

## List of modules taught in English

### Winter semester (Teaching period: October – January, Exam period: February)

Module title	Modulux	Semester	ECTS	Program
<a href="#">Introduction to International Management</a>	W607	1 <sup>st</sup>	5	IMB
<a href="#">Microeconomics I: Introduction</a>	W384	1 <sup>st</sup>	5	IMB
<a href="#">Information Processing and Reporting</a>	W195	3 <sup>rd</sup>	5	IMB
<a href="#">Advanced Financial and Management Accounting</a>	W942	3 <sup>rd</sup>	5	IMB
<a href="#">International Economics</a>	W705	3 <sup>rd</sup>	5	IMB
<a href="#">International Marketing</a>	W878	3 <sup>rd</sup>	5	IMB
<a href="#">Strategic Management</a>	W223	5 <sup>th</sup>	5	IMB
<a href="#">Intercultural Communication</a>	W648	5 <sup>th</sup>	5	IMB
<a href="#">International Taxation</a>	W159	5 <sup>th</sup>	5	IMB
<a href="#">Foreign Language for Business (English).I</a>	F825	5 <sup>th</sup>	5	BWB

### Summer semester (Teaching period: April – July, Exam period: July/August)

Module title	Modulux	Semester	ECTS	Program
<a href="#">Business Statistics</a>	W594	2 <sup>nd</sup>	5	IMB
<a href="#">Microeconomics II: Market and Competition</a>	W362	2 <sup>nd</sup>	5	IMB
<a href="#">Marketing</a>	W574	2 <sup>nd</sup>	5	IMB
<a href="#">Finance</a>	W417	6 <sup>th</sup>	5	IMB
<a href="#">International Business in the Digital Economy</a>	W404	6 <sup>th</sup>	5	IMB
<a href="#">International Strategic Management</a>	W562	6 <sup>th</sup>	5	IMB
<a href="#">Business Ethics (BWM)</a>	W917	2 <sup>nd</sup>	5	BWM
<a href="#">Foreign Language for Business (English).II</a>	F800	6 <sup>th</sup>	5	BWB

### Winter and summer semester (only suitable for a one-year stay)

Module title	Modulux	Semester	ECTS	Program
<a href="#">1<sup>st</sup> Foreign Language for Business: English</a>	F066/W066	1 <sup>st</sup> & 2 <sup>nd</sup>	6	IMB
<a href="#">2<sup>nd</sup> Foreign Language for Business: French, Spanish, Russian</a>	F531, F445, F580	2 <sup>nd</sup> & 3 <sup>rd</sup>	7	IMB

Link to modulux (a web-based database for modules, to date only available in German):

<https://modulux.htwk-leipzig.de/app-modulux/frontend/studiengaenge/>

#### Notes:

IMB: Bachelor Program International Management, BWM: Master Program Betriebswirtschaft (Business Administration), BWB: Bachelor Program Betriebswirtschaft (Business Administration), ECTS: credits according to the European Credit Transfer and Accumulation System. 30 credits correspond to one semester. Each semester has a teaching period of 14 weeks, the exam period is 3 weeks. Overlappings of lectures in different semesters may occur.

<b>Title</b>	<b>Introduction to International Management</b>
Modulux	W607
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
IMB	1 <sup>st</sup> semester
Exam	Written exam: 90 min
Content	<p>On the basis of practical examples and case studies, this module gives a general overview of the main objects of the B.A. program and of basic elements of scientific work. The module combines introductory content on basic business models with a particular international orientation.</p> <p>This module covers:</p> <ul style="list-style-type: none"> <li>- business organization and management functions</li> <li>- entrepreneurial objectives, planning, and decision-making processes</li> <li>- introduction to functional theory</li> <li>- special features of international corporate decisions</li> <li>- determinants of development in global economic areas</li> </ul>
Intended learning outcomes	Students are able to apply theoretical concepts of the research field of international management and business administration to practical examples. They discuss and analyse relevant international management models. In addition, the course will train the students' social and communication skills by teamwork and team assignments.
Course instructor	Prof. Dr. Christian Huth, <a href="mailto:christian.huth@htwk-leipzig.de">christian.huth@htwk-leipzig.de</a>

<b>Title</b>	<b>Microeconomics I: Introduction</b>
Modulux	W384
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
IMB	1 <sup>st</sup> semester
Exam	Written exam: 90 min
Content	<p>Introduction to basic microeconomic principles and models:</p> <ul style="list-style-type: none"> <li>- Supply and demand model</li> <li>- Theory of consumption</li> <li>- Function of competitive markets</li> </ul>
Intended learning outcomes	<p>Students are able to</p> <ul style="list-style-type: none"> <li>- understand basic microeconomic models</li> <li>- apply qualitative research/analysis methods</li> <li>- lead discussions on subject-specific topics</li> </ul>
Course instructor	Prof. Dr. Harald Simons, <a href="mailto:harald.simons@htwk-leipzig.de">harald.simons@htwk-leipzig.de</a>

<b>Title</b>	<b>Information Processing and Reporting</b>
Modulux	W195
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
IMB	3 <sup>rd</sup> semester
Exam	Written exam: 90 min
Content	<ul style="list-style-type: none"> <li>- basic knowledge of efficient handling of information in companies</li> <li>- automation of routines through programming</li> <li>- storage of information to and from databases</li> <li>- concept and use of business intelligence-systems</li> </ul>
Intended learning outcomes	Students master typical tasks of individual information processing. The focus is on the automation of routine and administrative tasks, basic principles of information storage in databases of business application systems. Besides, students gain competences to improve their social and media skills.
Course instructor	Prof. Dr. Dirk Kahlert, <a href="mailto:dirk.kahlert@htwk-leipzig.de">dirk.kahlert@htwk-leipzig.de</a>

<b>Title</b>	<b>Advanced Financial and Management Accounting</b>
Modulux	W942
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
IMB	3 <sup>rd</sup> semester
Exam	Written exam: 90 min
Content	<ul style="list-style-type: none"> <li>- basic knowledge of corporate controlling, cost controlling, planned cost calculation, and financial controlling</li> <li>- introduction to International financial reporting/ accounting</li> <li>- introduction to consolidated financial statements (Konzernrechnungslegung / group accounting)</li> </ul>
Intended learning outcomes	<p>After completing the module successfully, students are provided with:</p> <ul style="list-style-type: none"> <li>- basic knowledge of accounting for solutions of economic problems</li> <li>- deeper insights/advanced knowledge about practical problems of operative controlling as well as methodical skills; acquisition of conceptual and instrumental competences</li> <li>- students are able to understand and interpret financial statements compiled after IFRS/US-GAAP</li> <li>- awareness of the peculiarities of consolidated financial statements: students can differentiate consolidated financial statements in comparison to stand-alone financial statements</li> </ul>
Course instructor	Prof. Dr. Uwe Vielmeyer, <a href="mailto:uwe.vielmeyer@htwk-leipzig.de">uwe.vielmeyer@htwk-leipzig.de</a>

<b>Title</b>	<b>International Economics</b>
Modulux	W705
ECTS	5
Workload	3 semester hours per week teaching
Semester	Winter
IMB	3 <sup>rd</sup> semester
Exam	Written exam: 90 min
Content	<p>Basics knowledge of international economics and international macroeconomics.</p> <p>Core elements are:</p> <ul style="list-style-type: none"> <li>- international economics: Ricardo Model, Specific Factors Model, Heckscher-Ohlin Model, economies of scale</li> <li>- international macroeconomics: exchange rate, income and balance of payments, FX-Market, money market and goods market in the open economy, IS-LM-FX model</li> </ul>
Intended learning outcomes	<p>Students</p> <ul style="list-style-type: none"> <li>- are able to recognize economic problems of the basic theories they are dealing with</li> <li>- understand essential models of international trade and international macroeconomics</li> <li>- can lead specific discussions and can critically evaluate alternative policy actions</li> </ul>
Course instructor	Prof. Dr. Bodo Sturm, <a href="mailto:bodo.sturm@htwk-leipzig.de">bodo.sturm@htwk-leipzig.de</a>

<b>Title</b>	<b>International Marketing</b>
Modulux	W878
ECTS	5
Workload	3 semester hours per week teaching
Semester	Winter
IMB	3 <sup>rd</sup> semester
Exam	paper
Content	<p>This course consists of two parts: International Marketing and Marketing Planning</p> <p>International Marketing:</p> <ul style="list-style-type: none"> <li>- from export to transnational Marketing</li> <li>- market research</li> <li>- forms of market entry and market closure</li> <li>- general conditions in the context of the marketing mix</li> <li>- product decisions for international markets</li> <li>- special features of controlling</li> </ul> <p>Marketing Planning:</p> <ul style="list-style-type: none"> <li>- methodology of case study work</li> <li>- presentation of suggested solutions</li> <li>- case study work in teams</li> </ul>
Intended learning outcomes	<p>Students are able to understand essential models of International Marketing. They are able to prepare an international marketing plan as well as discuss/derive its claims, strategies, tactics, and goals. Students are able to reflect their own future management challenges applying these learnings. Additionally, the course trains social skills by team assignments as well as presentations and subject-specific discussions.</p>
Course instructor	Prof. Dr. Christian Huth, <a href="mailto:christian.huth@htwk-leipzig.de">christian.huth@htwk-leipzig.de</a>

<b>Title</b>	<b>Strategic Management</b>
Modulux	W223
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
IMB	5 <sup>th</sup> semester
Exam	Written exam: 60 min, Presentation: 10 min
Content	The module provides a basic overview about classical approaches and instruments of business management. It starts with a focus on strategic management. In a second phase, a case study is integrated following the format of Harvard Business School or the Massachusetts Institute of Technology (MIT).
Intended learning outcomes	<p>Students are</p> <ul style="list-style-type: none"> <li>- able to understand, analyse and assess concrete problems in management practice</li> <li>- able to set management decisions into the context of management theories</li> <li>- qualified for leadership responsibilities.</li> </ul> <p>Specific questions are discussed in in-depth case studies or in practical work.</p>
Course instructor	N.N.

<b>Title</b>	<b>Intercultural Communication</b>
Modulux	W648
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
IMB	5 <sup>th</sup> semester
Exam	Project work
Content	An introduction into Intercultural Communication, which studies communication across different cultures and social groups, and how culture affects communication. Includes an introduction to the concepts of culture and communication, underlying theoretical principles, as well as case studies focusing on how to cope with intercultural communication challenges within the framework of international management.
Intended learning outcomes	The course objective is to develop intercultural competency. Upon completion of this course, the student should have acquired an understanding and appreciation of the field in general, skills in dealing with cultural diversity and applying those to IC case studies. Specifically, students <ul style="list-style-type: none"> <li>- are able to apply theoretical concepts from the research area of intercultural communication to practice-related issues, particularly with regard to dealing with intercultural challenges in international management</li> <li>- are acquainted with (inter)cultural and communication models</li> <li>- acquire culture-specific knowledge</li> <li>- develop intercultural competency, i.e. they can change perspectives, apply multiple explanations for intercultural conflict situations and develop an alternative course of action</li> <li>- strengthen their communication and team-building skills</li> <li>- expand their (self-)reflection skills in relation to intercultural interactions</li> <li>- can conduct subject-specific discussions in English</li> </ul>
Course instructor	Christine Orłowski, <a href="mailto:christine.orlowski@htwk-leipzig.de">christine.orlowski@htwk-leipzig.de</a>

<b>Title</b>	<b>International Taxation</b>
Modulux	W159
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
IMB	5 <sup>th</sup> semester
Exam	Written exam: 90 min, Presentation: 30 min
Content	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- taxation of domestic activities by tax non-residents</li> <li>- taxation of foreign activities by tax residents</li> <li>- Double Taxation Agreement (DBA)</li> <li>- special topics regarding current fields (e.g. External Tax Law, double taxation right)</li> </ul>
Intended learning outcomes	Students are able to understand the systematic and fundamental concept of International Taxation. They achieve knowledge about the double taxation agreement. They improve their social skills and self-competence.
Course instructor	Prof. Dr. Stephan Knabe, <a href="mailto:stephan.knabe@htwk-leipzig.de">stephan.knabe@htwk-leipzig.de</a>

<b>Title</b>	<b>Foreign Language for Business (English) I</b>
Modulux	F825
ECTS	5
Workload	4 semester hours per week teaching
Semester	Winter
BWB	5 <sup>th</sup>
Exam	Written exam: 90 min, Presentation: 15 min
Content	Applied business language with specific focus on topics, such as the following: <ul style="list-style-type: none"> <li>- business contacts (introductions, telephoning, correspondence)</li> <li>- study, application, curriculum vitae</li> <li>- intercultural communication</li> <li>- company (structure, legal forms etc.)</li> <li>- company presentation with discussion on company philosophy, management style etc.</li> <li>- current business topics</li> </ul>
Intended learning outcomes	Successful professional, study and work-related communication in the foreign language.
Course instructor	N.N.

<b>Title</b>	<b>Business Statistics</b>
Modulux	W594
ECTS	5
Workload	4 semester hours per week teaching
Semester	Summer
IMB	2 <sup>nd</sup> semester
Exam	Written exam: 120 min
Content	Students acquire methods of descriptive and inductive statistics for practical using Core elements are: <ul style="list-style-type: none"> <li>- basic terms in statistics</li> <li>- displaying and describing qualitative and quantitative data</li> <li>- association and correlation</li> <li>- linear regression</li> <li>- coincidence and probability, random variables</li> <li>- confidence intervals and testing hypothesis about proportions and means</li> </ul>
Intended learning outcomes	Students achieve an in-depth statistical knowledge. They can apply general statistical concepts/methods to real world problems. They are able to interpret statistical results in terms of economic issues. Students work self-determined and can lead subject-specific discussions.
Course instructor	Prof. Dr. Bodo Sturm, <a href="mailto:bodo.sturm@htwk-leipzig.de">bodo.sturm@htwk-leipzig.de</a>

<b>Title</b>	<b>Microeconomics II: Market and Competition</b>
Modulux	W362
ECTS	5
Workload	3 semester hours per week teaching
Semester	Summer
IMB	2 <sup>nd</sup> semester
Exam	Written exam: 90 min
Content	Students acquire knowledge about basic microeconomic models of market failure theories and economic policy options.
Intended learning outcomes	Students gain advanced knowledge about basic microeconomic models of market failure theories and economic policy options. They are able to work self-organized. Students grasp and evaluate complex situations and make their own decisions and develop own solutions on microeconomic problems. Students can apply relevant methods and techniques.
Course instructor	Prof. Dr. Harald Simons, <a href="mailto:harald.simons@htwk-leipzig.de">harald.simons@htwk-leipzig.de</a>

<b>Title</b>	<b>Marketing</b>
Modulux	W574
ECTS	5
Workload	4 semester hours per week teaching
Semester	Summer
IMB	2 <sup>nd</sup> semester
Exam	Written exam: 90 min
Content	This module conveys philosophy, instruments and strategies of marketing to run a company holistically. <ul style="list-style-type: none"> <li>- essence and philosophy of marketing approach</li> <li>- marketing information</li> <li>- basic terms of marketing</li> <li>- introduction to market research</li> <li>- market analysis and transition to strategic marketing</li> <li>- marketing tools</li> </ul>
Intended learning outcomes	Students can apply marketing knowledge to solve problems in economic science. They are able to interpret the results of market research. Students understand essential methods of marketing and can apply those methods. Furthermore, they work self-determined and self-organized.
Course instructor	Prof. Dr. Christian Huth, <a href="mailto:christian.huth@htwk-leipzig.de">christian.huth@htwk-leipzig.de</a>

<b>Title</b>	<b>Finance</b>
Modulux	W417
ECTS	5
Workload	4 semester hours per week teaching
Semester	Summer
IMB	6 <sup>th</sup> semester
Exam	Written exam: 90 min
Content	The module teaches basic facts on the financial economy and analytical skills in order to assess the financial situation of a company using selected key figures. Contents are investment decisions by the use of static and dynamic investment calculation methods as well as the procedures of company valuation. The practice-oriented application of traditional and modern forms of financing and their assessment enables the students to make financing decisions from a company's perspective under national and international aspects. Finally, problems of payment transactions are discussed.
Intended learning outcomes	Students understand practical financial issues and develop appropriate solutions. This gives students the opportunity to place investment and financing decisions in an overall business or entrepreneurial context. Students master the basics of investment accounting and the procedures for determining company values. They are also able to make financing decisions and assess their impact. Students can design their learning and work processes in a self-determined and self-organized manner, assess their own knowledge and skills and develop it further in a targeted manner. In addition, they are able to lead subject-specific discussions and argue their own points of view on financial problems.
Course instructor	Prof. Dr. Steffen Hundt, <a href="mailto:steffen.hundt@htwk-leipzig.de">steffen.hundt@htwk-leipzig.de</a>

<b>Title</b>	<b>International Business in the Digital Economy</b>
Modulux	W404
ECTS	5
Workload	4 semester hours per week teaching
Semester	Summer
IMB	6 <sup>th</sup> semester
Exam	Written exam: 90 min
Content	<p>In this module, selected aspects of international corporate activities in an increasingly digitized economy. Topics:</p> <ul style="list-style-type: none"> <li>- globalization and digitization of economic activity</li> <li>- economics of data, networks, standards and information technology</li> <li>- digital platforms and digital business models in international comparison</li> <li>- technological aspects of global value chains</li> <li>- regulation of digital business models in an international comparison</li> <li>- distributed ledger technologies (blockchain) in international cooperation</li> <li>- digitization, ethics and sustainability – international best practices</li> </ul>
Intended learning outcomes	<p>Students have in-depth knowledge of the influence of digital technologies global value chains. They are able to engage in global digitization challenges, to think about value chains and various tasks with practical relevance to solve independently. Students master the interpretation of results for selected module-relevant economic facts.</p> <p>Students can self-determine and self-organize their learning and can design work processes, assessing one's own knowledge and skills and doing so in a targeted manner develop. Students can lead subject-specific discussions in a foreign language.</p> <p>Students understand essential methods of analysis in the field of digitization global value chains and apply them practically. They have acquired the competence to apply the learned concepts and methods to fundamental problems in the field of digitization and international business processes.</p>
Course instructor	Prof. Dr. Lutz Maicher, <a href="mailto:lutz.maicher@htwk-leipzig.de">lutz.maicher@htwk-leipzig.de</a>

<b>Title</b>	<b>International Strategic Management</b>
Modulux	W562
ECTS	5
Workload	4 semester hours per week teaching
Semester	Summer
IMB	6 <sup>th</sup> semester
Exam	Project work
Content	<p>Basic concepts of international management are discussed based on case studies, in particular:</p> <ul style="list-style-type: none"> <li>- globalization, ethics and social responsibility</li> <li>- international culture, communication and negotiation strategies</li> <li>- international strategic management</li> <li>- international human resource management</li> <li>- Participants solve one or two case studies</li> </ul>
Intended learning outcomes	<p>Students are able to</p> <ul style="list-style-type: none"> <li>- reflect the core models of international business management</li> <li>- quickly gain new competencies in any new business function in international firms and to find practical and feasible solutions</li> <li>- develop social skills in the context of cultural diversity in organizations and to communicate in international business contexts</li> <li>- get a feeling for cultural differences</li> </ul>
Course instructor	Prof. Dr. Christian Huth, <a href="mailto:christian.huth@htwk-leipzig.de">christian.huth@htwk-leipzig.de</a>



<b>Title</b>	<b>Business Ethics</b>
Modulux	W917
ECTS	5
Workload	3 semester hours of teaching
Semester	Summer
BWM	2 <sup>nd</sup> semester
Exam	Project work
Content	<p>The module provides an overview of basic principles, concepts, models and challenges in the field of business ethics. A special focus is laid on the contrast between institutional incentive compatible concepts and personalized applied ethics. Students discuss about alternative models of business ethics. Examples for topics of case studies include</p> <ul style="list-style-type: none"> <li>- internationalisation, choice of location and working conditions</li> <li>- corruption in value chains</li> <li>- technological and environmental risks</li> <li>- corporate social responsibility</li> </ul>
Intended learning outcomes	<p>Students are able to understand and apply basic concepts of business and corporate ethics within concrete business contexts and decision-making processes of strategic management and organization. Furthermore, they are able to connect internal corporate ethics models with communication and integration strategies in markets.</p>
Course instructor	Prof. Dr. Rüdiger Wink, <a href="mailto:ruediger.wink@htwk-leipzig.de">ruediger.wink@htwk-leipzig.de</a>

<b>Title</b>	Foreign Language for Business (English) II
Modulux	F800
ECTS	5
Workload	4 semester hours per week teaching
Semester	Summer
IMB	6 <sup>th</sup>
Exam	Written exam: 90 min, Presentation: 15 min
Content	<p>Topics:</p> <ul style="list-style-type: none"> <li>- marketing (incl. brands and advertising)</li> <li>- statistics - gathering and interpreting numbers, facts and trends</li> <li>- company - strategy and change</li> <li>- globalization - chances and problems</li> <li>- ethics in business</li> </ul> <p>Product presentation with discussion on innovation, marketing, etc.</p>
Intended learning outcomes	<p>Successful technical, study and professional communication in the foreign language. Development of core competencies for presentations, meetings and business correspondence</p>
Course instructor	N.N.

<b>Title</b>	<b>First Foreign Language for Business: English</b>
Modulux	F066/W066
ECTS	6
Workload	2 semester hours of teaching in winter semester, 2 semester hours of teaching in summer semester
Semester	Winter and summer
IMB	1 <sup>st</sup> and 2 <sup>nd</sup> semester, <i>Entry level: Level B2.2 CEF</i>
Exam	Exam prerequisite: Business report, Written exam: 90 min, Presentation: 15 min
Content	Applied business language with specific focus on topics, such as the following: <ul style="list-style-type: none"> <li>- companies – structures, legal entities</li> <li>- accounting</li> <li>- business trends, describing facts and figures</li> <li>- leadership – strategy and change</li> <li>- globalization – chances and problems, international trade</li> <li>- business ethics</li> <li>- international marketing</li> </ul>
Intended learning outcomes	Students are able to communicate in the foreign language in a specific academic and business context. They can cope with various professional work-related tasks (discussions, presentations, business correspondence, case studies, reports). They are aware of intercultural differences in business communication. Students can work and communicate effectively in a team. Upon completion of the course, the students will have reached Level C1 CEFR.
Course instructor	Dietlind Unger, <a href="mailto:dietlind.unger@htwk-leipzig.de">dietlind.unger@htwk-leipzig.de</a>

<b>Title</b>	<b>Second Foreign Language for Business: French, Spanish or Russian</b>
Modulux	F531, F445, F580
ECTS	7
Workload	4 semester hours of teaching in summer semester, 2 semester hours of teaching in winter semester
Semester	Summer and winter
IMB	2 <sup>nd</sup> and 3 <sup>rd</sup> semester, <i>Entry level: Level A2 CEF</i>
Exam	Written exam: 90 min, Presentation: 15 min
Content	Applied business language with specific focus on topics, such as the following: <ul style="list-style-type: none"> <li>- business contacts</li> <li>- telephoning</li> <li>- business travel</li> <li>- companies, trends, facts and figures</li> <li>- business correspondence (business letters and email)</li> <li>- presenting and the basics of discussions</li> <li>- applications and job interview</li> <li>- intercultural communication</li> </ul>
Intended learning outcomes	Students are able to communicate in the foreign language in typical academic and business contexts. They can deliver prepared utterances on a variety of set business topics and talk about job routines. They are able to draft business correspondence on set topics. They can recognise intercultural differences in communication. Upon completion of the course, the students will have reached Level B1 CEFR.
Course instructor	Jacqueline Schaack, <a href="mailto:jacqueline.schaack@htwk-leipzig.de">jacqueline.schaack@htwk-leipzig.de</a>