



Course and Module Handbook
for the Bachelor Program

International Business Studies

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Preface

The study program "Healthcare Management" mentioned under "Applicability" in the following module descriptions is under development at the time this module handbook was written.

Semester 1

Mandatory Modules

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies					
Introduction to Business Administration					
Semester	Frequency	Duration	Module Type	Credits	SH
1	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5		lecture and practice (case studies, inverted classroom, roleplaying, etc.)	Prof. Dr. C. Hans
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - are able to explain the structure, functional areas and modes of operation of an establishment in its entirety and its individual components. - have an overview of the basic principles, theories and methods of business administration as well as of the functional areas of a business. - understand the conceptual, theoretical and methodological foundations of business administration and are able to discuss constitutive decisions of principle and to explain operational functions and reflect the justified correctness of technical and practice-relevant statements in a situation-specific manner. - have basic skills in the methodical development of entrepreneurial and market-oriented questions and are able to argue with central business terms and develop application-oriented solutions. - argue with central business terms and develop simple solutions. - put business tasks and problems into context. - carry out application-oriented projects and to solve them both independently/ and in a team. - choose appropriate intercultural communication and interaction in this context. - apply ethical considerations to fundamental issues. - use media, technologies, information and data effectively. - reflect on the entrepreneurial field of work and the role of the individual in it. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - the company as an economic and social system - players in economic processes - models and methods of business administration - corporate environment - core management functions - management philosophy, visions and goals - methods of decision making - legal forms and corporate governance - overview of the dimensions of the value creation process - concentration and cooperation - location decisions - ethical principles of entrepreneurial action 					
Reading List					
<p>Edebe, A., 2013. Basic Principles and Practice of Business Administration. XLIBRIS. Hill, C., Thomas, G., Hult, M., 2016. Global Business Today. New York: McGraw Hill. Nickels, W., McHugh, J., 2018. Understanding Business, 11th edition. London: McGrawHill Education. Strydom, J., 2011. Principles of Business Management. 2 nd ed. Cape Town: Oxford University Press.</p>					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Accounting and Financial Statements					
Semester	Frequency	Duration	Module Type	Credits	SH
1	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
Economics Tourism Management (274). ¹ International Tourism Management Economics – Composite Study (integrated with vocational training and work) International Business Studies		examination result: written test 1.5 or course work		lecture, group work, case studies, inverted classroom	Prof. Dr. R. Hauschild
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students <ul style="list-style-type: none"> - apply basic knowledge of external accounting. - implement journal and general ledger requirements independently. - post closing entries and serve the purpose of the postings. - use reliable sources/legal regulations as a basis for information. - independently process and analyze selected aspects of financial statements. - demonstrate correlations between the income statement and the balance sheet. - handle industry-specific tasks. - assess the results of financial reporting. - communicate with decision-makers. 					
Module Content Synopsis					
tasks, structure and basic concepts of accounting, legal basis for keeping books, stocktaking and inventory, documentation and recording (journal and general ledger) of current business transactions for corporate functions, procedure of financial statements in accordance with national and international accounting law, utilization of profits depending on legal form, transition of accounts to financial statement items, recognition, measurement and disclosure of selected financial statement contents, preparation of the income statement on the basis of nature of expense method and cost of sales method, analysis and interpretation of accounting and reporting results, information management changes in the context of digitization.					
Reading List					
Elliott, B.: Financial Accounting and Reporting, London. Fossung, M.: Financial Accounting, Boston. MacNeal, K.: Truth in Accounting, Philadelphia. Schroeder, R./Clark, M./Cathey, J.: Financial accounting theory and analysis: text and cases, New York. Scott, P.: Introduction to Accounting, Oxford. Stolowy, H./Ding, Y.: Financial Accounting and Reporting, Boston.					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Intercultural Management					
Semester	Frequency	Duration	Module Type	Credits	SH
1	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5 or research paper or presentation		seminar, interactive lecture	Prof. Dr. C. Hans
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - analyze and question theoretical and practical foundations of intercultural action and management, interculturality and cultural transfer. - analyze and evaluate complex relationships and intercultural communication processes. - justify tools and strategies to manage intercultural differences in international working environments. - distinguish intercultural key competences (communication, perception, self-reflection, tolerance of ambiguity, change of perspective, empathy etc.). - interpret intercultural encounters and work situations. - classify intercultural acculturation (integration and homesickness). - evaluate tools and develop constructive approaches for dealing with conflicts and criticism in other cultures. - reflect personal and foreign culturally determined behavior, misunderstandings and culturally appropriate solutions. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - culture in the context of globalization, organizational culture, multiculturalism dilemma - spheres of culture in international working environments: relationships, networks, conflicts and conflict management, virtual communication, business ethics, politeness - tools and strategies in conflicts: new socio-cultural environments, intercultural communication, the inner team - intercultural communication competence: models of intercultural communication processes, communication, adaptation and acculturation, intercultural understanding 					
Reading List					
<p>Adler, N., 2008. International Dimensions of Organizational Behavior. London: Cengage Learning. Flippo, H., 2016. Germany for Beginners. Reno, Nevada: Humboldt American Press. Hall, E.T., 1981. Beyond Culture. New York: Anchor Books. Hofstede, G., Hofstede, G.J. & Minkov, M., 2010. Cultures and Organizations: Software of the Mind: Intercultural Cooperation and Its Importance for Survival. United States of America: McGrawHill. Lord, R., 2009. Culture Shock! Germany. Marshall Cavendish Ltd.. Meyer, E., 2014. The Culture Map: Breaking through the invisible boundaries of global business. New York: Public Affairs. Molinsky, A., 2013. Global Dexterity: How to Adapt Your Behavior Across Cultures without Losing Yourself in the Process. Boston: Harvard Business Review Press. Steers, R., Nardon, L., Sanchez-Runde, C., 2016. Management across Cultures. Cambridge: Cambridge University Press. Trompenaars, F., Hampden-Turner, C., 2012. Riding the Waves of Culture. London: Brealey.</p>					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
English Language and Communication Skills					
Semester	Frequency	Duration	Module Type	Credits	SH
1	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5 or oral exam or course work (folder, presentation, research paper)		lecture, seminar, exercises	H. Paetz K. Sutton K. Rössler J. Varban
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - recognize and understand different management and communication styles. - adequately assess different economic contexts and reliably and appropriately convey complex issues in that context, in written and spoken English. - have in-depth knowledge in the field of business correspondence as well as in receptive and productive language use (presentations, essay writing) based on case studies and authentic texts. - skillfully use presentation techniques. - convey complex issues in written and spoken English. - apply pragmatic intercultural communication skills (cultural dimensions, stereotypes, language-related cultural conditions). - consider culture related reasons for communication problems. - have strong English language skills and intercultural competence. - analyze and evaluate relevant texts and compose longer topic-related documents (essays, proposals, research papers). - are familiar with the basics of foreign language culture and apply practical intercultural and subject-related communication. - command the English language according to level C1 of the Common European Framework of Reference. 					
Module Content Synopsis					
The topics are based on linguistically demanding and content-rich texts regarding questions on economics, macroeconomics, tourism, regional studies, interculturalism, ethics, sociology, environmental aspects, as well as business cases and case studies (e.g. complaint management within business correspondence, discussion of management problems using case studies).					
Reading List					
The topics are based on linguistically demanding and content-rich texts regarding questions on economics, macroeconomics, tourism, regional studies, interculturalism, ethics, sociology, environmental aspects, as well as business cases and case studies (e.g. complaint management within business correspondence, discussion of management problems using case studies).					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Mathematics with Applications to Commerce and Economics					
Semester	Frequency	Duration	Module Type	Credits	SH
1	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Healthcare Management Economics Tourism Management (274). ¹ Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5		lecture	Prof. Dr. C. Hans Prof. Dr. T. Nieberg
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		*research paper			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - know basic mathematical principles and apply them to economic questions. - are trained in analytical thinking and can argue using mathematical models. - have experience with complex issues and act in a self-organized and responsible manner. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - basic terms of algebra and analysis (algorithms for equations and systems of equations, functions, differential calculus) - interest/ annuity, dynamic investment calculation, exponential growth - economically relevant functions: presentation and optimization - optimization under constraints (Lagrange multipliers, linear programming) - application and (IT-based) case studies 					
Reading List					
<ul style="list-style-type: none"> - Sydsaeter, K., Hammond, P., Carvajal, A. (2016) Essential Mathematics for Economic Analysis. Harlow, United Kingdom : Pearson Education Limited. - Any introduction textbook to Mathematics 					

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Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Business Information Technology – Foundations, Models and Methods					
Semester	Frequency	Duration	Module Type	Credits	SH
1	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5		lecture, IT-based exercises	Prof. Dr. T. Nieberg TBA (W85)
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		**presentation			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - know technical and technological basics of information and communication technology, and can, in the context of organizations and with consumers, understand and implement them with the goal in mind. - can map and realize potential benefits of information supply within the design of flows of information, goods, and money. - engage in constantly changing conditions and act in a self-organized, responsible manner. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - basics of information systems and processing (hardware, software, communication) - digital transformation: concepts, maturity models - types and core elements of information systems in organizations and value networks - data models and database systems - project management, models in development processes 					
Reading List					
<ul style="list-style-type: none"> - Laudon, K. C., Laudon, J. P. (2017). Management Information Systems. Harlow, United Kingdom, Pearson Education Limited. - Leimeister, J. M. (2015). Einführung in die Wirtschaftsinformatik. Springer Gabler, Berlin, Heidelberg. - Stair, R.M., Reynolds, G. W. (2017). Principles of Information Systems: A Managerial Approach, Cengage learning. - Watson, R. T. (2014) Information Systems. Open Textbook, Saylor Foundation. 					

Semester 2

Mandatory Modules

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies					
International Finance					
Semester	Frequency	Duration	Module Type	Credits	SH
2	yearly (summer)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274) ¹ International Tourism Management Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5 or presentation or professional exercise		lecture and group work	Prof. Dr. C. Goodfellow Prof. Dr. H. Plate
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - understand scientific basics of cross-border investments and financing. - deal carefully with knowledge and facts and apply them to companies and capital markets. - have experience with complex contexts and are able to work in a self-organized and autonomous manner. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - introduction to balance of payments and exchange rate systems - country risk - investment decisions and valuation methods - international capital management: cost of capital and capital availability, portfolio investment, international diversification, globally sourcing equity and debt - financial instruments - international risk management: exposure management incl. hedging 					
Reading List					
<ul style="list-style-type: none"> - Brealey, Richard A. and Stewart C. Myers (2019), Principles of Corporate Finance, 13th edition, McGraw-Hill. - Buckley, Adrian (2004), Multinational Finance, 5th edition, Prentice Hall. - Eiteman, David K., Arthur I. Stonehill, Michael H. Moffett (2015), Multinational Business Finance, 14th edition, Global edition, Pearson. - French, Kenneth and James M. Poterba (1991), Investor diversification and international equity markets, NBER Working Paper 3609. - Grubel, Herbert G. (1968), Internationally diversified portfolios: Welfare gains and capital flows, American Economic Review 58 (5), 1299-1314. - Levi, Maurice D. (2009), International Finance, 5th edition, Routledge. - Madura, Jeff (2018), International Financial Management, 13th edition, Cengage Learning, Boston, M.A. - Myers, Stewart C. (1977), Determinants of Corporate Borrowing, Journal of Financial Economics 5, 147-175. - Pilbeam, Keith (2013), International Finance, 4th edition, Palgrave MacMillan, Basingstoke, U.K. 					

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Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Cost and Performance Analysis					
Semester	Frequency	Duration	Module Type	Credits	SH
2	yearly (summer)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5		lecture, seminar, practice, interactive discussions	TBA (W80/1)
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - have application-oriented knowledge of the basic concepts and tasks of cost and performance accounting and are able to explain them. - describe the allocation of costs in the cost accounting system. - define and set up cost elements, cost centers and cost objects. - enter, allocate, calculate and merge cost elements with activities in the profitability analysis. - create a settlement of accounts and interpret the results. - are proficient in the procedures of costing/cost unit accounting. - master the basic forms of the operating income statement. - assess the accounting relationships in accounting. - use systems to solve corresponding tasks (operational decisions). - deal scientifically with questions of internal accounting and present findings in an application-oriented manner. 					
Module Content Synopsis					
<p>basics and basic concepts of business accounting, cost theory basics, basic concepts and tasks of cost and activity accounting, system of cost accounting at a glance, cost type accounting, material costs, personnel costs, external service costs, imputed depreciation, interest, risks, cost center accounting, primary cost distribution, internal activity allocation, formation of cost rates, determination of surplus/shortfall, calculation: divisional, equivalence number, surcharge, machine hour rate, joint calculation, operating income accounting: total cost and cost-of-sales accounting, exercises and case studies in all areas.</p>					
Reading List					
<p>Brearley, R.A. & Myers, S.C., 2011. <i>Principles of Corporate Finance</i>. 10th edition. New York: McGraw Hill. Breitner, L., Anthony, R., 2013. <i>Core Concepts of Accounting</i>. 11th edition. London: Pearson. Datar, S. M., Rajan, M. V., 2017 <i>Horngren's Cost Accounting: A Managerial Emphasis</i>. 16th edition. London: Pearson. Drury, C., 2012. <i>Management and Cost Accounting</i>. 8th edition. London: Cengage Learning. Meyer, M. W., 2009. <i>Rethinking Performance Measurement Beyond the Balanced Scorecard</i>. Cambridge: Cambridge University Press. Watson, D., Head, A., 2009. <i>Corporate Finance: Principles and Practice</i>. 5th edition. Prentice Hall: Financial Times.</p>					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Leadership in Organizations					
Semester	Frequency	Duration	Module Type	Credits	SH
2	yearly (summer)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274) ¹ Economics – Composite Study (integrated with vocational training and work) Healthcare Management		examination result: written test 1.5 or course work		lecture, seminar, exercises, case studies	Prof. Dr. D. Appelt
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - explain the basics of human behavior. - identify fundamental aspects of human behavior and discuss appropriate leadership behavior. - explain and differentiate between different approaches to leadership and apply them to practical situations. - understand the connection between leadership, job satisfaction, employee performance and corporate success. - reflect on their own behavior and deduce insights for their own development as well as for their actions within the company and the wider society. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - leadership & management - employee satisfaction and corporate success - individual behavior - motivation - group behavior - organizational culture - communication - leadership approaches - leadership skills and instruments - leadership development 					
Reading List					
<p>Conte, J. M./Landy, F. J., 2019, Work in the 21st century: An introduction to industrial and organizational psychology. DuBrin, A. J., 2016, Leadership: Research Findings, Practice, and Skills. Hughes, R. L., 2019, Leadership: Enhancing the lessons of experience. Northouse, P. G., 2018, Introduction to Leadership: Concepts and Practices. Northouse, P. G., 2018, Leadership: Theory & Practice. Robbins, S. P./Coulter, M., 2018, Management. Robbins, S. P./Judge, T. A., 2016, Organizational Behavior. Yukl, G., 2013, Leadership in Organizations.</p> <p>Textbooks in most current edition</p>					

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Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies					
Statistics					
Semester	Frequency	Duration	Module Type	Credits	SH
2	yearly (summer)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
Economics Tourism Management (274) ¹ International Tourism Management Economics – Composite Study (integrated with vocational training and work) Healthcare Management International Business Studies		examination result: written test 1.5		lecture	Prof. Dr. C. Goodfellow
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - prepare and interpret information in data sets and make well-founded forecasts based on probabilities. - apply statistical methods to economic issues. - have experience with complex issues and can act in a self-organized and responsible manner. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - descriptive statistics (graphs, key figures) - probability theory, random experiments and random variables - statistical distributions, central limit theorem - time series 					
Reading List					
<ul style="list-style-type: none"> - Barrow, Michael (2017), Statistics for Economics, Accounting and Business Studies, Prentice Hall, 7. ed, Pearson Education Limited. 					

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Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Basic Tax Law					
Semester	Frequency	Duration	Module Type	Credits	SH
2	yearly (summer)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5 or presentation or research paper		lectures, seminar courses with practice cases, case studies group work, self-study	Prof. M. Bartsch Prof. Dr. M. Meuthen
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - orient themselves within the structure of the relevant tax legislation, know the meaning of technical terms, correctly classify common legal sources and administrative regulations, and apply them in accordance with legal methodology. - know the income and value-added tax bases of corporate tax law from a national perspective and recognize taxes as a relevant factor in corporate management. - systematically examine incoming and outgoing company services for VAT purposes, particularly, assess cross-border situations in the internal market, but also those relating to third countries, classify them from a business management point of view and draw appropriate conclusions. - have basic income tax knowledge, make further distinctions within personal and factual tax obligations, understand basic taxation principles and recognize delimitation problems within income types. - familiarize themselves with new and current problems and legal regulations. - follow professional discussions, actively participate in them and take on co-responsibility for the success of the company. 					
Module Content Synopsis					
<p><u>Value-Added Tax (Basic Course)</u> introduction to the German tax system and to the value added tax system; taxability (including corporate status, the description of enterprise framework, the types of services, the uniformity of the service, free services and the location of all services, including chain transactions, also across borders, thus § 1(1) UStG); tax exemptions, also with options; tax rates; tax base; changes in the tax base; tax debtor; reverse charge procedure; invoicing requirements; input tax deduction; and taxation procedure.</p> <p><u>Income Tax (Basic Course)</u> position of income tax in the tax system, structure of the Income Tax Act (EStG), income tax collection forms, origin, due date, crediting, unlimited and limited personal tax liability, assessment types, material income tax liability with income types, determination of taxable income and income tax for collective agreements. In detail and including, the seven types of income, revenue, income-related expenses, non-deductible costs of private living, net income statements, inflow-outflow principle, methods of determining profit, types of financial years, operating expenses, non-deductible operating expenses, tax exemptions, problems of delimitation of commercial income, taxation of partnerships, main features of the sale of businesses and the sale of shares in corporations, also for freelancers, loss treatment, private sales transactions, capital income, special expenses and exceptional costs, household-related employment relationships/services and credit possibilities, and trade tax.</p>					

Reading List

Lecture Notes

Haase, F., Steierberg, D.; Tax Law in Germany
current ed., C.H.Beck Verlag
Philipp, H., Thiele, P.; Introduction to German Tax Law
current ed., Richard Boorberg Verlag
Schanz, D., Schanz, S.; Business Taxation and Financial Decisions
current ed., Springer Verlag
Schreiber, U.; International Company Taxation
An Introduction to the Legal and Economic Principles
current ed., Springer Verlag, Heidelberg
Vogel, K.; Klaus Vogel on Double Taxation Conventions
current ed., Wolters Kluwer Verlag

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Microeconomics and Economic Systems					
Semester	Frequency	Duration	Module Type	Credits	SH
2	yearly (summer)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
Economics International Business Studies International Tourism Management Tourism Management (274) ¹ Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5		lecture	Prof. Dr. B. Köster Prof. Dr. M. Neumann Prof. Dr. M. Kirspel Prof. Dr. G. Hilligweg
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - have in-depth knowledge of the nature and tasks of economics. - structurally present the basic concepts of economic sciences and deduce their meaning. - historically distinguish the characteristics of the economic systems market economy and central administration economy as well as the hybrid social market economy. - classify microeconomics into economic science. - explain the meaning of the term "market" and can distinguish the different forms of markets and assess their significance in reality. - formulate and substantiate the determinants of the economic plan of households within utility theory and the determinants of the economic plan of enterprises within production and cost theory. - analyze the model of market coordination and justify the differences in market price formation on perfect and imperfect markets in the polypoly, oligopoly and monopoly. - develop individually and in (intercultural) teams target-oriented approaches to microeconomic problems. 					
Module Content Synopsis					
<p>subject of economics and position in science, methodological foundations, central concepts of economics (markets, prices, state, parafisci), basic problems of the economic order, the pure economic systems (models of thought) market economy and central administration economy and social market economy as a mixed form, subject of microeconomic theory, concept of the market, delimitation of market forms, consumer theory (cardinal and ordinal utility theory, demand curves and their aggregation, elasticities, social behavioral interdependencies), consumer supply (labor and capital supply), peculiarities of the demand and supply behavior of public budgets, fundamentals of production theory, fundamentals of cost theory, equilibrium on perfect and imperfect markets (polypoly, oligopoly, monopoly, other constellations, contestable markets).</p>					
Reading List					
<p>Krugman, P and Wells, R. Microeconomics, Worth Publishers. Mankiw, G. and Taylor, M., Microeconomics, Cengage Learning. Pindyck, R. and Rubinfeld, D., Microeconomics, Global Edition, Pearson. Varian, H. Intermediate Microeconomics: A Modern Approach, W. W. Norton & Company.</p>					

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Semester 3**Mandatory Modules**

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Academic Research Methods					
Semester	Frequency	Duration	Module Type	Credits	SH
3	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Economics – Composite Study (integrated with vocational training and work) Insurance, Banking and Finance – Composite Study (integrated with vocational training and work)		examination result: course work in groups		lecture, exercises	Prof. Dr. D. Appelt
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students <ul style="list-style-type: none"> - select and plan their own research topic. - critically analyze literature and causally deduce arguments. - appropriately select and create different research designs. - master basic quantitative and qualitative research methods and apply them to business management issues. - apply statistical evaluation methods and critically interpret the results. - cooperate with other students to clarify different points of view and develop common solutions. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - research process - critical thinking and writing (scientific writing, critical literature analysis) - research design (qualitative and quantitative research methods) - application of statistical evaluation methods of empirical social research 					
Reading List					
<p>Bowell, T. (2020). Critical thinking: A concise guide. London: Routledge.</p> <p>Bryman A. & Bell E. (2015), Business Research Methods, Oxford University Press.</p> <p>Cottrell, S. (2017). Critical thinking skills: effective analysis, argument and reflection. New York: Palgrave Macmillan.</p> <p>Cottrell, S. (2019). The Study Skills Handbook (5th ed.). Oxford: Macmillan.</p> <p>Easterby-Smith, M. et al. (2018). Management & business research. Los Angeles: Sage.</p> <p>Fisher, C. (2010). Researching and Writing a Dissertation: a guidebook for business students. Harlow: Pearson.</p> <p>Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students. Harlow: Pearson.</p> <p>Thomson, A. (2009). Critical reasoning: A practical introduction. London: Routledge.</p> <p>Textbooks in most current edition.</p>					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Marketing					
Semester	Frequency	Duration	Module Type	Credits	SH
3	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
Economics International Business Studies Healthcare Management Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5 or research paper or presentation	interactive lecture and discussion, group work, exercises	Prof. Dr. S. Kull Prof. Dr. D. v. Schnakenburg TBA (W82)	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - understand the basics of marketing, including the basic structure of a marketing concept and the process of marketing planning. - know the necessary foundations of a marketing concept in the form of information about the market and the environment as well as the consumer behavior and market research. - comprehend the strategic dimension of marketing in connection with other basic subjects. - understand the individual sub-policies of marketing in rough overviews and relate them to each other. - learn to work together as a team on tasks in groups and develop their communication skills. - develop their abilities to recognize, classify, formulate and solve problems in the dimensions of sustainability and innovation in marketing, both in terms of interaction with market participants and with references to internationalization and globalization in the market. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - basic terminology - developments and variants of marketing - marketing planning, marketing conception and marketing management - market definition and environment - SWOT and stakeholder analysis - market research, consumer behavior - marketing mission statement and ethics, goal formation, strategies towards the market and stakeholders - selected methods of strategic marketing planning - main features of product policy, pricing policy, communication policy, distribution policy - relationship and network orientation in marketing - marketing mix, marketing organization 					
Reading List					
<ul style="list-style-type: none"> - lecture notes - Hollensen, S. (2020): Global Marketing, 8th edition, Harlow, London, New York. - Kotler, P.T./Armstrong, G./Opresnik, M. O. (2018), Principles of Marketing, 17th edition, global edition, Harlow, Munich et al. 					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Management Accounting					
Semester	Frequency	Duration	Module Type	Credits	SH
3	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274). ¹ Economics – Composite Study (integrated with vocational training and work) Healthcare Management		examination result: written test 1.5 or research paper or presentation		interactive lecture, seminar, exercises, discussions	TBA (W80/1)
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students <ul style="list-style-type: none"> - illustrate the basics of corporate controlling from a functional, institutional and instrumental point of view. - explain direct costing and standard costing systems and their application in practice. - assess activity based costing. - evaluate cost management. - identify, analyze, and evaluate management-relevant information and systems. - support management in the goal-oriented management of the company using appropriate operational controlling instruments. - reflect controlling-specific expertise (basic terms, models and questions of controlling and their possible applications and issues). - interpret management issues within the controlling sector. - develop problem-solving competence through exercises. 					
Module Content Synopsis					
basics of corporate controlling (controlling from a functional, institutional and instrumental point of view), direct costing as a decision-oriented calculation (operational program planning, price floor, economies of scope, make or buy decisions, alternative production processes), standard costing systems (types and process of standard costing systems, calculation and profitability analysis in standard costing systems), controlling using activity based costing (goals, tasks and methodology of activity based costing, activity based costing compared to flexible standard costing on margin), overview of approaches to cost management.					
Reading List					
Horngren, C.T., 2013. <i>Introduction to Management Accounting Global</i> . Essex: Pearson. Weetman, P., 2018. <i>Management Accounting</i> . 2 nd edition. Essex: Pearson. Wouters, M. et al, 2012. <i>Cost Management: Strategies for Business Decisions</i> . Berkshire: McGraw-Hill.					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Jade Hochschule – Department of Business Administration and Management						
Study Program: International Business Studies B.A.						
Digital Business						
Semester	Frequency	Duration	Module Type	Credits	SH	
3	yearly (winter)	1 semester	mandatory	5	4	
					Student work load (attendance/self-study)	
					54h	96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader	
International Business Studies		examination result: course work		lecture, IT-based exercises	Prof. Dr. T. Nieberg TBA (W85)	
		*Prerequisites for Participation				
		**Pre-examination result §9 (4) Part A BPO				
		none				
Learning Outcomes						
Students						
<ul style="list-style-type: none"> - know essential technological and economic foundations and functionality of the digital economy. - explain, evaluate, and apply information-driven and digital business models to cases studies. - have experience with behavioral science functionalities, their implications within the context of digital transformation, and are familiar with collaboration and teamwork. 						
Module Content Synopsis						
<ul style="list-style-type: none"> - information-driven enterprises & entrepreneurship - digital business models, sharing economy, platform economy - data science and its effects on different areas of a company or organization - IT controlling - current topics and upcoming technologies in digital business 						
Reading List						
<ul style="list-style-type: none"> - Berman, S.: Digital transformation: opportunities to create new business models, Bingely (UK) 2012. - Laudon, K. C., Laudon, J. P. (2017). Management Information Systems. Harlow, United Kingdom, Pearson Education Limited. - Mayer-Schönberger, V., Cukier, K (2013). Big Data: A Revolution That Will Transform How We Live, Work and Think. John Murray. - Neugebauer, R. (Ed.): Digital Transformation, Basel 2019. <p>More literature in the lecture notes.</p>						

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
International Tax Law					
Semester	Frequency	Duration	Module Type	Credits	SH
3	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
International Business Studies		examination result: written test 1.5 or Presentation or research paper	lectures, seminar courses with practice cases, case studies group work, self-study	Prof. M. Bartsch Prof. Dr. M. Meuthen	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		*Module Basic Tax Law			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - have a deep knowledge of corporate tax and critically reflect, classify and evaluate tax problem areas in the company. - know national and treaty principles of international tax law, German foreign tax law and double taxation agreements and the need for regulation in cross-border situations. - classify and assess problems of international taxation in the context of international tax competition. - prepare, assess and make economic decisions, taking tax and taxation into account. - recognize interfaces between taxation and other areas of business administration, for example, investment calculation, financing or accounting. - have transfer competence by working on practical case studies. - recognize the necessity and relevance of "Tax Compliance Systems". - understand how globalization and European integration work and understand and assess their impact on business decisions. - follow the professional and socio-political discourse on and against strategies for international tax avoidance. 					
Module Content Synopsis					
<u>Corporate Income Tax Law (KStG)</u>					
systematic overview, tax liability, tax exemptions, calculation of taxable income with all necessary regulations, including hidden contribution and (hidden) profit distribution at the operational level and at the level of the shareholder, tax deposit account and special disclosure, donations, loss treatment, the consequences of participation in other corporations (§ 8b KStG), deductible and non-deductible expenses.					
<u>International Tax Law in Germany</u>					
changes in tax obligations, principles and application of double taxation conventions, including those relating to the main types of income. Forms of avoiding double taxation through domestic measures, tax treatment of tax residents with foreign relations and tax non-residents with domestic relations. Restrictions on loss compensation in relation to non-member states and proviso safeguarding progression (exemption with and without progression), which is tax-free under DTAs. Tax avoidance in case of exclusion or restriction of taxation. Tax treatment of permanent establishments.					
<u>External Tax Relations Act (AStG)</u>					
overview of the fundamental problems with the External Tax Relations Act (transfer pricing, relocation of the registered office of limited company, departure, etc.).					
Reading List					
Lecture Notes					
Haase, F., Steierberg, D.; Tax Law in Germany, current ed., C.H.Beck Verlag.					
Philipp, H., Thiele, P.; Introduction to German Tax Law, current ed., Richard Boorberg Verlag.					

Schanz, D., Schanz, S.; Business Taxation and Financial Decisions, current ed., Springer Verlag.
Schreiber, U.; International Company Taxation, An Introduction to the Legal and Economic Principles, current ed., Springer Verlag, Heidelberg.
Vogel, K.; Klaus Vogel on Double Taxation Conventions, current ed., Wolters Kluwer Verlag.

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Macroeconomic Theory and Stabilization Policy					
Semester	Frequency	Duration	Module Type	Credits	SH
3	yearly (winter)	1 semester	mandatory	5	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
Economics International Business Studies International Tourism Management Economics – Composite Study (integrated with vocational training and work) Tourism Management (274) ¹		examination result: written test 1.5	lecture	Prof. Dr. B. Köster Prof. Dr. M. Neumann Prof. Dr. M. Kirspel Prof. Dr. G. Hilligweg	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students <ul style="list-style-type: none"> - thoroughly understand basic concepts of economic cycle analysis and economic accounting and are able to interpret them. - understand the field of macroeconomic theory in-depth. - analyze the components of aggregate demand and their interrelation. - present the fundamentals and economic significance of the labor market, goods market, capital market and money market, explain interrelationships and assess the effects of changes in sub-markets on the economy as a whole. - describe and analyze the influence of data changes and fiscal policy measures on the cycle level. - analyze and evaluate macroeconomic objectives and target relationships of economic policy. - Understand, assess, and evaluate stabilization policy. - evaluate the influence of monetary and fiscal policy measures on the level of the overall economic cycle. - discuss economic theories and economic policy measures in a results-oriented manner. 					
Module Content Synopsis					
basic concepts of macroeconomic cycle analysis and macroeconomic accounting; macroeconomic theory: components of aggregate demand and their interrelation, labor market and aggregate supply, equilibrium on the goods and capital markets; the money market: money demand, money supply and equilibrium on the money market; the influence of data changes and fiscal policy measures of the cycle level; economic policy: macroeconomic goals and goal relationships; the goals of price level stability, high employment, steady and appropriate economic growth and external economic equilibrium: in each case, definition, measurement, problems arising from the failure to achieve the goal, measures to achieve the goal; economic policy concepts: anti-cyclical and potential-oriented demand policy, supply-oriented economic policy; political-economic aspects of economic policy concepts.					
Reading List					
Blanchard, O. (2017) Macroeconomics (7th Edition), Pearson. Heijdra, B. (2017) Foundations of Modern Macroeconomics (3d Edition), Oxford University Press. Sørensen, P. Whitta-Jacobsen, H. (2010) Introducing Advanced Macroeconomics MacGraw-Hill.					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Semester 4

Mandatory Module

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Internship Semester (Semester Abroad)					
Semester	Frequency	Duration	Module Type	Credits	SH
4	every semester	1 semester	mandatory	30	20-week internship Student work load (attendance/self-study)
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		study result: practice report and presentation or course work		seminar and internship (active participation, observation and literature study)	accompanying seminars: TBA internship supervision: all teachers
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO at least 60 Credits from semesters 1-3. Company or organization approval by application through the Department of Business Administration and Management *preparatory course			
Learning Outcomes					
Students <ul style="list-style-type: none"> - recognize suitable job offers for a desired occupation and employer criteria when selecting interns and employees. - prepare qualified applications and comply with the formal and content-related guidelines (for the internship semester design). - competently manage an application process and company training. - practically apply their knowledge, find solutions to problems and arguments, develop them further and link theoretical knowledge and practical issues. - develop solutions for typical study program tasks in professional practice, independently and in teams. - reflect on their actions from an ethics and sustainability perspective, and take personal, social and societal responsibility. - flexibly and contextually act in an intercultural environment, adequately communicate virtually and personally, and collaborate in diverse teams (interdisciplinary, intercultural, mixed-age...). - act team-oriented, self-organized and self-reliant, and take responsibility in groups. - reflect on their own behavior and derive findings for their own development and action in companies and society. - make effective use of media and technologies, reflect on their experiences with the internship and evaluate them in the context of their own professional orientation. - assess different creativity and innovation methods for adequate use in a professional context. 					
Module Content Synopsis					
With a minimum of 20 weeks, the internship semester is an integral part of the program and takes place in companies or organizations abroad.					
The internship semester consists of three parts: <ol style="list-style-type: none"> 1. Intern seminar part A (preparation) 2. Internship phase in companies or organizations 3. Intern seminar part B (follow-up) 					

1. Intern seminar part A (preparation): application; selection procedure; networking; establishing and maintaining contacts; formulating personal and professional objectives of the internship, as well as designing the internship plan; personal expectations and of the internship position; reporting; legal background.
2. Internship phase: work on location while maintaining contact with the internship supervisor and the university; the internship as a project.
3. Intern seminar part B (follow-up seminar): reintegration as a process; reflection on the expectations and abstracts of learning goals; events and experiences from the stay abroad; experience integration into personal life, job and career planning; presentation and discussion of the internship report.

Reading List

- **Bowell, T. (2020).** Critical thinking: A concise guide. London: Routledge.
- **Bryman A. & Bell E. (2015),** Business Research Methods, Oxford University Press.
- **Fisher, C. (2010).** Researching and Writing a Dissertation: a guidebook for business students. Harlow: Pearson.

Semester 5 and 6**Focus A: Sustainability Management**

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Ethics & Sustainable Development					
Semester	Frequency	Duration	Module Type	Credits	SH
5	yearly (winter)	1 semester	elective, focus A	6	4
					Student work load (attendance/self-study)
					54h 96h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: course work in groups		lecture, seminar, exercises, interactive discussions, role play, moderation activities	TBA
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - analyze and question ethical concepts, theories and traditions as well as values and their effects of behavior in societies. - critically discuss ethical dimensions of key issues related to sustainable development, poverty etc. - evaluate and analyze duties, rights, justice and fairness. - justify freedom, democracy, and sustainable development. - demonstrate and evaluate ethically and culturally competent behavior, awareness and respect in intercultural settings. - take over responsibility in a group. - convince others of their opinion using value-based, responsible, respectful, non-violent communication and professionalism. - are aware of other cultures and behaviors and act reflected and appropriate in complex new situations. - choose adequate intercultural communication and interaction. - identify and evaluate appropriate research and data collection methods for case studies. - reflect on their own identity and freedom of design and decision. - develop a professional self-image, taking social expectations and consequences into account. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - ethics and government - history of ethics and sustainability - political development - ethical concepts, theories and normative ethical traditions - key ethical questions, meta-ethics, ethical monism, relativism and pluralism - values and professional ethics - values and their application to behavior in societies - non-violent communication, interpersonal communication - The Sustainability Framework - ethical principles of sustainability - sustainable business - duties, rights, justice, fairness - freedom, democracy, and sustainable development - intercultural communication and interaction 					
Reading List					
Braungart, M. & McDonough, W., 2009. <i>Cradle to Cradle – Remaking the way we make things</i> . London: Vintage Books.					
Cottrell, S., 2011. <i>Critical Thinking Skills. Developing Effective Analysis and Argument</i> . 2 nd edition. New York: Palgrave Macmillan.					

- Dauvergne, P., & Lister, J., 2012. *Big brand sustainability: Governance prospects and environmental limits*. *Global Environmental Change*, 22(1), 36-45. doi:<http://dx.doi.org/10.1016/j.gloenvcha.2011.10.007>.
- Dyllick, T. & Muff, K., 2016. *Clarifying the Meaning of Sustainable Business: Introducing a Typology From Business-as-Usual to True Business Sustainability*. *Organization and Environment* 2016, Vol. 29 (2); 156-174.
- Friedman, M., 1970. *The Social Responsibility of Business is to Increase its Profits*. *The New York Times Magazine*, pp. 32-33, 122-126. Retrieved from <http://www.umich.edu/~thecore/doc/Friedman.pdf>
- Hahn, R., & Kühnen, M., 2013. *Determinants of sustainability reporting: a review of results, trends, theory, and opportunities in an expanding field of research*. *Journal of Cleaner Production*, 59, 5-21.
- Kolk, A., 2010. *Trajectories of sustainability reporting by MNCs*. *Journal of World Business*, 45(4), 367-374.
- McDonough, W. & Braungart, M., 2013. *The upcycle: beyond sustainability - designing for abundance*. New York, NY: Melcher Media.
- Miller, K.P. and Serafeim, G., 2014. *Chief Sustainability Officers: Who Are They and What Do They Do?* Chapter 8 in *Leading Sustainable Change*, Oxford University Press. Available at summerRN: <http://ssrn.com/abstract=2411976> or <http://dx.doi.org/10.2139/ssrn.2411976>.
- Molthan-Hill, P., 2017. *The Business Student's Guide to Sustainable Management (The Principles for Responsible Management Education Series)*. 2nd edition. London: Routledge.
- Newman, M., 2011. *Ethics Demystified*. New York: McGraw-Hill.
- Schrettle, S., Hinz, A., Scherrer -Rathje, M., & Friedli, T., 2014. *Turning sustainability into action: Explaining firms' sustainability efforts and their impact on firm performance*. *International Journal of Production Economics*, 147, 73-84.
- Starik, M., & Kanashiro, P., 2013. *Toward a Theory of Sustainability Management: Uncovering and Integrating the Nearly Obvious*. *Organization & Environment*, 26(1), 7-30.
- Wunder, T., 2019. *Rethinking Strategic Management: Sustainable Strategizing for Positive Impact (CSR, Sustainability, Ethics & Governance)*. Cham: Springer.

Jade Hochschule – Department of Business Administration and Management						
Study Program: International Business Studies B.A.						
Sustainability Marketing & Innovation Management						
Semester	Frequency	Duration	Module Type	Credits	SH	
5	yearly (winter)	1 semester	elective, focus A	6	4	
					Student work load (attendance/self-study)	
					54h	126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms		Module Leader
International Business Studies		examination result: written test 1.5 or presentation or research paper		interactive lecture and discussions, group work, exercises		Prof. Dr. S. Kull Prof. Dr. D. v. Schnakenburg TBA (W82)
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO				
		*Module Marketing				
Learning Outcomes						
<p>Students</p> <ul style="list-style-type: none"> - understand the complexity of sustainability issues regarding global market relations as well as the implications for international market activities, strategic positioning and the instrumental marketing mix with a special focus on innovation generation. - penetrate and explain the conceptual bases of marketing in a detailed and systematic way with regard to the sustainability problem and with a special focus on innovation generation. - learn to work as a team on tasks and develop their communication skills. - recognize, classify, formulate and solve problems of the dimensions of sustainability and innovation in marketing, both in terms of interaction with market participants and with reference to internationalization and globalization in market activities. 						
Module Content Synopsis						
<ul style="list-style-type: none"> - developments of sustainability thinking in marketing - global context of sustainability-oriented marketing - sustainability dimensions in consumer behavior - characteristics in Germany - comparative cultural differences and similarities - sustainability options in corporate marketing - strategic positioning issues - operational instrumental mix (product and price, distribution and communication, relationships) - critical success factors for sustainability-oriented marketing - importance of innovations in the context of sustainability - basic concepts of innovative orientation - methods for innovation generation and implementation 						
Reading List						
<ul style="list-style-type: none"> - lecture notes - Belz, F./ Peattie, K. J. (2013): Sustainability marketing: a global perspective, 2. ed., repr. 2013, Chichester, 2013. - Lunde, M. B. (2018): Sustainability in marketing: a systematic review unifying 20 years of theoretical and substantive contributions (1997-2016), in: Academy of Marketing Science: AMS review: official publication of the Academy of Marketing Science. Bd. 8.2018, 3/4 (Dez.), New York et al., S. 85-110. - Martin, D./Schouten, J. (2012): Sustainable marketing, Upper Saddle River. 						

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Sustainable Human Resource Management					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	elective, focus A	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274) ¹ Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5 or course work		seminar group work case work	Prof. Dr. D. Appelt
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcome					
Students <ul style="list-style-type: none"> - differentiate models, theories and processes of Sustainability Management & HRM. - apply what they have learned to practical or research questions and work independently in groups to find solutions. - research, evaluate and interpret relevant data and information autonomously and derive further learning steps. - argue in a structured and evidence-based manner using literature. - reflect consequences of their own behavior considering ethics and sustainability and assume personal and social responsibility. - enact democratic and open-minded competence of judgment. - justify diversity as an enrichment for society and economy. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - strategies for sustainable management (economic, social and ecological) - core processes of HRM (staffing, training & development, performance management and compensation) - sustainable HRM - management of diversity in organizations 					
Reading List					
Armstrong, M. (2017). Armstrong's handbook of human resource management practice. London: Kogan Page. Crawshaw, J. R. et al. (2017). Human Resource Management: Strategic and international perspectives. London: Sage. Dessler, G. (2016). Human Resource Management. Pearson. Hargreaves, A./ Fink, D. (2006). Sustainable Leadership. San Francisco: Jossey-Bass. Henderson, I. (2017). Human Resource Management. London: CIPD. Laszlo, C. (2008). Sustainable Value. Stanford University Press. Mulligan, M. (2018). An Introduction to Sustainability. New York: Routledge. Weisser, C. R. (2018). Sustainability. Boston: Bedford Books.					
Plus current academic articles					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies					
Sustainable Finance					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	Elective, focus A	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274). ¹ International Tourism Management Economics – Composite Study (integrated with vocational training and work)		examination result: presentations		lecture and group work	Prof. Dr. C. Goodfellow
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - know the opportunities of green finance for companies and its effects on international financial markets. - deduce scientifically sound judgements that take into account social, scientific and ethical findings. - work in a team-oriented and self-organized manner. - have experience with complex issues and can act in a self-organized and responsible manner. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - market overview of green finance instruments, definition and “green washing” - issuing green finance instruments - performance of green finance instruments from an investor perspective, investor relations - future developments 					
Reading List					
<ul style="list-style-type: none"> - Goodfellow, Christiane and Phil Jentzsch (2017), Kapitalanlagen im Privatkundengeschäft, Öko-Fonds -- eine attraktive Geldanlage?, Die Bank 01/2018, 12-15. - Schoenmaker, Dirk and Willem Schramade (2019), Principles of Sustainable Finance, Oxford University Press. - Thompson, Simon (2019), Principles and Practice of Green Finance: Making the Financial System Sustainable, Kogan Page. 					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Focus B: International Economics & Emerging Markets

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
International Marketing & Entrepreneurship					
Semester	Frequency	Duration	Module Type	Credits	SH
5	yearly (winter)	1 semester	elective, focus B	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
International Business Studies		examination result: written test 1.5 or research paper or presentation	interactive lecture and discussions, group work, exercises	Prof. Dr. S. Kull Prof. Dr. D. von Schnakenburg TBA (W82)	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		*Module Marketing			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - understand the complexity of international marketing management and entrepreneurship in relation to internal organization and market relationships, as well the implications of the increasingly dynamic markets. - explain in detail the conceptual basis of international marketing management and the behavior of market participants using theoretical constructs. - recognize, classify, formulate, and solve international marketing management and entrepreneurship issues, both in terms of interaction with market participants and context factors of market activities as well as the internal organization. - practice cooperation and communication in work groups by using their capacity for teamwork, actively participating in complex tasks, and their conflict ability. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - basics of international marketing management - strategic international marketing management - entrepreneurship as a holistic approach to corporate management - international use of marketing instruments (offer-/ conditions-/ communication-/ distribution policy) - international marketing controlling - international marketing organization 					
Reading List					
<ul style="list-style-type: none"> - Barringer, Bruce R., Ireland, Duane. Entrepreneurship: Successfully Launching New Ventures, 4th ed., London 2013. - Bögenhold, D., Bonnet, J.-P., Dejardin, M., Garcia Pérez de Lema, D. (Eds.). Contemporary Entrepreneurship, Basel 2016. - Glowik, Mario, Smyczek, Slawomir. International Marketing Management, München 2012. - Hollensen, Svend. Global Marketing, 8th ed., London 2020. - Keegan, Warren J., Green Mark C. Global Marketing, 9th ed., London 2017. - Lambing, Peggy A., Kuehl, Charles R. Entrepreneurship, 4th ed., London 2014. - Pegan, Giovanna, Vianelli, Donata, De Luca, Patrizia. International Marketing Strategy, Basel 2020. - Schlegelmilch, Bodo. Global Marketing Strategy, Basel 2016. 					

Jade Hochschule – Department of Business Administration and Management						
Study Program: International Business Studies B.A.						
Global Economics & International Economic Relations						
Semester	Frequency	Duration	Module Type	Credits	SH	
5	yearly (winter)	1 semester	elective, focus B		4	
					Student work load (attendance/self-study)	
					54h	126h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader		
International Business Studies		examination result: written test 1.5 or research paper or presentation or folder	lecture	Prof. Dr. B. Köster Prof. Dr. C. Hans		
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO				
		*Module Mathematics, Statistics, Microeconomics and Economic Systems, Macroeconomic Theory and Stabilization Policy				
Learning Outcomes						
Students						
<ul style="list-style-type: none"> - have in-depth knowledge of the important supranational organizations in the global economy, such as the UN, WTO, USMCA, EU, EMU, MRTCOSUR, ASEAN, and describe and analyze their significance and relationships with each other. - historically deduce and interpret the international economic interdependencies between the three major economic blocs USA, EU, China and apply theoretical approaches to them. - classify the problems of the European integration process in an international context and question economic policy practices in this area. - have advanced analytical skills in European and global economics and a broad understanding of the nature and scope of the interactions between politics and economics at a global and regional level. - assess and analyze the catching-up of the emerging markets in an international context. - evaluate the different economic areas on the basis of macroeconomic indicators including time series analyses. - interpret and evaluate economic policy developments since the global financial and economic crisis. - classify crisis developments, generate hypotheses both individually and in (intercultural) teams and design solution-oriented approaches. 						
Module Content Synopsis						
key figures of the global economy and its development over time; institutional framework of the international economy and its historical development, in particular the European integration process; theory of the optimal currency area and evaluation of the European monetary union; importance of the emerging markets, especially since the global financial and economic crisis.						
Reading List						
The Global Economy, NYU Stern, Department of Economics. Balwin, R. and Wyplosz, C, The Economics of European Integration, McGrawHill. Montiel, J., Macroeconomics in Emerging Markets, Cambridge University Press.						

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
International Trade and Policy					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	elective, focus B	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
International Business Studies		examination result: written test 1.5 or research paper or presentation or folder	lecture	Prof. Dr. B. Köster Prof. Dr. C. Hans	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		*Module Mathematics, Statistics, Microeconomics and Economic Systems, Macroeconomic Theory and Stabilization Policy			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - evaluate and analyze international trade in a globalized world. - generate questions on free trade and the impact of trade barriers and critically compare theoretical models. - describe and analyze the importance of international credit and financial markets. - classify, evaluate and compare different exchange rate theories. - describe current key figures of international trade as well as their significance and magnitude and their development over time and place them in an international context, interpret them and derive critical conclusions. - work independently on tasks, both individually and in groups, and show communicative and intercultural competence and problem-solving behavior. 					
Module Content Synopsis					
gravity model; model of comparative costs; model of specific factors; Heckscher-Ohlin model; new foreign trade theory based on increasing economies to scale; exchange rate theories, stabilization policies for fixed and flexible exchange rates; game theory modeling of international trade conflicts; current case studies.					
Reading List					
Appleyard, D. und A. Field, International Economics, McGraw-Hill. Feenstra, R. und A Taylor, International Economics MacMillan. Gandolfo, G., Elements of International Economics, Springer. Gandolfo, G., International Finance and Open-Economy Macroeconomics, Springer. Krugman, P., Obstfeld, M. and Melitz, M., International Economics: Theory and Policy, Pearson.					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
International HRM and Emerging Markets					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	elective, focus B	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274). ¹ Economics – Composite Study		examination result: written test 1.5 or course work		seminar group work case studies	Prof. Dr. D. Appelt
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - differentiate cultural and institutional dimensions and identify differences between countries. - explain international HRM processes and instruments and transfer them to uses. - contextually mediate between cultures, debate in a team-oriented and self-organized manner and present in a structured and convincing manner. - broadly assess and take into account democratic and cosmopolitan values as well as cultural, social and economic findings. - stand up for diversity as an enrichment for society and economy on a global scale. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - globalization and HRM - cultural and institutional context of international HRM - cultural and institutional background of emerging markets - international employee relations & negotiations - international staffing, training & development, performance management and compensation - application of international HRM to emerging markets - managing diversity globally 					
Reading List					
<p>Byrd, M. Y./ Scott, C. L. (2018). Diversity in the Workforce. New York: Routledge. Crawshaw, J. R. et al. (2017). Human Resource Management: Strategic and international perspectives. London: Sage. Kossek, E. (1997). Managing Diversity: The Limits of Inquiry: Human Resource Strategies for Transforming the Workplace. Hoboken: Blackwell. Latukha, M. (2019). Talent Management in Global Organizations: A Cross-Country Perspective (Palgrave Studies of Internationalization in Emerging Markets). Cham: Palgrave. Reiche, B. S. et al. (2019). International human resource management. London: Sage. Thomas, D. C./ Lazarova, M. B. (2014). Essentials of international human resource management: Managing people globally. Thousand Oaks: Sage.</p> <p>Plus current academic articles</p>					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Focus C: Digital Business Management

Jade Hochschule – Department of Business Administration and Management						
Study Program: International Business Studies B.A.						
Digital Leadership						
Semester	Frequency	Duration	Module Type	Credits	SH	
5	yearly (winter)	1 semester	elective, focus C	6	4	
					Student work load (attendance/self-study)	
					54h	126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader	
International Business Studies		examination result: written test 1,5 or course work		seminar group work	Prof. Dr. D. Appelt	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO				
		none				
Learning Outcomes						
Students						
<ul style="list-style-type: none"> - discuss theories and methods of leadership, change and project management against the background of digital transformation. - use different media, technology and data for research, exchange and presenting of information. - outline concepts for specific use cases. - debate cases evidence-based in a team-oriented and self-organized manner in group work. - reflect on their own behavior and deduce appropriate insights. 						
Module Content Synopsis						
<ul style="list-style-type: none"> - requirements of the digital economy that are impacting leadership - leadership concepts and tools in the digital economy - change management (changing behavior patterns, theories, concepts etc., leading change) - project management (methods, leadership in projects, communication, conflict management) 						
Reading List						
<p>Burke, W. W. (2017). Organization Change: Theory and Practice. Thousand Oaks: Sage.</p> <p>Bushe, G. R./ Marshak, R. J. (2015). Dialogic Organization Development: The Theory and Practice of Transformational Change. Oakland: Berrett-Koehler.</p> <p>Demers, C. (2008). Organizational change theories: A synthesis. Los Angeles: Sage.</p> <p>DuBrin, A. J. (2016). Leadership: Research Findings, Practice, and Skills.</p> <p>Hughes, R. L., (2019). Leadership: Enhancing the lessons of experience.</p> <p>Larson, E. W./ Gray, C. F. (2017). Project Management: The Managerial Process. New York: McGraw-Hill.</p> <p>Northouse, P. G. (2018). Leadership: Theory and practice. Thousand Oaks: Sage.</p> <p>Simonovich, D. et al. (2016): Contemporary Practice and Theory of Organizations – Part 2: Leading and Changing the Organisation. Stuttgart: ibidem.</p> <p>Snowden, D.J./ Boone, M.E. (2007). A leader’s framework for decision-making. Harvard Business Review, 85(11), 69-76.</p>						
Plus current academic articles						

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Information Management, Systems and Applications					
Semester	Frequency	Duration	Module Type	Credits	SH
5	yearly (winter)	1 semester	elective, focus C	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274) ¹		examination result: course work		lecture	Prof. Dr. T. Nieberg TBA (W85)
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - know the added value of information and data for a company or organization. - deal with large amounts of data and information, use methods to reduce these sensibly and goal-oriented, and use the resulting (meta) data. - evaluate, organize, and implement innovative and scalable information and data storage systems. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - basic concepts: information, knowledge, data, structural approaches to information and data management, knowledge management processes and goals, interdependencies with other subject areas, value creation - methods of knowledge management: structured vs. unstructured data, meta data, modeling and visualization (ontologies, semantic web, taxonomies), retrieval - data science and big data: text and data mining, analysis - IT compliance, data security and data protection 					
Reading List					
<ul style="list-style-type: none"> - Laudon, K. C., Laudon, J. P. (2017). Management Information Systems. Harlow, United Kingdom, Pearson Education Limited. - Turban, E., Volonino, L., Wood, G.R. Information Technology for Management: Advancing Sustainable, Profitable Business Growth (2015), Wiley. <p>More literature in the lecture notes.</p>					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Process Management					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	elective, focus C	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274). ¹		examination result: course work		lecture, IT-based exercises	Prof. Dr. T. Nieberg TBA (W85)
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - understand, document, and analyze business and operational processes. - direct changes in organizations and accompany them in a goal-oriented manner. - develop and control project strategies and change programs. - have experience with complex issues and are familiar with collaboration and teamwork. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - process management: process organization, modeling, process management life cycle, maturity models - Business Process Model and Notation (BPMN) - change management and process introduction: interdisciplinary team and project work - process analysis and optimization - process execution and monitoring (controlling) - domain-specific reference models - applications / case studies - IT support 					
Reading List					
<ul style="list-style-type: none"> - Dumas, M., La Rosa, M., Mendling, J., Reijers, H. Fundamentals of Business Process Management (2018), Springer/Gabler. - EABPM European Association of Business Process Management (Hrsg.) (2014): BPM CBOK – Business Process Management BPM Common Body of Knowledge Version 3.0. - Weske, M.: Business Process Management: Concepts, Languages, Architectures (2019). Springer-Verlag. <p>More literature in the lecture notes.</p>					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Digital Transformation, Markets and Business Models					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	elective, focus C	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5 or presentation or research paper		interactive lecture and discussions, group work, exercises	Prof. Dr. S. Kull Prof. Dr. D. von Schnakenburg TBA
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		*Module Marketing			
Learning Outcomes					
Students <ul style="list-style-type: none"> - understand the complexity of digital transformation related to the internal organization and market relationships, as well as implications of digital transformational market events, disruptive effects and the need for change on both strategic and operative organizational levels. - explain in detail the conceptual basics of digital transformation, market structures, and digital business models using theoretical constructs. - recognize, classify, formulate, and solve digital transformation issues, both in terms of interaction with market participants and context factors of market activities, as well as the internal organization. - assess real market, organization and process structures, reflect involved departmental roles, analyze problems that arise within the organization and develop solutions for them. - practice cooperation and communication in work groups by using their capacity for teamwork, actively participating in complex tasks, and their conflict ability. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - digitization developments - digital business models - micro level of digital transformation - macro level of digital transformation - artificial intelligence - social media - digitization of trade - stakeholder management - implications for the professional world (individual perspective) 					
Reading List					
<ul style="list-style-type: none"> - Berman, S. Digital transformation: opportunities to create new business models, Bingely (UK) 2012. - Bounfour, A. Digital Futures, Digital Transformation, Basel, 2016. - Highsmith, J., Luu, L., Robinson, D. Value-Driven Digital Transformation, Boston (US) 2019. - Matt, C., Hess, T., Benlian, A. Digital Transformation Strategies, Basel 2020. - Neugebauer, R. (Ed.). Digital Transformation, Basel 2019. - Teece, D. J. Business Models, Business Strategy and Innovation, Amsterdam 2010. 					

Focus D: Business Psychology

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Industrial and Organizational Psychology					
Semester	Frequency	Duration	Module Type	Credits	SH
5	yearly (winter)	1 semester	elective, focus D	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
International Business Studies Economics Tourism Management (274) ¹ Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5 or course work	seminar case studies group work	Prof. Dr. D. Appelt	
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - differentiate and apply research methods of industrial and organizational psychology and statistical analyses. - use information and data incl. data analysis to solve practical problems and evaluate their strategic relevance. - critically discuss and differentiate the theories, principles and methods of industrial and organizational psychology and apply them to practical problems. - debate cases evidence-based in a team-oriented and self-organized manner in group work, amplify respective knowledge and derive scientifically proven judgments. - present written or oral problem solutions in a structured and convincing manner. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - Research and Analysis in I-O-Psychology (Research Methods, Statistics) - Industrial Psychology (Job Analysis, Assessment, Staffing, Performance Measurement, Training and Development) - Organizational Psychology (Motivation, Job Satisfaction, Commitment, Engagement, Attitudes, Emotions, Stress, Well-Being, Fairness, Diversity, Social Dynamics) 					
Reading List					
<p>Cascio, W. F. / Aguinis, H. (2010). Applied Psychology in Human Resource Management. Conte, J. M./Landy, F. J., 2019, Work in the 21st century: An introduction to industrial and organizational psychology. Robbins, S. P./Judge, T. A., 2016, Organizational Behavior.</p> <p>Plus current academic articles</p>					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Behavioral Finance					
Semester	Frequency	Duration	Module Type	Credits	SH
5	yearly (winter)	1 semester	elective, focus D	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: presentations		lecture, group work	Prof. Dr. C. Goodfellow
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - know classic asset pricing models and anomalies. - have an overview of scientific methods and literature from the last 50 years. - participate competently in discussions on current finance topics. - have experience with complex issues, are self-organized and responsible. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - classic asset pricing model - deviations from the model: anomalies - explanation of anomalies; market efficiency - anomalies since their publication - investment recommendations 					
Reading List					
<ul style="list-style-type: none"> - Bouman, Sven und Ben Jacobsen (2002), The Halloween Indicator, Sell in May and go away, another puzzle, American Economic Review 92, 1618-1635. - Campbell, John Y. (2018), Financial Decisions and Markets, A Course in Asset Pricing, Princeton University Press, Princeton N.J.. - Fama, Eugene (1970), Efficient capital markets: A review of theory and empirical work, Journal of Finance 25, 383-417. - Fama, Eugene (1991), Efficient capital markets: II, Journal of Finance 48, 1575-1617. - Goodfellow, Christiane, Dirk Schiereck and Steffen Wippler (2013), Are behavioural finance equity funds a superior investment? A note on fund performance and market efficiency, Journal of Asset Management 14 (2), 111-119. - Keim, Donald B. und Robert F. Stambaugh (1984), A further investigation of the weekend effect in stock returns, Journal of Finance 39 (3), 819-835. - Keim, Donald B. (1983), Size-related anomalies and stock return seasonality, Journal of Financial Economics 12, 13-32. - Sharpe, William F. (1964), Capital Asset Prices: A Theory of Market Equilibrium under Conditions of Risk, Journal of Finance 19(3), 425-442. 					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
New Work Economy & Social Skills					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	elective, focus D	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5 or course work		seminar case studies role play	Prof. Dr. D. Appelt
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - differentiate the theories, principles and methods for new work, leadership and organization. - assess which forms of culture and organization are suitable for specific cases. - defend diversity as an enrichment for social as well as economic and business life. - debate cases based on evidence in a team-oriented and self-organized manner in group work. - amplify knowledge in an independent manner vertically, horizontally or laterally and participate in networks. - derive problem solutions based on professional plausibility while reflecting current academic knowledge. - act self-dependent, assume responsibility in groups and collaborate in diverse teams. - reflect on their own behavior and deduce insights for their own development as well as for their actions within the company. - show flexibility and resilience in ambiguous and complex situation. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - overview of organizational theories - basics in organizational development (systemic perspective, methods & positions) - organizational design - relevance of corporate culture - new forms of cooperation, leadership and organization - organizational principles (e.g. self-organization, self-reconciliation for coordination) - new organizational models in practice (e.g. network organization, sociocracy) 					
Reading List					
<p>Boleman, L. G./Deal T. E. (2017): Reframing Organizations: Artistry, Choice, and Leadership. Hoboken: Jossey-Bass.</p> <p>Child, J. (2015): Organization: Contemporary Principles and Practice. Chichester: Wiley.</p> <p>Daft, R. L. (2020): Organization Theory & Design. Cengage.</p> <p>Hatch, M. J. (2013): Organization Theory: Modern, Symbolic, and Postmodern Perspectives. Oxford University Press.</p> <p>Havar-Simonovich, T./ Simonovich Daniel (2016). Contemporary Theory and practice of organizations – Part 1: Understanding the Organisation. Stuttgart: ibidem.</p> <p>Jackson, M. C., 2002. Systems Approaches to Management. New York: Kluwer.</p> <p>Kuehl, S., 2021: Organizations: A short introduction. Princeton: Organizational Dialogue Press.</p> <p>Luhmann, N. 2012. Introduction to Systems Theory. Cambridge: Polity.</p> <p>Schein E. H. (2017): Organizational Culture and Leadership. Hoboken: Wiley.</p> <p>Senge, P. 2017: The fifth discipline. New York: Currency.</p> <p>Simonovich, D. et al. (2016): Contemporary Practice and Theory of Organizations – Part 2: Leading and Changing the Organisation. Stuttgart: ibidem.</p>					
Plus current academic articles					

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Shopper and Consumer Behavior in International Markets					
Semester	Frequency	Duration	Module Type	Credits	SH
6	yearly (summer)	1 semester	elective, focus D	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
International Business Studies		examination result: written test 1.5 or research paper or presentation	interactive lecture and discussion, group work, exercises, self-study	Prof. Dr. S. Kull Prof. Dr. D. v. Schnakenburg TBA (W82)	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		*Module Marketing			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - understand the complexity of consumer behavior in general and in cultural differentiation in an international context. - understand, differentiate and explain in detail the conceptual fundamentals of behavioral research, especially in their cultural context, and are able to comprehend corresponding procedures of empirical social research and to design and apply them in an exemplary manner for constructively appropriate use. - learn to work together as a team on tasks and develop their communication skills. - have distinct abilities to recognize, classify, formulate and solve problems of market-oriented demand behavior research. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - market and behavior in an international context - three behavior-relevant roles of consumers - basic scientific references in behavioral research: (social) psychology, sociology, cultural studies (CCT), brain research etc. - the cultural dependence of intrapersonal constructs of behavioral research (basic models with critical review) - culturally shaped interpersonal behavior patterns (family, group, milieu, subcultures, international contexts) - the influence of globalization on consumer behavior - basics of quantitative and qualitative market research - methods of market research to capture constructs of behavioral research 					
Reading List					
<ul style="list-style-type: none"> - lecture notes - Schiffman, L.G./Wisnblit, J. (2019): Consumer behavior, 12th ed., global, New York et al. 2019. - Solomon, M.R./Hogg, M.K./Askegaard, S./Barmossy, G. (2019): Consumer Behavior: A European Perspective, 7th ed., London et al. 2019. 					

Semester 7

Mandatory Module

Jade Hochschule – Department of Business Administration and Management									
Study Program: International Business Studies B.A.									
Bachelor Thesis									
Semester	Frequency	Duration	Module Type	Credits	SH				
7	every semester	1 semester	mandatory	12	<table border="1"> <tr> <th colspan="2">Student work load (attendance/self-study)</th> </tr> <tr> <td></td> <td></td> </tr> </table>	Student work load (attendance/self-study)			
Student work load (attendance/self-study)									
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader					
International Business Studies		examination result: bachelor thesis with colloquium,	independent study	staff					
		Prerequisites							
		At least 168 CP **Project Report							
Learning Outcomes									
<p>The bachelor thesis comprises the end of the study program. The goal of the bachelor thesis is to independently develop solution recommendations for practical problems or solutions to theoretical questions in the framework of a scientific paper, all within a limited time.</p> <p>Students</p> <ul style="list-style-type: none"> - critically examine selected theories, principles and methods of their study program. - critically reflect on current literature and research in the area of their scientific study. - apply relevant scientific research methods to a self-chosen problem and develop, reflect and evaluate solutions to problems. - think analytically and critically, carefully deal with knowledge and facts, and argue on the basis of evidence. - independently collect, evaluate and interpret relevant information, and scientifically derive sound judgements. - solve problems in complex contexts with professional plausibility and epistemologically justify the correctness of their statements. - structurally and understandably present, argue and defend knowledge and research results in written and oral form. - are self-organized, self-reliant, and independently design learning processes. - are resilient in complex situations where flexibility, tolerance of ambiguity and personal responsibility are required. - adequately communicate virtually and personally. 									
Module Content Synopsis									
<p>The bachelor thesis can cover a practical problem or a theoretical topic. It is written according to accepted scientific standards, and can be written in cooperation with a domestic or foreign company or organization. In order to be admitted to the bachelor thesis, students have to prove 168 credit points and the passing of a project report preceding the bachelor thesis. This project report represents a structured project plan for the preparation of the bachelor thesis and has a length of 3 to 5 pages.</p> <p>The final oral exam determines whether the candidate has secure knowledge in the subject areas of the thesis, and is able to independently justify the results and present them convincingly. This requires knowledge of the technical and methodological fundamentals for the respective focus and engagement with the target audience.</p>									
Reading List									
<p>Bowell, T. (2020). Critical thinking: A concise guide. London: Routledge.</p> <p>Bryman A. & Bell E. (2015), Business Research Methods, Oxford University Press.</p> <p>Cottrell, S. (2017). Critical thinking skills: effective analysis, argument and reflection. New York: Palgrave Macmillan.</p> <p>Cottrell, S. (2019). The Study Skills Handbook (5th ed.). Oxford: Macmillan.</p> <p>Easterby-Smith, M. et al. (2018). Management & business research. Los Angeles: Sage.</p>									

Fisher, C. (2010). *Researching and Writing a Dissertation: a guidebook for business students*. Harlow: Pearson.

Thomson, A. (2009). *Critical reasoning: A practical introduction*. London: Routledge.

Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*. Harlow: Pearson.

The supervising lecturer recommends topic dependent, specific literature independently researched by the students. It includes textbooks, reference books and current journal articles.

Option I

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Internship Phase (Option I)					
Semester	Frequency	Duration	Module Type	Credits	SH
7	every semester	1 semester	elective	18	10-week internship Student work load (attendance/self-study)
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
International Business Studies		study result: practice report or course work	internship (active participation, observation and literature study)	internship supervision: any lecturer	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		at least 150 Credits from semesters 1-6. Company or organization approval by application through the Department of Business Administration and Management			
Learning Outcomes					
<p>Students</p> <ul style="list-style-type: none"> - pragmatically apply their knowledge, find solutions to problems and arguments, develop them further and link theoretical knowledge and practical issues. - develop solutions for typical study program tasks in professional practice, independently and in teams. - reflect on their actions from an ethics and sustainability perspective, and take personal, social and societal responsibility. - flexibly and contextually act in an intercultural environment, adequately communicate virtually and personally, and collaborate in diverse teams (interdisciplinary, intercultural, mixed-age...). - act team-oriented, self-organized and self-reliant, and take responsibility in groups. - reflect on their own behavior and derive findings for their own development and action in companies and society. - make effective use of media and technologies, reflect on their experiences with the internship and evaluate them in the context of their own professional orientation. - review their career plans and differentiate their own talents against the background of further practical experience. - identify practical problems for which recommendations for action can be developed and assessed using scientific methods (optional). 					
Module Content Synopsis					
<p>This phase includes an internship of at least 10 weeks long in internationally operating companies or organizations.</p> <p>The internship phase consists of a supervised activity corresponding to the training objective. Within the framework of application-oriented studies, the internship phase plays a special role, as it provides students with further practical experience and knowledge in suitable companies shortly before the end of their studies, and offers the opportunity to deepen acquired skills practically. Within the scope of this activity, the students integrate into the work processes of the company. The students have to familiarize themselves with the organizational structure and culture of the chosen institution, while simultaneously proving their own professional, methodological, personal and social skills. Additionally, the students gain further experience with the importance of theoretical knowledge for solving real problems to gain potential insights for the scientific treatment of practical problems, and at the same time, improve their chances of entering employment.</p>					

The final internship report determines whether the candidate soundly comprehends the subjects in the internship phase, and independently justifies and convincingly presents the results. This requires knowledge of the technical and methodological fundamentals for the respective focus.

Reading List

- **Bowell, T. (2020).** Critical thinking: A concise guide. London: Routledge.
- **Bryman A. & Bell E. (2015),** Business Research Methods, Oxford University Press.
- **Fisher, C. (2010).** Researching and Writing a Dissertation: a guidebook for business students. Harlow: Pearson.

Option II

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Spanish A					
Semester	Frequency	Duration	Module Type	Credits	SH
7	yearly (winter)	1 semester	elective	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations	Teaching and Learning Forms	Module Leader	
Economics International Business Studies International Tourism Management Tourism Management (274) ¹ Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5 or course work *Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO recommendation: level A1	Seminar	G. Bürling	
Learning Outcomes					
Students <ul style="list-style-type: none"> - have a basic understanding of Spanish grammar. - communicate simple situations both verbally and in writing. - independently access simple texts through reading and listening comprehension and create short texts. - are familiar with simple basics of the foreign language culture. - command the Spanish language according to level A2 of the Common European Framework of Reference. 					
Module Content Synopsis					
The content is based on dialogues and texts from everyday life, regional studies, and select areas of Spanish grammar (e.g. el presente, el perfecto, los pronombres).					
Reading List					
Colegas (Klett). Ecos (Spotlight). Uso de la Gramática Española (Difusión). Vía rápida (Klett).					

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Jade Hochschule – Department of Business Administration and Management						
Study Program: International Business Studies B.A.						
Spanish B						
Semester	Frequency	Duration	Module Type	Credits	SH	
7	yearly (winter)	1 semester	elective	6	4	
					Student work load (attendance/self-study)	
					54h	126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader	
Economics International Business Studies International Tourism Management Tourism Management (274). ¹ Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5 or course work		seminar	G. Bürling	
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO				
		recommendation: level A2				
Learning Outcomes						
Students						
<ul style="list-style-type: none"> - know basic structures of Spanish grammar. - communicate in professional situations both verbally and in writing. - independently access simple texts through reading and listening comprehension and create short texts. - are familiar with simple basics of the foreign language culture. - give presentations on Spanish cultural, economic or touristic topics. - command the Spanish language according to level B1 of the Common European Framework of Reference. 						
Module Content Synopsis						
The content is based on texts on economic issues, regional studies, interculturality, tourism and select areas of Spanish grammar (el futuro, el condicional, el indefinido, el subjuntivo).						
Reading List						
Colegas (Klett). Ecos (Spotlight). Uso de la Gramática Española (Difusión). Vía rápida (Klett).						

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Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Business Planning					
Semester	Frequency	Duration	Module Type	Credits	SH
7	yearly (winter)	1 semester	elective	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274). ¹		examination result: written test 1.5 or research paper or presentation		project work, interactive discussion	TBA
		*Prerequisites for Participation **Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - evaluate and analyze complex business alternatives, market situations and market results, interpret them and translate them into goal-oriented decisions. - calculate and justify optimal order quantities. - make investment and disinvestment decisions. - check capacity utilization planning, personnel planning. - analyze market and competitive situation, marketing expenses, market research reports, pricing policy. - prepare and interpret financial planning, profit and loss account, balance sheet. - implement strategic decisions. - solve a real business problem in a computer simulation in group work. 					
Module Content Synopsis					
business alternatives, market situations and market results, calculation of optimal order quantities, investment and divestment decisions, capacity planning, personnel planning, analysis of the market and competitive situation, planning of marketing expenses, analysis of market research reports, determination of pricing policy, financial planning, profit and loss account, balance sheet analysis.					
Reading List					
Collis, D., 2014. <i>International Strategy: Context, Concepts and Implications</i> . West Sussex: John Wiley. Kaplan, R.S., Norton, D.P., 2004. <i>Strategy Maps: Converting Intangible Assets into Tangible Outcomes</i> . Verbeke, A., 2013. <i>International Business Strategy</i> . 2 nd edition. Cambridge: Cambridge University Press. Watertown: Harvard Business School Publishing Corporation.					

¹ Study Program Identifier 274 = Bachelor Program Tourism Management

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies B.A.					
Entrepreneurship					
Semester	Frequency	Duration	Module Type	Credits	SH
7	yearly (winter)	1 semester	elective	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies		examination result: written test 1.5 or course work (folder, presentation, research paper)		lecture, seminar, exercises	TBA
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students <ul style="list-style-type: none"> - understand entrepreneurship. - explain and contextualize entrepreneurship and its contribution in the overall economic and social context. - classify and evaluate success factors of entrepreneurial thinking and acting (entrepreneurship). - examine, analyze, and evaluate business models. - analyze the business process. - develop business ideas in groups and evaluate their opportunities and risks. - recognize peculiarities of corporate divisions that generate innovations and implement them efficiently. - analyze and evaluate business models based on different factors (e.g. gender factors). - understand concepts such as gendered innovation and gendered entrepreneurship and contextualize. 					
Module Content Synopsis					
The module brings the basics of entrepreneurial independence closer to the students. The module includes an active examination of entrepreneurship, entrepreneurial thinking and acting, and (gendered) innovation. <p>Central topics of entrepreneurship (such as meaning and concept of the term, schools of thought, effectiveness of business planning, effectuation theory of entrepreneurship) are introduced, discussed and used on the basis of relevant publications and in comparison to and distinct from the mere term entrepreneurship. In addition to theoretical concepts, practical insights, case studies, methods and tools (such as teambuilding, business modelling, idea development, creativity and visualization techniques and financing are covered.</p> <p>Using various procedures and methods, existing business models are analyzed and new business models developed. Students deal with the components of a promising business plan and train the elevator pitch (business idea pitch).</p>					
Reading List					
Audretsch, David B., Max C. Keilbach, and Erik E. Lehmann. <i>Entrepreneurship and economic growth</i> . Oxford University Press, 2006. <p>Baron, Robert A. <i>Essentials of entrepreneurship: evidence and practice</i>. Edward Elgar Publishing, 2014.</p> <p>Brush, Candida G., Anne De Bruin, Elizabeth J. Gatewood, and Colette Henry, eds. <i>Women entrepreneurs and the global environment for growth: a research perspective</i>. Edward Elgar Publishing, 2010.</p> <p>Brush, Candida G., and Candida G. Brush. <i>Growth-oriented women entrepreneurs and their businesses: A global research perspective</i>. Edward Elgar Publishing, 2006.</p> <p>Casson, Mark, and Peter J. Buckley. <i>Entrepreneurship</i>. Edward Elgar Publishing, 2010.</p> <p>Drucker, Peter. <i>Innovation and entrepreneurship</i>. Routledge, 2014.</p> <p>Ettl, Kerstin. <i>Unternehmerinnen und Erfolg aus individueller und kontextueller Perspektive</i>. Vol. 4. Peter Lang, 2010.</p> <p>Global Entrepreneurship Monitor (GEM Consortium)</p>					

Hampden-Turner, Charles, and Fons Trompenaars. *Riding the waves of culture: Understanding diversity in global business*. Hachette UK, 2011.

Henry, Colette, Frances Hill, and Claire Leitch. "Entrepreneurship education and training: can entrepreneurship be taught? Part I." *Education+ Training* (2005).

House, Robert J., Paul J. Hanges, Mansour Javidan, Peter W. Dorfman, and Vipin Gupta, eds. *Culture, leadership, and organizations: The GLOBE study of 62 societies*. Sage publications, 2004.

Kuratko, Donald F. *Entrepreneurship: Theory, process, and practice*. Cengage Learning, 2016.

Morris, Michael H., Donald F. Kuratko, and Jeffrey G. Covin. *Corporate entrepreneurship & innovation*. Cengage Learning, 2010.

Neck, Heidi M., Christopher P. Neck, and Emma L. Murray. *Entrepreneurship: the practice and mindset*. SAGE Publications, Incorporated, 2019.

Sarasvathy, Saras D. *Effectuation: Elements of entrepreneurial expertise*. Edward Elgar Publishing, 2009.

Jade Hochschule – Department of Business Administration and Management					
Study Program: International Business Studies					
Econometrics					
Semester	Frequency	Duration	Module Type	Credits	SH
7	yearly (winter)	1 semester	elective	6	4
					Student work load (attendance/self-study)
					54h 126h
Usability		Forms/Lengths of Examinations		Teaching and Learning Forms	Module Leader
International Business Studies Economics Tourism Management (274) ¹ Economics – Composite Study (integrated with vocational training and work)		examination result: written test 1.5		lecture	Prof. Dr. C. Goodfellow
		*Prerequisites for Participation			
		**Pre-examination result §9 (4) Part A BPO			
		none			
Learning Outcomes					
Students					
<ul style="list-style-type: none"> - understand scientific basics as well as essential methods/theories in the field. - are trained in analytical and critical thinking, carefully handle facts, apply scientific research methods. - work in a team-oriented and self-organized manner. - learn and apply methods in a self-organized and independent manner. 					
Module Content Synopsis					
<ul style="list-style-type: none"> - correlation vs causal relationships - regression analysis and OLS estimation - coefficient of determination - assumptions and properties of estimators - statistical distributions of estimators - statistical inference 					
Reading List					
<ul style="list-style-type: none"> - Barrow, Michael (2017), Statistics for Economics, Accounting and Business Studies, Prentice Hall, 7. ed, Pearson Education Limited. - Gujarati, Damodar (2009), Essentials of Econometrics, 4. ed, McGrawHill. - Gujarati, Damodar und Dawn Porter (2009), Basic Econometrics, 5. ed (International Edition), McGraw Hill. 					

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