growing aspect of business life. It is a channel to the customer, a medium to link up with the suppliers, a marketing tool and an interactive medium for communication. Consequently, today's manager needs a profound knowledge of the strategic implications of using the internet for the goals of the firm. Based on the content of the introductory courses on information systems and marketing it is the aim of this elective module to equip the participants with strategic insights into the following aspects of e-business impact: Economics of e-business, technologies for e-business empowerment, social and behavioral issues on in the digital channel, ethical and regulatory aspects, strategies to employ the digital channel, digital marketing, product and service innovation, reshaping business processes through e-business, e-business project management and e-business skills and culture.</p> <p>Textbook: Jonathan Reynolds, <i>E-Business, A Managerial Perspective</i>, Oxford University Press, 2010</p>
Learning objectives and qualifications	<p>Students will</p> <ul style="list-style-type: none"> • understand the impact of e-business on modern business model design and implementation • develop an understanding of the design of e-business units • link technological necessities with business processes • engage in social media for marketing, customer relationship management and customer satisfaction

5.1.1.4 Management

Module	MAN 450 Entrepreneurship, Innovation and Business Model Design
Type of course	Seminar and study group
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Creation of a Business Plan and Presentation
Exam duration	
Language	English
Course will be offered	Spring semester
Duration of Module	1 semester
Grades	Weight of the grade for the final grade: 3/178
Contents	<p>The course `Entrepreneurship, Innovation and Business Model Design´ introduces concepts of creativity and entrepreneurship and models which facilitate their translation into business models. The course introduces students to the more practical elements of innovation and enterprise activity across multiple contexts along with the exploration of students' own entrepreneurial potential.</p> <p>This course focuses on two main themes: encouraging students to investigate and experience creative processes and preparing students to implement innovative ideas in the marketplace.</p>
Learning objectives and qualifications	<p>By the end of the module students will have:</p> <ul style="list-style-type: none"> • explored and developed their own entrepreneurial creativity • invented and presented a new idea • experienced and applied a six stage creative problem solving process • developed skills and abilities that can be applied to improve your effectiveness in the rest of your studies • developed a business plan for a concrete start up project • presented and defended the concept of their start up project in front of an expert board to get feed back

5.1.1.5 Marketing

Module	MKT 450 Marketing Communications
Type of course	Lecture
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	60 min.
Language	English
Course will be offered	Spring Semester
Duration of Modul	1 semester
Grades	Weight of the grade for the final grade: 3/178
Contents	<p>Marketing communications is concerned with the methods, processes, meanings, perceptions and actions associated with the ways in which organizations (and their brands) engage with their target audiences.</p> <p>The lecture covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, and personal selling.</p>
Learning objectives and qualifications	<ol style="list-style-type: none"> 1) Understanding of what Marketing Communications is and how it works 2) Understanding of the different process steps of marketing communications (planning, organization, execution, monitoring of communication actions). 3) Knowledge of the various aspects and perspectives of marketing communications (i.a., advertising, public relations, sponsoring, sales promotion, direct marketing). 4) Develop the ability to criticize various communication instruments and their application.

5.1.1.6 Operations

Module	OPM 450 Fundamentals in Service Operations Management
Type of course	Lecture and exercise
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min
Language	English
Course will be offered	Spring semester
Duration of Modul	1 semester
Grades	Weight of the grade for the final grade: 3/178
Contents	<p>Services are the largest and fastest growing segment of our economy. However, services pose particular challenges to managers due to their intangible and experiential nature, time-sensitivity/perishability and high levels of customer involvement. This course provides basic managerial concepts and selected analytical tools for effectively and efficiently managing service operations in order to gain competitive advantage in face of these challenges. Applications cover a broad range of service industries, such as transport and communication, retailing, hospitality, professional services, e-services, as well as service functions of the manufacturing sector.</p>
Learning objectives and qualifications	<p>Students will</p> <ul style="list-style-type: none"> • get familiarized with the challenging decisions and problems in service (operations) management, • understand the key differences between the service and the manufacturing sector and the implications for managing services vs. goods, and • learn about concepts and tools for analyzing decision situations and for systematically evaluating options in service operations management.

Module	OPM 451 Advanced Decision Making for Operations Managers
Type of course	Lecture incl. tutorial
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	45 min.
Language	English
Course will be offered	Spring semester
Duration of Modul	1 semester
Grades	Weight of the grade for the final grade: 3/178
Contents	The goal of this course is to deepen the understanding of planning problems in production and logistics management and corresponding methods for advanced decision-making.
Learning objectives and qualifications	Students are proficient in advanced concepts and methods to solve planning problems in production and logistics management. They are capable of applying them to case studies and can make use of prevalent software packages for that purpose.

5.1.2 Law

Module	LAW 450 Property and Collateral Security Law
Type of course	Lecture
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	German
Course will be offered	Spring Semester
Duration of Modul	1 semester
Grades	Weight of the grade for the final grade: 3/178
Contents	Subject of the module is the third book of the German civil code (Bürgerliches Gesetzbuch) and its effects on economic practice
Learning objectives and qualifications	Subject of the lecture are the basic technical terms and the foundations of property law, in particular property and estate of movable objects. Furthermore, the right of collateral security is being presented with the help of legal and through legal practice developed security forms. Students will be enabled to understand legal property case arrangements and to solve them appropriately.

Module	LAW 451 Consolidation in Partnership Law
Type of course	Lecture
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	German
Course will be offered	Spring Semester
Duration of Modul	1 semester
Grades	Weight of the grade for the final grade: 3/178
Contents	The module conveys consolidating knowledge of company law and of partnerships and commercial partnerships.
Learning objectives and qualifications	Students are to understand the legal company structures of partnerships and commercial partnerships, which are of great importance for occupations aimed at commercial law, and are enabled to apply the knowledge in practice.

5.1.3 Economics

Module	Macroeconomics A
Type of course	Lecture and Exercise
ECTS	8
Hours in class/week	6
Hours of independent study	10
Applicability	B.Sc. Business Administration, other programs
Type of assessment	Written exam
Exam duration	120 min.
Language	German/English
Course will be offered	Spring Semester
Duration of Modul	1 semester
Grades	Weight of the grade for the final grade: 8/183
Contents	<p>a) Economic Growth: saving, interest rates and capital accumulation; technological progress; human capital; money, inflation and economic growth.</p> <p>b) The Labor Market: unemployment; wages and salaries; technological progress and wage inequality.</p> <p>c) The Open Economy: exports and imports; capital flows; exchange rates; globalization and economic growth; globalization and the labor market.</p> <p>d) Economic Policy: fiscal policy and tax reform; labor market reform; social security reform; health reform.</p>
Learning objectives and qualifications	<p>Successful graduates will know the basic principles of macro-economic thinking. They will be able to apply them in order to analyze the effect of differing economic-political measures as well as to evaluate what kind of measures would be socially desirable. They will use their knowledge on macro-economic theory and empiricism for the purpose of commenting on contemporary macro-economic issues in a professionally substantiated manner. Furthermore, they will be able to formulate suggestions for improvement concerning the overall economic situation and discuss them with representatives of the discipline.</p>

5.2 Electives B

Various modules in the field of “managerial skills”	
Type of course	Block seminar
ECTS	1
Hours in class/week	1
Hours of independent study	1
Applicability	B.Sc. Business Administration
Type of assessment	Participation
Exam duration	See above
Language	German/English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Passed (Bestanden, BE) or failed (Nicht Bestanden, NB)
Contents	Depending on enrollment, the area provides basic knowledge on subjects of occupational competence, expertise, methodological competence, and soft skills.
Learning objectives and qualifications	Students will learn about specific mechanisms, procedures and methods within the selected subject area and apply them in an adequate manner. Thus they will learn how to orient themselves within complex organizations. This course aims at preparing students for their future career in an institution or business, so that they may act according to specific situations in order to be able to tackle problems confidently and to develop solution strategies.

6. Ethics and Rhetoric

Module	CC 305 Presentation Skills and Rhetoric
Type of course	Lecture and compact course
ECTS	1
Hours in class/week	1
Hours of independent study	1
Applicability	B.Sc. Business Administration
Type of assessment	Participation, presentation
Exam duration	See above
Language	German
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Passed (Bestanden, BE) or failed (Nicht Bestanden, NB)
Contents	This module will convey via an integrated model (the contextual framework consists of a business administration perspective) the relevant methods of presentation and the rules of public speaking.
Learning objectives and qualifications	By the end of the seminar, students will be in a position to undertake presentations in a confident and engaging manner. They will have gained an insight into the relevant methods of presentation and will be able to apply these in an appropriate manner. Further, they will be familiar with the rules of public speaking and will be able to structure a paper in an audience-friendly and transparent manner.

Module	CC 306 Business Ethics
Type of course	Lecture
ECTS	3
Hours in class/week	2
Hours of independent study	4
Applicability	B.Sc. Business Administration
Type of assessment	Written exam
Exam duration	90 min.
Language	German
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 3/178
Contents	The course considers the moral and ethical responsibility of players in the corporate world and of companies in decision-making processes. Responsibility has to be taken over for their institution in order to gain performance in an ethical way.
Learning objectives and qualifications	Students learn to recognize and apply ethical business solutions. This class is intended to improve students' ethical judgment.

7. International Studies

The module International Studies makes a distinction between the study abroad semester and the studies at the University of Mannheim.

Usually the students study in their fifth semester abroad. The study abroad semester, enables the students to educate themselves further and to specialize, as well as to expand and deepen their general knowledge by taking classes from other fields. Depending on the host country, the students complement or improve their foreign language skills and learn how to get in contact with other cultures and mentalities.

Under special circumstances students can be exempt from the study abroad semester – in this case they are free to choose from different courses from the field of International Cultural Studies. In the lectures, individual theories of Cultural Studies will be presented exemplarily, which will be treated in detail in the following seminars. Furthermore, knowledge of the chosen foreign language will be expanded.

Detailed information can be found in the subchapters 7.1 and 7.2.

7.1 International Studies – study abroad semester

Students who spend their fifth semester abroad can transfer credit for course work done abroad at their partner university from every area of business administration, as well as courses which correspond to the field of “International Studies”. For course work done there, up to 29 ECTS can be transferred (compare § 15 Examination Regulations).

	International Studies
Type of course	Lectures, seminars and tutorials
ECTS	29
Hours in class/week	dependant on the type of course
Hours of independent study	dependant on the type of course
Applicability	B.Sc. BWL
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See above
Language	English or other foreign language
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 29/178
Contents	dependant on the type of course
Learning objectives and qualifications	During the study abroad, the students can educate and specialize themselves professionally, as well as broaden and deepen their general knowledge by attending courses from other fields. Depending on the host country, the students will complement and improve their foreign language skills and will also learn how to handle other cultures and mentalities. Through the confrontation with different teaching and learning methods at the host institution and with a new environment, the academic and personal growth of the students will be advanced.

7.2 Foreign Language Skills

Foreign language skills consist of two modules in one of the following languages chosen by the students: English, French, Spanish, Italian, Russian, Japanese and Chinese.

According to the foreign language chosen by the students, the module provides basic/advanced knowledge in regard to (economic) technical skills as well as regional knowledge. In this connection, the focus lies on the encouragement of communicative competencies and language skills in varying contexts.

In order to be accepted for the respective languages, acceptance and placement tests will be carried out during the first semester. The number of participants in the different languages is restricted (with the exception of English).

Foreign Language Skills I and II

a) Chinese

Students choose, depending on their existing language level, either the modules Chinese I and II or Business Chinese I and II (<http://chinesisch.bwl.uni-mnnheim.de>).

Module	Foreign Language Skills I: Chinese I
Type of course	Seminar
ECTS	2
Hours in class/week	2 (additional offer: 4 hours per class/week)
Hours of independent study	2
Linguistic prerequisites	None
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam; the examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester.
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	In this course, students will acquire basic knowledge of modern Chinese in regard to listening comprehension, speaking, reading and writing. The focus areas are Chinese phonetics, Chinese characters and grammar.
Learning objectives and qualifications	<ul style="list-style-type: none"> • Acquisition of thorough basic knowledge of the modern Chinese language • Acquisition of Chinese characters • Command of Chinese everyday conversation

Module	Foreign Language Skills II: Chinese II
Type of course	Seminar
ECTS	2
Hours in class/week	2 (additional offer: 4 hours per class/week)
Hours of independent study	2
Linguistic prerequisites	Foreign Language Skills I
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Fall semester.
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	In this seminar, the basic language skills acquired on level I are being further expanded. The competencies in listening and speaking, as well as in reading and writing are being intensified and enhanced. In addition, the students learn about history, regional and cultural studies and communication skills.
Learning objectives and qualifications	<ul style="list-style-type: none"> • Improvement of listening comprehension, oral expression, reading comprehension and written expression. • Extension of general language skills • Achievement of level A2 of the “Common European Framework of Reference for Languages” • Consolidation of cultural and historical knowledge • Acquisition of communication skills and strategies in negotiations

Apart from the two obligatory courses in two semesters, further courses in general Chinese will be additionally offered in the fourth semester (spring semester). Thus the students can achieve level B1 of the “Common European Framework of Reference for Languages” and can therefore take the worldwide recognized HSK exam (Hànyǔ Shuǐpíng Kǎoshì). In order to facilitate the acclimatization process and to allow good chances during later studies in China or also in your career, the participation is highly recommended.

Module	Foreign Language Skills I: Business Chinese I
Type of course	Lecture and tutorial
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	Advanced skills in Chinese are required. The seminar is directed at students, whose knowledge of Chinese is in line with level C1-C2 of the “Common European Framework of Reference for Languages” and who would like to improve their Chinese in general as well as subject-specific.
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	In the lecture, technical terminology in Chinese for economic purpose, like e.g. negotiations, newspaper articles, analysis of an economic event etc., will be presented. In addition, the already acquired general knowledge in Chinese will be expanded and deepened.
Learning objectives and qualifications	<ul style="list-style-type: none"> • Improvement of listening comprehension, oral expression, reading comprehension and written expression. • Acquisition of knowledge in Business Chinese

Module	Foreign Language Skills II: Business Chinese II
Type of course	Lecture and tutorial
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	Foreign Language Skills I: Business Chinese I
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Fall semester.
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	In this lecture, the know-how in Business Chinese on the basis of Foreign Language Skills I – Business Chinese I will be expanded. Furthermore, the already acquired basic knowledge in Chinese will be expanded and deepened and the students learn more about Chinese culture, history and regional studies as well as communication skills.
Learning objectives and qualifications	<ul style="list-style-type: none"> • Improvement of listening comprehension, oral expression, reading comprehension and written expression. • Deepening of knowledge in Business Chinese • Consolidation of cultural and historical knowledge • Acquisition of communication skills and strategies in negotiations

b) English

The courses are offered by the School of the Humanities (area: *Anglistik für Wirtschaftswissenschaften*: http://www.anglistik.uni-mannheim.de/anglistik_fuer_ww/startseite/index.html)

Module	Foreign Language Skills I: Current Topics
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	spring and fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • Development of a technical vocabulary with an emphasis on economy and politics • Basic principles of research, processing and evaluation of news • Contextualizing of selected aspects of the contents taught in the economic lectures • Provision of regional topics • Encouragement of listening and reading comprehension as well as oral and written capability of expression
Learning objectives and qualifications	Students acquire apart from the competent handling with different news media the critical treatment of current topics from the fields of politics, society and economy. This includes research according to basic scientific rules and the comparison of different sources, as well as the critical examination with varying approaches and culturally coined views. Apart from the acquisition of technical economic vocabulary, the goal of this seminar is the fortification of the communicative competencies and language skills in their respective contexts.

Module	Foreign Language Skills II: International Business Communication
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	spring and fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • aspects of intercultural communication in the business world: critical situations and case studies; key words of intercultural communication; short presentations by participants about selected business cultures • communication strategies for meetings and negotiations (with the help of simulations or respectively, smaller case studies) • training of the structures of English business correspondence and the written communication within a corporation (letters, e-mails, memos) • training and deepening of important grammatical constructions and technical terms for the communication in the business world
Learning objectives and qualifications	On the one hand, students acquire practice oriented skills (writing business correspondence, preparation and execution of meetings and negotiations), on the other hand, their intercultural and communicative competence will be encouraged in order to secure successful social interaction with the English-speaking business world. In this connection, a special focus lies on the fortification of the communicative and social competencies and the acquisition of communication techniques and negotiation strategies.

c) French

The courses are being exclusively offered by the School of the Humanities for the B.A. programs Business Administration and Business Informatics (Romance Studies: <http://www.phil.uni-mannheim.de/romsem/startseite/index.html>).

Module	Foreign Language Skills I: Français – langue des affaires I
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	At least 3 years of French in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”; the selection is made with the help of a language test).
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	Varying current topics on the French economy, e.g.: <ul style="list-style-type: none"> • job market/unemployment • minimum wage • labor time • labor unions/employers’ organizations • sectors • institutions • interculturality
Learning objectives and qualifications	<ul style="list-style-type: none"> • improved listening and reading comprehension • presenting the basics of language competencies • development of a well-founded vocabulary • provision of regional knowledge and treatment of current economic topics

Module	Foreign Language Skills II: Français – langue des affaires II
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	At least 3 years of French in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”), Français – langue des affaires I
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Fall semester.
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<p>Various current socio-political and economic topics on France, e.g.:</p> <ul style="list-style-type: none"> • state indebtedness • pension scheme • insurance system • economic reforms • institutions • interculturality, critical incident
Learning objectives and qualifications	<ul style="list-style-type: none"> • acquisition of communication techniques in the field of Business French • development of the respective terminology • application of techniques of technical translation

d) Japanese

The courses are being offered by the lectorate for Japanese studies of the Business School (<http://jump.bwl.uni-mannheim.de>).

Module	Foreign Language Skills I: Modern Japanese I (including Grammar I)
Type of course	Seminar
ECTS	2
Hours in class/week	2 (additional offer: 2 hours per class/week)
Hours of independent study	2
Linguistic prerequisites	Previous knowledge of the Japanese language is beneficial. In principle, it is possible (with increased work load) to master the seminar without previous knowledge.
Applicability	B.Sc. Business Administration
Type of assessment	Written exam (90 min.). The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • Introduction to the script system with Kana and Kanji • Greeting, introduction of yourself and simple conversation • Numbers and calendar • MASU forms and the most important inflection forms
Learning objectives and qualifications	<ul style="list-style-type: none"> • Students are able to learn simple everyday conversation like greeting and the introduction of themselves and are able to master all 92 Kana characters and about 60 Kanji characters. The most important inflection forms of the verbs and adjectives will be presented. • acquisition of basic knowledge of the Japanese language • development of basic vocabulary • presenting cultural knowledge

Module	Foreign Language Skills II: Modern Japanese II (including Grammar II)
Type of course	Seminar

ECTS	2
Hours in class/week	2 (additional offer: 2 hours per class/week)
Hours of independent study	2
Linguistic prerequisites	Foreign Language Skills I
Applicability	B.Sc. Business Administration
Type of assessment	Written exam (general language test (90 min., 75%)) as well as exam of the active Kanji (60 min., 25%); the examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Fall semester.
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • Expansion of the vocabulary with Kanji • Acquisition of all inflected forms • Expansion of everyday expressions • Presenting of cultural knowledge
Learning objectives and qualifications	<p>The students are able to learn as a grammatical basis among other things all inflected forms of the verbs and adjectives in order to expand variations of oral and written expression. They are able to read and write simple texts in the mixed script system Kana and Kanji. With the introduction of the honorifics as well as cultural knowledge, students are able to distinctly differentiate between the different language levels.</p> <ul style="list-style-type: none"> • Extension of vocabulary and the knowledge of Kanji • Training of listening comprehension in everyday situations • Acquisition of the honorific speech “Keigo” • Preparation for studies at a Japanese university

In addition to the compulsory modules, which span over 2 semesters, further elective courses are being offered. This is necessary, because the work load with Japanese is in comparison to other (western) languages substantially increased, due to the acquisition of a more complex writing system. Especially for students without prior knowledge it is thus very difficult to learn the Japanese language in the time frame of the B.A. studies to such a degree which allows unproblematic studies at a Japanese university.

The additional intensive language courses are being offered in the 2nd and 4th semester (in each case: spring semester).

e) Italian

The courses are being offered by the School of the Humanities (Romance Studies: <http://www.phil.uni-mannheim.de/romsem/startseite/index.html>).

Module	Foreign Language Skills I: L'italiano per gli affair I
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	At least 3 years of Italian in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”), the selection is made with the help of a language test.
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • labor, occupations, environment and economy, tourism • globalization, crisis and unemployment • professional life in Italy • information about corporations • sales and trade, acquisition and sales – technical vocabulary of the respective fields • sales: types of corporations and their structure • Cultural studies: socio-political and cultural topics (history, political system, educational and health system, parties and trade unions...) • Italy and the EU • Consolidation of word pool in these fields and of different grammatical topics up to GER-level B1/B2
Learning objectives and qualifications	<ul style="list-style-type: none"> • command of listening and reading comprehension • knowledge of the basics of language competencies • development of a well-founded vocabulary • presenting cultural and economical knowledge

Module	Foreign Language Skills II: L'italiano per gli affair II
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	At least 3 years of Italian in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”), L'italiano per gli affair I
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • various current economic topics concerning Italy • marketing and advertisement • sales and trade, acquisition and sales • new technologies, internet and economy • consolidation of word pool in these fields and of the different grammatical topics up to GER-level B2 • use of tense and mode (direct and indirect), passive
Learning objectives and qualifications	<ul style="list-style-type: none"> • acquisition of communication techniques in the field of Business Italian • development of the respective terminology • application of techniques of translation

f) Russian

The courses are being offered by the School of the Humanities (Department of Slavic Studies: <http://slavistik.phil.uni-mannheim.de/>).

Module	Foreign Language Skills I: Ponimanie ekonomiceskich tekstov (ustno i pis'menno)
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	Previous knowledge of the Russian language is beneficial. In principle, it is possible (with increased work load) to master the seminar without previous knowledge.
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178

Contents	<p>Group with previous knowledge:</p> <ul style="list-style-type: none"> • Introduction to subject-specific basic terms: with the help of simple texts, topics like organizational structures and fields of activities of the companies, general economic terminology and the like will be developed and in oral and written form rehearsed • Introduction to negotiational language and general communication through spoken dialogue • Rehearsal of simple business letters (invitation, notification and the like) and applications • Presentation of national characteristics. • Treatment of specific grammatical topics considering already existing language knowledge. <p>Group without previous knowledge:</p> <ul style="list-style-type: none"> • Presenting the basics of the Russian language: <p>The characteristics of the Russian lettering, pronunciation and grammar, rehearsal of communication techniques for workaday life:</p> <ul style="list-style-type: none"> • Declension of nouns, pronouns and adjectives in singular and partly in plural. • Introduction to the Russian verbal system. Basic knowledge about the verbs of motion and conditions. • Working on word pool.
Learning objectives and qualifications	<ul style="list-style-type: none"> • improvement of listening and reading comprehension • presenting the basics of language competencies • development of a well-founded vocabulary • presenting cultural and economical knowledge

Module	Foreign Language Skills II: Razvitie navykov reci ustno i pis'menno (ekonomika)
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	Foreign Language Skills I
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment

Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<p>Group with previous knowledge:</p> <ul style="list-style-type: none"> Based on FLS I, subject-specific knowledge in the fields general economic terminology, trade correspondence and negotiational language as well as communication will be deepened and expanded. Selected topics will be prepared, e.g. banking, insurance and tax scheme and the like. In addition, the students participate by independently working on a topic and presenting it in Russian. If required, difficult chapters of the Russian grammar will be treated. <p>Group without previous knowledge:</p> <ul style="list-style-type: none"> Based on FLS I, the work with the word pool and communication will be deepened and grammatical knowledge expanded. An additional part is the treatment of oral and written language competency with special regard of economic terminology. Country-specific information.
Learning objectives and qualifications	<ul style="list-style-type: none"> acquisition of communication techniques in the field of Business Russian development of the respective terminology application of techniques of translation

g) Spanish

The courses are being exclusively offered by the School of the Humanities for the B.A. programs of Business Administration (Romance Studies: <http://www.phil.uni-mannheim.de/romsem/startseite/index.html>).

i) Spanish with previous knowledge

Module	Foreign Language Skills I: Español para economistas I
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2

Linguistic prerequisites	At least 3 years of Spanish in high school with good results (respectively Level B2 of the “Common European Framework of Reference for Languages”; the selection is made with the help of a language test).
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • labor, occupations, environment and economy, tourism • globalization, crisis and unemployment • professional life in Spain and Latin America • information about corporations • sales and trade, acquisition and sales – technical vocabulary of the respective fields • sales: types of corporations and their structure • Cultural studies: socio-political and cultural topics (history, political system, educational and health system, parties and trade unions...) • Spain and the EU • The economic condition of Latin America • Consolidation of word pool in these fields and of different grammatical topics up to GER-level B1/B2
Learning objectives and qualifications	<ul style="list-style-type: none"> • improvement of listening and reading comprehension • presenting the basics of language competencies • development of a well-founded vocabulary • presenting cultural and economic knowledge

Module	Foreign Language Skills II: Español para economistas II
Type of course	Seminar
ECTS	2
Hours in class/week	2
Hours of independent study	2
Linguistic prerequisites	At least 3 years of Spanish in high school with good results (respectively level B2 of the “Common European Framework of Reference for Languages”), Español para economistas I
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Fall semester.
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • various current economic topics concerning Spain (banks, labor market, unemployment, labor time, trade unions, employer organizations, national debt, pension scheme, pension reforms, insurance scheme...) • product (characteristics, life cycle, packaging, quality and price), consumption and marketing (consumers and purchase behavior, market research, market strategies) • marketing and advertisement (advertisement analysis) • sales and trade, acquisition and sales (inquiry, offer, order, delivery, delay in delivery, complaints and notice of defects, claims, payment, delay of payment) – technical vocabulary of the respective field • new technologies, internet and economy • the most important Spanish/Latin American companies • consolidation of word pool in these fields and of the different grammatical topics up to GER-level B2 • use of tense and mode (direct and indirect), passive
Learning objectives and qualifications	<ul style="list-style-type: none"> • acquisition of communication techniques in the field of Business Spanish • development of the respective terminology • application of techniques of translation

ii) Spanish without previous knowledge

Module	Foreign Language Skills I: Spanish for beginners without previous knowledge I
Type of course	Seminar
ECTS	2
Hours in class/week	2 (additional offer: 2 hours in class/week)
Hours of independent study	2
Linguistic prerequisites	none
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • professional life in Spain and Latin America • sales and trade, acquisition and sales • Communication within companies • applications • Cultural studies: sociopolitical and cultural topics (history, political system, educational and health system...)

<p>Learning objectives and qualifications</p>	<p>Students will have a good command of:</p> <ul style="list-style-type: none"> • Listening comprehension: elementary comprehension with standard language and language of the business world, if it is about persons, family, living, life, business relationships and education • Reading comprehension: texts in commercial and private letters, description of events and understanding of personal information • Coherent speaking: personal introduction, origin, education, experiences and events. Arranging appointments and meetings, introducing yourself and others, describing in simple coherent sentences; shortly explaining information about professional life and describing it. • Writing: writing short texts and notes about the professional world; summarizing a CV, writing a letter and asking for important information.
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Module	Foreign Language Skills I: Spanish for beginners without previous knowledge II
Type of course	Seminar
ECTS	2
Hours in class/week	2 (additional offer: 2 hours in class/week)
Hours of independent study	2
Linguistic prerequisites	Spanish for beginners without previous knowledge (focusing on economic language) I
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 2/178
Contents	<ul style="list-style-type: none"> • Information about companies • Sales: types of companies and their structure • Communication in companies • Cultural studies: sociopolitical and cultural topics (history, political system, educational and health system...) • Spain and the EU • The economic condition of Latin America
Learning objectives and qualifications	<ul style="list-style-type: none"> • Consolidation and expansion of the competencies acquired in the seminar “Spanish for beginners without previous knowledge” (focusing on economic language) • Expansion of the work related and economic word pool

7.3 “International Cultural Studies” - study at Mannheim

	International Cultural Studies
Type of course	Lecture and Seminar ¹
ECTS	24
Hours in class/week	Depending on the type of course
Hours of independent study	Depending on the type of course
Applicability	B.Sc. Business Administration Other degree programs of the respective fields
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See type of assessment
Language	German, English or other foreign language
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 24/178
Contents	Within the frame of the lecture and seminar, regularly alternating courses will be offered, among other things to the following topics: <ul style="list-style-type: none"> • Languages in Contact • Intercultural Encounters • Globalization • New Media • Cultural Theory
Learning objectives and qualifications	The partial module introduces to the basics of Cultural Studies and methodological basics of academic reasoning. Different theories of Cultural Studies will be exemplarily presented in the lecture and the current state of research will be methodologically reflected, according to relevance. The thematically accompanying seminars deepen the different aspects of the respective topic.

¹ You can find the information on courses that can be chosen in the field of International Cultural Studies under http://www.bwl.uni-mannheim.de/en/studium/bachelor/bwl/international_cultural_studies/

Foreign Language Skills I and II

For detailed information on the modules of the Foreign Language Skills I and II, c.f. previous chapter.

Foreign Language Skills III

If a third, continuative foreign language module in business language will not be offered in the language option originally chosen by you, you have to select, where appropriate, a complementary partial module from the Foreign Language Skills in **English**. The courses will be offered by the School of the Humanities (<http://www.phil.uni-mannheim.de>).

In the languages **French** and **Spanish**, students with very strong skills in business language can attend courses in the language program of the School of the Humanities. Alternatively, other general-language courses can be attended.

In the language **Italian**, it is possible to attend general-language courses on the advanced level.

In the **Russian**, it is possible to attend a course on modern business communication on an advanced level.

Likewise, the specialization **Chinese** offers a course on an advanced level that treats in particular economic terminology (<http://chinesisch.bwl.uni-mannheim.de>).

Module	Foreign Language Skills III: English
Type of course	Seminar
ECTS	5
Hours in class/week	6
Hours of independent study	4
Language Prerequisites	Foreign Language Skills II
Applicability	B.Sc. Business Administration
Type of assessment	Written and/or oral exam, also where appropriate a paper. The examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See above
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 5/178
Contents	<ul style="list-style-type: none"> • Development of an expanded, well-founded technical vocabulary • Specific spoken language training • Presentation of terminology from the field of media, politics and society • Presentation of cultural and historical contents (USA, Canada, Great Britain, Ireland and Australia)
Learning objectives and qualifications	In the course of this lecture, related to the Anglophone world, the main focus lies on the consolidation of the specific cultural competencies in addition to the continual expansion of a well-founded terminology in relation to cultural studies. In this third module, students are supposed to become familiar with national characteristics from history, politics and society.

Module	Foreign Language Skills III: Japanese III
Type of course	Seminar
ECTS	5
Hours in class/week	6 (additional offer: 2 hours in class/week)
Hours of independent study	4
Language Prerequisites	Foreign Language Skills II
Applicability	B.Sc. Business Administration
Type of assessment	Written (90 min) and/or oral exam (15 min), also where appropriate a paper, presentations or essays; the examiner will determine the exact form in accordance with the requirements of the module element.
Exam duration	See above
Course will be offered	Fall semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 5/178
Contents	<ul style="list-style-type: none"> • Consolidation of grammatical knowledge and vocabulary • Basics of oral and written language • Consolidation of Kanji knowledge • Consolidation of cultural knowledge
Learning objectives and qualifications	<ul style="list-style-type: none"> • deepening of language knowledge • expansion of a well-founded vocabulary • acquisition of cultural knowledge • proficient in handling Japanese newspapers

8. “Bachelor Thesis“

Module	BA 450 Bachelor Thesis
Type of course	none
ECTS	12
Hours in class/week	none
Hours of independent study	24
Applicability	B.Sc. Business Administration
Type of assessment	Thesis
Exam duration	8 Weeks
Language	German or English
Course will be offered	Spring semester
Duration of Module	1 semester
Grade	Weight of the grade for the final grade: 12/178
Contents	The students work independently on a topic from the field of business administration.
Learning objectives and qualifications	The student has to prove that s/he can identify a problem within a given period of time and with limited resources, and independently come up with a solution with the help of prevalent academic methods.