

Program and Course Description

Global Business

Master of Arts (M. A.)

THI Business School

Study and Examination Regulation: WS 23/24 (per 23.01.2023)

as per: Summer Semester 2024 (15.02.2024)



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1 Overview of modules and hours (1st – 4th Semester) *

Start in Winter Semester:

CURRICULUM GLOBAL BUSINESS		1st Semester WS		2nd Semester SS		3rd Semester WS		4th Semester SS	
SPO No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS
1	Global Business and Economics 1	4	5						
2	Intercultural Competencies	4	5						
3	Global Business Model Design	4	5						
7	Modern Leadership	4	5						
5	Global Business and Economics 2			4	5				
6	Global Business Case Studies			4	5				
4	Research methods for Business			4	5				
8	Advanced Topics in Internationalization			4	5				
9	Specialisation modules in Global Business***					4x4 =16	4x5 =20		
10	Management Elective****							4	5
11	Master Thesis								25
Total		16	20	16	20	16	20	4	30

*All further details are specified in the attachment of the respective Study and Examination Regulation (SPO WS23/24) [here](#).

** Hours per week.

*** Can be taken in semester 3 or 4

**** Can be taken in semester 2 or 3 or 4

Start in Summer Semester:

CURRICULUM GLOBAL BUSINESS		1st Semester SS		2nd Semester WS		3rd Semester SS		4th Semester WS	
SPO No.	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS
1	Global Business and Economics 1			4	5				
2	Intercultural Competencies			4	5				
3	Global Business Model Design			4	5				
7	Modern Leadership			4	5				
5	Global Business and Economics 2	4	5						
6	Global Business Case Studies	4	5						
4	Research methods for Business	4	5						
8	Advanced Topics in Internationalization	4	5						
9	Specialisation modules in Global Business***					4x4 =16	4x5 =20		
10	Management Elective****							4	5
11	Master Thesis								25
Total		16	20	16	20	16	20	4	30

** Hours per week.

*** Can be taken in semester 3 or 4

**** Can be taken in semester 2 or 3 or 4

2 Description of Modules

2.1 General compulsory modules

2.1.1 Global Business and Economics 1			
Module abbreviation:	GBU_GBE1	SPO-No.:	1
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business and Economics 1		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90-120 written examination 90-120 minutes		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students learn to understand the impact of globalization on business and the global economy. • Students learn to analyze the competitive environment in global markets. • Students learn to develop cross-cultural communication and negotiation skills. • Students learn to identify opportunities and challenges presented by emerging markets. 			
Content:			
<ul style="list-style-type: none"> • Understanding globalization and its impact on business • Theories of international trade and investment • Analyzing the competitive environment in global markets • Global supply chain management and logistics • Corporate social responsibility in a global context • Cross-cultural communication and negotiation skills • Emerging markets and the challenges and opportunities they present • Emerging issues in global economics, such as climate change and inequality 			

<ul style="list-style-type: none">• The role of culture and social norms in global economics• Ethical considerations in global economics and business practices
Literature:
<i>Compulsory:</i> None
<i>Recommended:</i> <ul style="list-style-type: none">• VELASQUEZ, Manuel G., 2013. <i>Business Ethics: Concepts and Cases</i>. 7th edition. Harlow: Pearson Education, Limited. ISBN 978-1-292-02281-9, 978-1-292-03601-4• LÜTGE, Christoph, UHL, Matthias, 2021. <i>Business Ethics: An Economically Informed Perspective</i> [online]. Oxford, United Kingdom: Oxford University Press PDF e-Book. ISBN 978-0-19-189685-9. Available via: 20.500.12854/112311.
Additional remarks:
None

2.1.2 Intercultural Competencies

Module abbreviation:	GBU_IC	SPO-No.:	2
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Ferrell, Beroz		
Lecturers:	Ferrell, Beroz		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Intercultural Competencies		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	seminar paper and presentation		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • An enhanced understanding of issues related to diversity and intercultural communication • An increased commitment to valuing similarities and differences in individuals • An increased understanding of how individual differences can strengthen a group or organization • An enhanced ability to be open to discussions about the deeper implications of diversity and intercultural communication through dialogue • The ability to apply learning to real world experience in global business 			
Content:			
<ul style="list-style-type: none"> • Cultural intelligence and its importance in global business • Developing empathy and cultural sensitivity • Overcoming stereotypes and biases in cross-cultural contexts • Understanding cultural differences and their impact on business interactions • Communication skills for multicultural environments • Strategies for building trust across cultures • Resolving conflicts in intercultural settings • 5 Core skills for being effective in a diverse world • Demonstrate learning through the completion of assigned reading, research, class participation, group projects and presentations 			

Literature:*Compulsory:*

- Course Workbook with relevant learning materials and tools (downloadable on Moodle) to be brought to class.

Recommended:

- BANAJI, Mahzarin R. and Anthony G. GREENWALD, 2013. *Blindspot: hidden biases of good people*. New York: Delacorte Press. ISBN 978-0-553-80464-5, 978-0-440-42329-4
- MEYER, Erin, 2015. *The culture map: decoding how people think, lead, and get things done across cultures*. 1st edition. New York, NY: PublicAffairs. ISBN 978-1-61039-276-1

Additional remarks:

None

2.1.3 Global Business Model Design

Module abbreviation:	GBU_GBMD	SPO-No.:	3
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business Model Design		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	seminar paper and presentation		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<ul style="list-style-type: none"> • Students learn to understand different business models and how they apply to global markets. • Students learn to identify sources of competitive advantage in global business. • Students learn to design a global value chain that maximizes efficiency and effectiveness. • Students learn to develop global marketing strategies. • Students will play a business simulation in teams. Our teams will play against students from a northern German university. 			
Content:			
<ul style="list-style-type: none"> • Understanding different business models and how they apply to global markets • Identifying sources of competitive advantage in global business • Designing a global value chain that maximizes efficiency and effectiveness • Developing global marketing strategies • Understanding the role of technology in global business model design • Innovating and adapting business models to changing global conditions • Analyzing the impact of cultural differences on business models • Identifying and managing risks in global business models • Balancing local and global needs in business model design • Business Simulation 			

Literature:
<i>Compulsory:</i> None
<i>Recommended:</i> <ul style="list-style-type: none">• HILL, Charles W. L. and G. Tomas M. HULT, 2020. <i>Global Business Today</i>. 11th edition. New York, NY: McGraw-Hill Education. ISBN 978-1-260-56581-2• KEEGAN, Warren J. and Mark C. GREEN, 2020. <i>Global marketing</i>. 10th edition. Harlow, England: Pearson. ISBN 978-1-292-30402-1, 1-292-30402-2
Additional remarks:
None

2.1.4 Research methods for Business

Module abbreviation:	GBU_RMB	SPO-No.:	4
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Fend, Lars		
Lecturers:	Fend, Lars		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Research methods for Business		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Project work (5-25 pages) with oral presentation (15 minutes)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The aim of the seminar is to prepare students for the researching and writing of high-quality academic papers (from seminar papers to Master's thesis).</p> <p>In this context students know the characteristics of scientific research and academic writing to contribute to scientific and practical solutions.</p> <p>They know the general rules and principles of good academic work, as well as the consequences of non-compliance with these rules.</p> <p>In addition, students are able to self- and group-organize and work out different topic blocks for milestone dates and are able to overcome typical challenges in the research and writing process.</p> <p>Finally, students learn to collaborate effectively to achieve academic excellence.</p>			
Content:			
<ul style="list-style-type: none"> • Understanding the compositional approaches for designing qualitative, quantitative, and mixed methods research in the social sciences • Deciding on a suitable research method • Literature research (library, databases, Internet, ...) • If necessary, survey of companies (e.g. questionnaire) • Preparation of academic papers and presentations according to academical standards 			

Literature:*Compulsory:*

- CRESWELL, John W. and J. David CRESWELL, 2023. *Research design: qualitative, quantitative, and mixed methods approaches*. 6th edition. Los Angeles ; London ; New Delhi ; Singapore ; Washington DC ; Melbourne: Sage. ISBN 978-1-07-181794-0

Recommended:

- BOOTH, Wayne C. and others, 2016. *The craft of research*. 4th edition. Chicago ; London: The University of Chicago Press. ISBN 978-0-226-23956-9, 978-0-226-23973-6
- MERRIAM, Sharan B. and Elizabeth J. TISDELL, 2016. *Qualitative research: a guide to design and implementation*. 4th edition. San Francisco, CA: Jossey-Bass. ISBN 978-1-119-00361-8
- LOZANO, Raul A.R., 2022. *Quantitative research and scientific publications: Theories, methods and models*. 1st edition. London: Our Knowledge Publishing. ISBN 9786205471081

Additional remarks:

None

2.1.5 Global Business and Economics 2			
Module abbreviation:	GBU_GBE2	SPO-No.:	5
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Rauscher, Alois		
Lecturers:	Rauscher, Alois		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business and Economics 2		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90-120 written examination 90-120 minutes		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
Students will learn to:			
<ul style="list-style-type: none"> • understand the role of multinational corporations in the global economy. • explain the determination of exchange rates and the international monetary system. • describe the dynamics of the foreign exchange market. • apply foreign exchange risk management techniques. • understand international debt and equity markets. • conduct a country risk analysis. • apply concepts related to capital budgeting and cross-border merger & acquisition management of a multinational corporation. 			
Content:			
<ul style="list-style-type: none"> • The role of multinational corporations in the global economy • Corporate governance from a global perspective • The determination of exchange rates and the international monetary system • The foreign exchange market • Foreign exchange risk management • International debt and equity markets • The impact of economic policies on global business and country risk analysis 			

<ul style="list-style-type: none">• Capital budgeting for the multinational corporation• Critical aspects regarding cross-border mergers and acquisitions
Literature:
<i>Compulsory:</i> None
<i>Recommended:</i> <ul style="list-style-type: none">• EUN, Cheol S. , Bruce G. RESNICK and Tuugi CHULUUN , 2021. <i>International Financial Management</i>. 9th edition. New York: McGraw-Hill. ISBN 978-1-260-57531-6; 1-260-57531-4• SHAPIRO, Alan C. and Paul HANOUNA , 2020. <i>Multinational Financial Management</i>. 11th edition. Hoboken: Wiley. ISBN 9781119559849
Additional remarks:
None

2.1.6 Global Business Case Studies

Module abbreviation:	GBU_GBCS	SPO-No.:	6
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Global Business Case Studies		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Project work (5-25 pages) with oral presentation (15 minutes)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>In the 'Global Business Case Studies' module of our Master's Program, students will learn a diverse array of skills and knowledge essential for understanding and navigating the complex landscape of global business.</p> <ul style="list-style-type: none"> • analyze real-world examples of global business successes and failures • apply theoretical concepts from other lectures to real-world cases • develop critical thinking and problem-solving skills through case analysis • develop recommendations for companies facing global business challenges 			
Content:			
<ol style="list-style-type: none"> 1. Gain an In-Depth Understanding of the Global Business Environment: Students will learn about the current trends, challenges, and opportunities in international markets, equipping them with a comprehensive understanding of the global business landscape. 2. Develop Skills in Analyzing Market Entry Strategies: Through detailed case studies, students will learn to analyze both successful and unsuccessful market entry strategies, gaining insights into the nuances of joint ventures, acquisitions, franchising, and direct investments. 3. Understand Global Supply Chain Management: Students will learn how companies manage complex global supply chains. This includes insights into logistics, supplier relationships, and risk management. 			

<ol style="list-style-type: none"> 4. Acquire Knowledge in Cross-Cultural Management and Communication: The course will provide students with an understanding of the importance of cultural differences in global business operations. Students will learn strategies for effective cross-cultural communication and management practices. 5. Learn About Global Marketing Strategies: Students will explore how companies adapt their marketing strategies for different global markets, studying cases on localization versus standardization, global branding, and digital marketing approaches. 6. Master International Financial Management Concepts: The course will cover how businesses manage currency risks, global taxation, and adhere to international financial regulations, helping students understand the financial aspects of global business. 7. Understand CSR in a Global Context: Students will learn about how multinational corporations handle corporate social responsibility (CSR), ethical considerations, and sustainable business practices in different countries. 8. Explore Global E-Commerce Trends and Challenges: Students will study the challenges faced by e-commerce giants and startups in the global marketplace, including logistics, digital payment systems, and cross-border regulations. 9. Learn About Innovation in Global Business: The course will provide insights into how companies foster innovation to stay competitive in the global market, including case studies on global R&D strategies, collaboration, and knowledge sharing. 10. Understand the Dynamics of Emerging Markets: Students will learn about the strategies, risks, and potentials of businesses entering and succeeding in emerging markets, giving them a practical perspective on high-growth regions.
<p>Literature:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • HILL, Charles W. L. and G. Tomas M. HULT, 2019. <i>International business: competing in the global marketplace</i>. 12th edition. New York, NY: McGraw-Hill Education. ISBN 1-260-09234-8, 978-1-260-09234-9 • Harvard Business Review Case Studies • Stanford Graduate School of Business Case Studies <p><i>Recommended:</i></p> <p>None</p>
<p>Additional remarks:</p> <p>None</p>

2.1.7 Modern Leadership

Module abbreviation:	GBU_ML	SPO-No.:	7
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Hackl, Oliver		
Lecturers:	Hackl, Oliver		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Modern Leadership		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	mdIP - oral exam, 15-20 minutes		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
Basic knowledge in HR management and leadership.			
Objectives:			
Students learn to			
<ul style="list-style-type: none"> • understand the changing nature of leadership in the global new normal • build, motivate and manage high-performance teams in a fast changing and increasingly digitized world • correspondingly lead change and innovation in global organizations 			
Content:			
<ul style="list-style-type: none"> • Introduction to Modern Leadership in the New Normal • Adapting Leadership Styles for the New Normal • Organizational Behavior and Decision Making • Motivating and Engaging High-Performance Teams • Effective Communication & Coaching • Embracing Digital Transformation in Leadership • Leading in the Midst of Chaos, Crisis and Uncertainty • Cultivating Diversity, Equity and Inclusion in Leadership • Ethical and Emotional Leadership in the New Normal • Nurturing Innovation and Creativity in Leadership • Leading Change and Transformation • The Future of Leadership: Trends and Emerging Practices 			

<ul style="list-style-type: none">• Overview of the Oral Exam Format, including the Structure, Duration, and Assessment Criteria
Literature:
<p><i>Compulsory:</i></p> <p>None</p> <p><i>Recommended:</i></p> <ul style="list-style-type: none">• KAHNEMAN, Daniel, 2012. <i>Thinking, fast and slow</i>. [London]: Penguin Books. ISBN 978-0-141-03357-0, 0-141-03357-6• GOLEMAN, Daniel, Richard E. BOYATZIS and Annie MCKEE, 2004. <i>Primal leadership: learning to lead with emotional intelligence</i>. Boston, Mass.: Harvard Business School Press. ISBN 978-1-59139-184-5, 1-59139-184-9• ALSUWAIDI, Faisal and CHATGPT, 2023. <i>Beyond the Horizon: Uncharted Territories in Modern Leadership</i>. ISBN 979-8389502468• CULBERTSON, Lloyd and Michael Scott PARKS, 2023. <i>Leadership Today. How to Harness The Power Of Modern Leadership Practices</i>. ISBN 979-8386384081
Additional remarks:
None

2.1.8 Advanced Topics in Internationalization

Module abbreviation:	GBU_ATI	SPO-No.:	8
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	1,2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term
Responsible for module:	Knoppe, Marc		
Lecturers:	Knoppe, Marc		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Advanced Topics in Internationalization		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	Project work (5-25 pages) with oral presentation (15 minutes)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students are familiar with the reasons for, objectives, forms, chances and threats of going and being international in business. They know how to deal theoretically and practically with various factors that impact the process of internationalizing and measures which could be used to handle the same. Case studies will help and be used to exercise contents learned.</p> <p>Students know selected instruments and strategies for the design and further development of an international concept and are shown specific features, problems and characteristic traits of international business in a problem-orientated way. As a result, students are able to apply the tools of internationalisation.</p>			
Content:			
<p>International Trends</p> <ul style="list-style-type: none"> • Development of branded environments • Technical aspects and sustainable aspects. • International Experience <p>Development, relevance & dimensions of internationalization in business</p> <ul style="list-style-type: none"> • Strategies and instruments • Chances and threats • Case studies 			

Literature:*Compulsory:*

- KONINA, Natalia, 2021. *Digital strategies in a global market: navigating the fourth industrial revolution* [online]. Cham: palgrave macmillan PDF e-Book. ISBN 978-3-030-58267-8. Available via: <https://doi.org/10.1007/978-3-030-58267-8>.
- FUCHS, Manfred, 2022. *International Management: The Process of Internationalization and Market Entry Strategies* [online]. Berlin: Springer Gabler PDF e-Book. ISBN 978-3-662-65870-3. Available via: <https://doi.org/10.1007/978-3-662-65870-3>.

Recommended:

None

Additional remarks:

None

2.1.9 Master Thesis			
Module abbreviation:		SPO-No.:	11
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Compulsory Subject	4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter and summer semester
Responsible for module:	Vogler, Thomas		
Lecturers:	Vogler, Thomas; N.N.		
Credit points / SWS:	25 ECTS / 0 SWS		
Workload:	Contact hours:		23 h
	Self-study:		602 h
	Total:		625 h
Subjects of the module:	Master Thesis		
Lecture types:	Final Thesis		
Examinations:	Koll/MA: Master thesis with colloquium (weight 4:1)		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
Release of the Master Thesis subject assumes the successful completion of credits and examinations totaling at least 30 ECTS. There is a six-month preparation period for the Master Thesis. The regulations on the issuance of the thesis in the general examination regulation of the Technische Hochschule Ingolstadt are also applicable.			
Recommended prerequisites:			
None.			
Objectives:			
Students will show their scientific competence and knowledge.			
Content:			
<ul style="list-style-type: none"> tbd 			
Literature:			
<i>Compulsory:</i> <ul style="list-style-type: none"> tbd <i>Recommended:</i> <ul style="list-style-type: none"> tbd 			
Additional remarks:			
None.			

2.2 Specialization modules in Global Business

The following specialization modules will be offered:

- Global Supply Chain and Logistics Management (SCM)
- Social Impact and Sustainability (SUS)

Students must choose one specialization and take the corresponding courses.

2.2.1 SCM/SUS - Sustainable Supply Chain Management			
Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter Semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Sustainable Supply Chain Management		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None.			
Recommended prerequisites:			
None			
Objectives:			
Students learn to			
<ul style="list-style-type: none"> • develop sustainable logistics and transportation practices • understand the role of certification and standards in sustainable supply chain management • develop effective sustainability reporting and measurement practices in the supply chain • analyze the impact of sustainability on supply chain costs and competitiveness. 			
Content:			
<ul style="list-style-type: none"> • tbd 			

Literature:*Compulsory:*

- tbd

Recommended:

- tbd

Additional remarks:

None.

2.2.2 SCM - Supply Chain Analytics

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Supply Chain Analytics		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students learn to</p> <ul style="list-style-type: none"> • develop analytical models for supply chain optimization and performance management • understand the role of artificial intelligence and machine learning in supply chain analytics • develop effective data visualization and reporting practices for supply chain analytics • analyze the ethical implications of supply chain analytics, such as privacy and data security 			
Content:			
<ul style="list-style-type: none"> • tbd 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • tbd <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • tbd 			
Additional remarks:			
None.			

2.2.3 SCM - Innovative Supply Chain Solutions

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Innovative Supply Chain Solutions		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students learn to</p> <ul style="list-style-type: none"> • develop effective collaboration and partnership strategies for supply chain innovation • understand the role of open innovation in supply chain management • analyze the impact of innovation on supply chain costs and competitiveness • develop effective innovation reporting and measurement practices in the supply chain 			
Content:			
<ul style="list-style-type: none"> • tbd 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • tbd <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • tbd 			
Additional remarks:			
None.			

2.2.4 SCM - Digital SCM Technologies

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:		47 h
	Self-study:		78 h
	Total:		125 h
Subjects of the module:	Digital SCM Technologies		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students learn to</p> <ul style="list-style-type: none"> • identify relevant digital technologies for supply chain management, such as IoT and AI • develop effective digital supply chain strategies • develop effective data management and analytics practices for digital supply chains • understand the role of cloud computing and cybersecurity in digital supply chain management 			
Content:			
<ul style="list-style-type: none"> • tbd 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • tbd <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • tbd 			
Additional remarks:			
None.			

2.2.5 SUS - Social Impact, Sustainability and Compliance

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Social Impact, Sustainability and Compliance		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students learn to</p> <ul style="list-style-type: none"> analyze the impact of cultural and social factors on social impact and sustainability develop effective communication and marketing strategies for sustainability initiatives understand the role of green marketing and eco-labeling in promoting sustainability develop effective compliance management practices for sustainability regulations 			
Content:			
<ul style="list-style-type: none"> tbd 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> tbd <p><i>Recommended:</i></p> <ul style="list-style-type: none"> tbd 			
Additional remarks:			
None.			

2.2.6 SUS - Social Entrepreneurship

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Social Entrepreneurship		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students learn to</p> <ul style="list-style-type: none"> • identify social and environmental problems that can be addressed through entrepreneurship • develop business plans for social entrepreneurship ventures • identify and secure funding sources for social entrepreneurship ventures • measure and report on the social and environmental impact of social entrepreneurship ventures 			
Content:			
<ul style="list-style-type: none"> • tbd 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • tbd <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • tbd 			
Additional remarks:			
None.			

2.2.7 SUS - Sustainable HR Management

Module abbreviation:		SPO-No.:	9
Curriculum:	Programme	Module type	Semester
	Global Business (SPO WS 23/24)	Major Elective Subject	3
Modul attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Sustainable HR Management		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	LN		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Students learn to</p> <ul style="list-style-type: none"> • develop effective sustainability training programs for employees • understand the role of HR management in promoting employee well-being and work-life balance • analyze the impact of regulations and compliance on sustainable HR management • understand the role of employee engagement in promoting sustainability and social impact 			
Content:			
<ul style="list-style-type: none"> • tbd 			
Literature:			
<p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • tbd <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • tbd 			
Additional remarks:			
None.			

2.3 Management Electives

In Summer Semester 2024, the following Electives can be taken:

2.3.1 Entrepreneurship Coaching			
Module abbreviation:	MVM_EC	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Elective Subject (WPF)	2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	Bader, Martin		
Lecturers:	Bader, Martin		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	79 h	
	Total:	126 h	
Subjects of the module:	Entrepreneurship Coaching (MVM_EC)		
Lecture types:	SU/Ü - lecture with integrated exercises (MVM_EC)		
Examinations:	project report		
Usability for other study programs:	This module is offered by the master's degree program Marketing/Vertrieb/Medien.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>After successful participation in the module course, students are able to:</p> <ul style="list-style-type: none"> • develop and evaluate a business idea themselves and differentiate it into a consistent business plan. • identify the success factors for certain types of business and derive appropriate measures for implementation. • consistently prepare the implementation and initiate or actually introduce the business idea to the market by founding a company. • prepare specifically for participation in start-up competitions and fulfil the challenges that arise there. 			
Content:			
<ul style="list-style-type: none"> • Ideation • Value Proposition Design • Business Model Canvas • Business Model Innovation • Minimal Viable Product & Preto-/Prototyping 			

<ul style="list-style-type: none"> • Business Planning
<p>Literature:</p> <p><i>Compulsory:</i></p> <ul style="list-style-type: none"> • AULET, Bill, Thomas DEMMIG and Marius URSACHE, 2013. <i>Disciplined entrepreneurship: 24 steps to a successful startup</i>. Hoboken, NJ: Wiley. ISBN 978-1-118-69228-8, 978-1-118-72088-2 • BAYSTARTUP GmbH, 2022. Handbuch Businessplan-Erstellung, Der Weg zum erfolgreichen Unternehmen. [online]. https://www.bay-startup.de/startups/handbuch-businessplan-erstellung: BayStartUP GmbH, 18.07.2022 [Accessed on: 18.07.2022]. Available via: https://www.bay-startup.de/fileadmin/Dokumente/Downloads/Handbuch_Businessplan_Erstellung.pdf <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • KAWASAKI, Guy, 2015. <i>The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything</i>. London: Portfolio Penguin. ISBN 978-0-241-18726-5, 978-1-59184-811-0 • RIES, Eric, 2017. <i>The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses</i>. New York: Currency. ISBN 978-1-5247-6240-7 • FUEGLISTALLER, Urs, FUST, Alexander, MÜLLER, Christoph, MÜLLER, Susan, ZELLWEGER, Thomas, 2019. <i>Entrepreneurship: Modelle – Umsetzung – Perspektiven : Mit Fallbeispielen aus Deutschland, Österreich und der Schweiz</i> [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-26800-8. Available via: https://doi.org/10.1007/978-3-658-26800-8. • GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CSIK, 2017. <i>Geschäftsmodelle entwickeln: 55 innovative Konzepte mit dem St. Galler Business Model Navigator</i>. 2. edition. München: Hanser. ISBN 978-3446451759 • GASSMANN, Oliver, Karolin FRANKENBERGER and Michaela CHOUDURY, 2020. <i>Business Model Navigator: The Strategies Behind the Most Successful Companies</i>. 2. edition. Harlow: Pearson. ISBN 978-1292327129 • OSTERWALDER, Alexander and Yves PIGNEUR, 2010. <i>Business Model Generation: Ein Handbuch für Visionäre, Spielveränderer und Herausforderer</i>. ISBN 978-3-593-39474-9 • OSTERWALDER, Alexander and Yves PIGNEUR, 2014. <i>Value Proposition Design: How to Create Products and Services Customers Want</i>. ISBN 978-1118968055
<p>Additional remarks:</p> <p>Coaching is carried out (where possible) in cooperation with a business partner as a business mentor. Through this co-operation, each team receives a business mentor in addition to support from the THI lecturer.</p> <p>Project work</p> <p>The aim is, among other things, to use the various media in the further development of business models and for the final presentation.</p>

2.3.2 Global Entrepreneurship & Intercultural Leadership

Module abbreviation:	EDB_GE&IL	SPO-No.:	10
Curriculum:	Program	Module type	Semester
	Global Business (SPO WS 23/24)	Elective Subject (WPF)	2,3,4
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term
Responsible for module:	McDonald, James		
Lecturers:	McDonald, James; Shirley, Thomas		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	79 h	
	Total:	126 h	
Subjects of the module:	Global Entrepreneurship & Intercultural Leadership (EDB_GE&IL)		
Lecture types:	SU/Ü - lecture with integrated exercises (EDB_GE&IL)		
Examinations:	Project work with oral presentation (15 min) and written elaboration (5 - 25 pages)		
Usability for other study programs:	This module is offered by the master's degree program Entrepreneurship and Digital Business.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Participants in the course</p> <ul style="list-style-type: none"> will become familiar with contemporary investigations into intercultural business communication. will explore a variety of cultural systems beyond simple national categories. will understand and apply relevant communication and leadership theories and practices. will discover opportunities for individualized exploration and analysis of specific intercultural communication contexts. will recognize the role and influence of culture in various entrepreneurial contexts. 			
Content:			
<p>Course content (discussions and readings) will focus on three large topics at the intersection of culture and entrepreneurship:</p> <ul style="list-style-type: none"> The practical relevance of intercultural communication to startups and entrepreneurship. The evolution and management of corporate cultures from startup to larger and more complex organizational forms. Practical examples of intercultural business communication (e.g. multicultural teams, leadership styles, negotiation). 			

Literature:*Compulsory:*

- FRITSCH, Michael, WYRWICH, Michael, 2019. *Regional trajectories of entrepreneurship, knowledge, and growth: the role of history and culture* [online]. Cham: Springer PDF e-Book. ISBN 978-3-319-97782-9. Available via: <https://doi.org/10.1007/978-3-319-97782-9>.

Recommended:

- THAKKAR, Bharat S., 2021. *Culture in Global Businesses: Addressing National and Organizational Challenges* [online]. Cham: Palgrave Macmillan PDF e-Book. ISBN 978-3-030-60296-3. Available via: <https://doi.org/10.1007/978-3-030-60296-3>.
- GLĂVEANU, Vlad Petre, 2016. *The Palgrave handbook of creativity and culture research*. London: Palgrave Macmillan UK. ISBN 978-1-137-46343-2, 978-1-349-69059-6
- KOLM, Serge-Christophe, 2009. *Reciprocity: an economics of social relations*. Cambridge [u.a.]: Cambridge Univ. Press. ISBN 978-0-521-88265-1, 978-0-521-12320-4
- OPRESNIK, Marc Oliver, 2014. *The hidden rules of successful negotiation and communication: getting to yes!*. Cham [u.a.]: Springer. ISBN 978-3-319-06193-1, 978-3-319-06194-8
- RICHERSON, Peter J. and Robert BOYD, 2006. *Not by genes alone: how culture transformed human evolution*. Chicago [u.a.]: Univ. of Chicago Press. ISBN 0-226-71212-5, 978-0-226-71212-3

Additional remarks:

None