



Modules in English for Master Students

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Module	European Economic Law
Content	<ul style="list-style-type: none"> - Fundamentals of the European Union <ul style="list-style-type: none"> o Constitutional foundations and historical development o Organs of the EU o Scope of the EC Treaty – European legislation - European Single Market and trade policy - Fundamental Freedoms of the European Union <ul style="list-style-type: none"> o Free movement of goods o Free movement of services o Freedom of establishment o Free movement of capital - Financial Law <ul style="list-style-type: none"> o Economic Union o Monetary Union - European Competition Law - Law of Intellectual Property - EU Law: sale of goods and contract law
Learning Objectives	Students will gain an insight into the legal background of the European Union and its economy. It will focus on constitutional foundations and the role of fundamental freedoms. In addition, the course will contribute to an understanding of the legal problems behind the concept of an Economic and Monetary Union. Students will acquire an insight into financial, commercial as well as company law. The aim of the course is to widen student's understanding of the connection between legal and economic questions, and in particular to demonstrate the effects of statute on the development of economy and business in Europe.
Form of teaching and studying	Classroom-based lectures (Tuition in seminars) and self-study
Duration	1 semester
Frequency of course	Once per semester
Workload	150 hours: 64 hours lectures, 86 hours self-study
Credits (ETCS)	5
Exam	Written exam (120 minutes)
Number of participants allowed for a course	25
Literature (extract)	<ul style="list-style-type: none"> - Hartley, T.: The Foundation of European Union Law. 8th Edition 2014. - Hobe, S.: Europarecht. 8. Auflage 2014, Vahlen.

Name des Moduls	Global Marketing
Content	<ul style="list-style-type: none"> - Global Marketing and Export <ul style="list-style-type: none"> o Nature of Global Marketing o Planning and strategy of Export Marketing - Theory and motivation of Global Marketing <ul style="list-style-type: none"> o International trade theories o Motives of export - The international environment <ul style="list-style-type: none"> o Social-cultural environment o Political and legal environment - Informational base for international marketing decisions - Market entry strategies for export markets - Marketing Mix decisions in the global environment - Financing and payment methods - Organizational and physical distribution - Selected case studies
Learning Objectives	<p>Students will be able to understand, research and evaluate aspects of Global Marketing independently.</p> <p>In particular they will be able to</p> <ul style="list-style-type: none"> - deepen their insight in international trade correlations and basic parameters of global competition - recognize challenges in form of opportunities and threats in export markets and be in a position to decide independently on a successful foreign market engagement - analyze the marketing of companies operating in the FMCG (Fast Moving Consumer Goods) market, then reflect and form a marketing strategy by taking into consideration the degree of standardization and differentiation - evaluate the marketing characteristics of companies working in the Business-to-Business sector, then work out, adapt and independently apply marketing instruments. Be focused on strategic and operational marketing management decisions as well as decisions in sales and distribution - research practical examples on selected case studies
Form of teaching and studying	Classroom-based lectures (Tuition in seminars) and self-study
Duration	1 semester
Frequency of course	Once per semester
Workload	150 hours: 64 hours lectures, 86 hours self-study
Credits (ETCS)	5
Examination	Presentation
Number of participants allowed for a course	25
Literature	A range of supplementary texts will be made available to the participants:

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| | <ul style="list-style-type: none">- Backhaus, K./Voeth, M., Internationales Marketing, 6. Auflage.- Kreutzer, R.: Global Marketing- Konzeption eines länderübergreifenden Marketing.- Zentes, J./Morschett, D./Schramm-Klein, H.: Außenhandel: Marketingstrategien und Managementkonzepte, 2004. |
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Module	Human Resource Management (HRM)
Content	<ul style="list-style-type: none"> - The Organization, its Environment and Strategic HRM (SHRM) <ul style="list-style-type: none"> o HRM: the added value debate o Connecting strategy and HRM o Managing work and people in dynamic and complex business contexts - The Functional Aspects of HR <ul style="list-style-type: none"> o Recruiting and selection o Flexible working o Rewarding and managing performance o Equality and diversity o HR development o Health and safety - SHRM and The 'Bigger Picture' <ul style="list-style-type: none"> o Organizational Culture o The Future of HR
Learning Objectives	<p>Students know how to research and evaluate aspects of HRM independently. In particular they</p> <ul style="list-style-type: none"> - know principles of strategic management of human resources - deepen their knowledge and acquire the ability to communicate about all human resource functions (recruitment, selection, appointment, performance management, planning, compensation, benefits, remuneration, health, safety, training and development) - reflect on the complexity of strategic decisions and behavior - develop and apply independently the principles of HRM in new, unfamiliar and global environments within broader (or multidisciplinary) contexts - communicate their understanding, conclusions and rationale of human resource management and organization culture - continue learning about HRM in a self-directed and autonomous manner
Form of teaching and studying	Classroom-based lectures (Tuition in seminars) and self-study
Duration	1 semester
Frequency of course	Once per semester
Workload	150 hours: 64 hours lectures, 86 hours self-study
Credits (ECTS)	5
Examination	Written exam (120 minutes)
Number of participants allowed for a course	25
Literature (extract)	<p>A range of supplementary texts will be made available to the participants.</p> <ul style="list-style-type: none"> - Boxall, P./Purcell, J.: Strategy and Human Resource Management, 3e, 2011. - Millmore, M.: Strategic Human Resource Management:

	<p>Contemporary Issues. Harlow: Financial Times Prentice Hall, 2007.</p> <ul style="list-style-type: none">- Mondy, R. W.: Human Resource Management. Global ed of 13th revised ed. Boston: Pearson Education Limited, 2013.- Rees, G./Smith, P.: Strategic Human Resource Management: An International Perspective. Pap/Psc. Thousand Oaks, CA: Sage Publications Ltd., 2014. <p>List of literature defined by lecturer.</p>
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Module	International Financial Relations
Content	<ul style="list-style-type: none"> - Macroeconomics of International Financial Markets <ul style="list-style-type: none"> o Money and Capital: A Macroeconomic Perspective o National Income Accounting (Balance of Payments) - Exchange Rates and Exchange Rate Systems <ul style="list-style-type: none"> o Exchange Rates and Currency Markets o Money, Interest Rates, and Exchange Rates o Price Levels and Exchange Rate (Long Run Analysis) and Output and the Exchange Rate (Short Run Analysis) o Exchange Rate Systems and National Interventions (Monetary Policy) - International Financial Systems <ul style="list-style-type: none"> o Historical Overview o Structure of Financial Markets o International and National Financial Institutions (Selected Organizations, Selected Countries) o Financial Market Regulations and Systemic Risks o Financial Globalization: Opportunity and Crisis - Financial Markets: Today and Tomorrow <ul style="list-style-type: none"> o Current Issues in International Economics (e.g. Optimum Currency Areas and the Euro) o Financial Crisis in the Past (selected Countries): Lessons Learned? o The Future of the Global Financial Architecture
Learning Objectives	Students can describe the fundamental components of the economic globalization process and the role of financial markets. They learn and can critically reflect on the role of national and international financial institutions and regulation authorities in different countries. With regard to the financial crisis, students are able to evaluate the current financial situation of selected countries, identify current aberrations and develop proposals to improve the situation. They can present and evaluate relevant information in written form. They are able to explain relevant interrelationships.
Form of teaching and studying	Classroom-based lectures (Tuition in seminars) and self-study
Duration	1 semester
Frequency of course	Once per semester
Workload	150 hours: 64 hours lectures, 86 hours self-study
Credits (ETCS)	5
Examination	Seminar Paper
Number of participants allowed for a course	25
Literature	<ul style="list-style-type: none"> - Krugman, P./Obstfeld, M./Melitz, M.: International Economics – Theory and Policy, 2012, 9th edition (or latest ed.). - De Grauwe, P.: International Money. Post-War Trends and Theories,

	<p>Oxford: Clarendon, 1996, 2nd ed. (or latest edition).</p> <ul style="list-style-type: none">- De Grauwe, P.: The Economics of Monetary Integration, Oxford, 2014 (or latest edition).- Fabozzi, F. J.: Capital Markets: Institutions, Instruments and Risk Management, 2015, 5th edition, Cambridge Feenstra, Robert C. and Alan M. Taylor: International Economics, 2008, New YorkActual Reports by IMF, WTO, Worldbank, and UNCTAD. <p>Additional reading is provided, all texts will be available via the intranet</p>
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