



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Description of BACHELOR Modules

2023/24

**Fachbereich Wirtschaft / School of Business
Winter semester / Semester I**

**Modules in English language
Modules in German language**

[April 2023]



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Bachelor modules taught in English language

Module	Code	SWS h/w	ECTS credits	page
English 1	021-2105	2	2	3
English 2	021-2205	2	2	3
Social Competence , Business Etiquette and Business Ethics	000-780	4	3	4
Project Management	021-2254	2	5	4
Negotiation Skills	001-908505	4	5	5
Working in Multicultural Teams	001-908605	4	5	
International Business Communication	001-908805	4	5	
Human Resource Management	D01/D08-2503	4	5	6
Marketing	021-2354	4	5	7
Investment and Finance	021-2352	4	5	8
Strategic Management	021-2453	4	5	9
International Management	021-2551	2	5	9
Business Planning	021-2651	3	5	10
Logistic Management (Option)	19013	4	5	11
Digital Marketing	12042	4	5	11
Creating Shared Values	11062	4	5	12
International social responsibility (Option)	17046	4	5	13
Principles of Behavioral Economics (Option)	15017	4	5	13
People Analytics (Option)	23053	4	5	14
The Economic and Social Order of Germany / Die Wirtschafts- und Sozialordnung Deutschlands	000-440018	4	5	15
Accounting	B09-60154	4	5	16

German Language and Culture (Deutsche Sprache und Kultur)

Deutsch A1.1 (Beginner)	001-907015	4	5	17
Deutsch A1.2	001-907025	4	5	17
Deutsch A2.1 (Intermediate)	001-907115	4	5	17
Deutsch A2.2	001-907125	4	5	17
Deutsch B1.1	001-907205	4	5	17
Deutsch B2.1 (Advanced)	001-907315	4	5	17
Deutsche C1.1 (Academic German)	001-907415	4	5	17
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Course selection and Course Choice

As an ERASMUS/exchange student you can choose your individual programme from the whole study programme offered by the School of Business (most of the courses are offered in our study programme BSc Business Administration), maximum workload of 30 ECTS credit points per semester (6 courses to 5 ECTS points). Bachelor students select only modules on Bachelor level, Master students only modules on Master level.

Exchange students who do not speak German are able to select only modules offered in English. Please make sure that your English language skills are good enough to be able to follow lectures, hold presentations and write assignments and examinations in English.

However, please *kindly be aware that our programs and modules are still subject to changes.*

STUDIENSTRUKTUR: BWL B.Sc.

SEMESTER 6 30ECTS/6SWS	Business Planning 5 ECTS/3 SWS	Bachelorarbeit (inkl. Bachelorseminar) 10 ECTS/2 SWS					
SEMESTER 5 30ECTS/20SWS	International Management 5 ECTS/4 SWS	Option I 5 ECTS/4 SWS	Option II 5 ECTS/4 SWS	Option III 5 ECTS/4 SWS	Option IV 5 ECTS/4 SWS		
SEMESTER 4 30ECTS/24SWS	Strategic Management 5 ECTS/4 SWS	Jahresabschluss 5 ECTS/4 SWS	Makroökonomie 5 ECTS/4 SWS	Digitale Wirtschaft 5 ECTS/4 SWS	Steuern 5 ECTS/4 SWS	Wahlpflichtfach Sprache & Interkult. Kompetenz 5 ECTS/4 SWS	
SEMESTER 3 30ECTS/24SWS	Marketing 5 ECTS/4 SWS	Investition & Finanzierung 5 ECTS/4 SWS	Mikroökonomie 5 ECTS/4 SWS	Unternehmen & IT 5 ECTS/4 SWS	Materialwirtschaft, Logistik & Produktion 5 ECTS/4 SWS	Statistisches Forschungsprojekt 5 ECTS/4 SWS	
SEMESTER 2 30ECTS/24SWS	Project Management 5 ECTS/2 SWS	Kosten- & Leistungsrechnung 5 ECTS/4 SWS	Recht II (Verträge & Unternehmensrecht) 5 ECTS/4 SWS	Statistik 5 ECTS/4 SWS	Personalmanagement & Organisation 5 ECTS/4 SWS	Englisch II 2 ECTS/ 2 SWS	Studium Integr. II 3 ECTS/ 4 SWS
SEMESTER 1 30ECTS/26SWS	BWL Basics 5 ECTS/4 SWS	Grundzüge des Rechnungswesens 5 ECTS/4 SWS	Recht I (Grundlagen des Vertragsrechts) 5 ECTS/4 SWS	Mathematik 5 ECTS/4 SWS	Methodik, Systematik & Präsentation 5 ECTS/4 SWS	Englisch I 2 ECTS/ 2 SWS	Studium Integr. I 3 ECTS/ 4 SWS
	Orientierungsphase 1 SWS						
TOTAL 180ECTS/124SWS	UNTERNEHMENSBEZOGENE MODULE		WAHLMODULE		PFLICHTMODULE		ENGLISCHSPRACHIGE MODULE

Please contact your home university to make sure that you comply with any requirements stipulated by them, as to which modules you are allowed to take at Hochschule Mainz (course contents, course hours, study year etc.). To help you to plan your timetable in advance please fill in the **Course Choice** and upload it in mobility online (by 1st of July). **This Choice is binding.** Changes of the modules are only possible in case that a module will not be offered or any time clashes. That could happen because you may choose modules from different programs and different study years. For that reason please add two alternative modules on the form **Course Choice**. Your individual timetable will be discussed with you after your arrival during the introduction week.

Bachelor courses taught in English language

Course:	021-2105 English 1 and 021-2205 English 2
Semester:	winter semester and summer semester
Hours per week:	2
ECTS-credits:	2
Objectives:	Students take a test at the beginning of the semester in order to form three different levels, from beginners to advanced learners. As there will be three levels offered, the learning objectives in each level will differ somewhat depending on the needs and the abilities of the students. In general, the course is a continuation of the previous course (English 1) regarding the level and the emphasis. The learning objectives include <ul style="list-style-type: none">-improved written and oral skills,-reading and listening comprehension at an academic level,-good command of important business related terms,-ability to communicate in the foreign language in front of a group,-general understanding of the Anglo-American cultures.
Assessment:	written examination
Contents:	Whereas weaker students will continue to develop their basic knowledge of the English language, working on their grammar and writing skills, higher level students will focus more on fine-tuning their writing and presentation skills. Class discussion on a variety of topics such as M&A, marketing and advertising, international trade, business ethics, etc. will be encouraged. As in the first course (English 1), a wide range of audio-visual media will be incorporated in the course, as well as group and partner work.

Course:	000-780 Social competence, Business Etiquette and Business Ethics
Semester:	winter semester
Hours per week:	4
ECTS-credits:	3
Objectives:	The aim is to build efficient language skills. Participants should already have reached B1 or B2 level according to the CEFR. The workshop is aimed at students who are looking for an option in addition to the mandatory courses English I and English II and is another way to expand their English language skills.
Assessment:	written examination and/or presentation and/or case study analysis
Contents:	<ul style="list-style-type: none">• Basic rules of good behavior (on a linguistic basis)• Rules of small talk• Business communication by letter and e-mail or on the phone• General linguistic conflict prevention or conflict resolution on an intercultural basis• The ability to compromise and negotiate• Decision-making• Solving problems creatively• Understanding cultures• Ethical aspects of the importance of CSR

Course: **021-2254 Project Management**
Semester: winter semester and summer semester
Hours per week: 2
ECTS credits: 5

Learning Objectives:

The students are familiar with the typical challenges of projects and project management. They can identify and specify project scopes and goals, define project phases and have an overview over different project planning methods. In addition, the students are familiar with additional tools like risk analysis and stakeholder management and they know how to implement them.

They can use common software tools like Microsoft Project to solve planning tasks.

The students are familiar with common project management standards.

Competences

By learning and experiencing planning and management methods the students acquire skill and manage smaller projects or to carry out management tasks in bigger projects.

During the term the students define and plan a fictional project facing realistic challenges.

They enhance their presentation skills by preparing and performing their project presentations. Media skills are being trained by exploring and using different software tool.

Contents

- Introduction: Projects and Project Management, Examples
- Project models (e.g. Prince2) (e.g. Prince2), Agile Models
- Management and coordination, project roles and organization
- Phases and tasks
- Defining goals and stakeholder management
- Project Planning, methods, work breakdown structures
- Scheduling, resource and cost planning, time/network schedules
- Project controlling, Earned Value Analysis
- Risik management
- Key Success factors

Type of Study: Course is organized as a combination of lecture and tutorial in a workshop style

Assessment: Project, presentation and documentation

Course: **Intercultural competence and English Language**
Semester: winter and summer semester
Hours per week: 4
ECTS-credits: 5

Objectives: Our globalized world demands intercultural communication skills that go beyond our regular Business, Economic, and English courses. In this course you will gain understanding of intercultural competence at both a theoretical level and in specific contexts, reflect on self-reference as a starting point for understanding other cultures, identify intercultural challenges in the professions and reflect on the role of cultures for business practices as well as show awareness of the function of communication in different cultural contexts in business and beyond.

Three different modules will be offered on C1 level
001-908505: Negotiation Skills (5 ECTS)
001-908605: Working in Multicultural Teams (5 ECTS)
001-908805: International Business Communication (5 ECTS)

Assessment: written examination and /or presentation

Contents:

001-908505: Negotiation Skills

Understand negotiation situations—its players and issues, recognize and use strategies and tactics in negotiation, practice negotiation in interactive role-plays

- Harvard theory on negotiating cooperatively
- negotiation strategies and tactics
- conflict management
- core concerns
- international negotiation
- gender issues while negotiating
- role-plays

001-908605: Working in Multicultural Teams

Understanding organizational structures that foster team work; the role and nature of teams; understanding and ability to deal with the complexity of team work on a global level; appreciating intercultural issues and working in virtual teams. Organizations and teams; team roles (Belbin and other theories); culture dimension; culture shock, globalization and ethics; conflict management. Virtual teams project with students in other countries.

001-908805: International Business Communication

Discussing topics related to Intercultural Competence and doing business in Asia Pacific
Understanding the strategies that help create successful business relations in Asian societies. A look into Leadership, autonomy, control, involvement, market orientation, zero basing, innovation, integrity. Critical issues such as interpreting stereotypes, value systems, pride versus humility, corruption, corporate social responsibility and business systems will be addressed and openly discussed.

Course: **D01/D08-2503 – Human Resource Management**
Hours per week: 4
ECTS credits: 5

Learning Outcomes:

Students gain an overview of the most important functions and concepts of Human Resource Management as well as its processes and organization within the company. They are able to explain these concepts and apply them in case studies. In particular, students link the aspect of change management due to changes in processes with organizational theories. For the respective functional areas, approaches to digitization and KPI-driven performance measurement are taught.

Through written work, students transfer their theoretical knowledge to practical examples from companies and are able to define basic terms of HR Management, organization and change management. Through team presentations students train their rhetorical skills to convince listeners of their concept. This course also focuses on self-management. Students learn the critical handling of scientific materials and acquire knowledge on how to structure their own activities during their studies and how to design content in a goal-oriented way.

Content:

- Introduction to Human Resource Management
- Elements of the employee life cycle: employer branding, recruiting, incentives, deployment, performance and talent management and separation
- Management and organization theories
- Digitization in HR Management
- Key Performance Indicators in HR Management
- Introduction to Change Management

Type of Study: The course uses lectures, workshop designs, exercises and group work elements

Assessment: Case studies and written examination

Course: **021-2354 - Marketing**
Hours per week: 4
ECTS credits: 5

Learning Outcomes:

The students learn how organisations can improve their marketing management under conditions of environmental volatility. They will understand the role of different research designs and the different insights that they can offer into marketers' decision making. The importance and relevance of strategic decision tools will be known. After an introduction to and overview of the marketing mix elements students will be able to consider a wide range of factors in order to maximise the products' chance of success in competitive environments. This includes elements of new product development (NPD) and pricing options. On completing the course students will show and apply their knowledge of increasingly complex marketplaces. They will be able to analyse the effectiveness of brands as a means of countering consumer power. Students will appreciate the strategic process of building and strengthening brands. • To analyse the contributions to a communication strategy of the main communications disciplines of advertising, public relations, sales promotion and personal selling as well as new digital opportunities • To appreciate how to recognize and respond to the marketing opportunities and threats of globalisation.

Content:

1. Trends in the volatile environment
2. Marketing Research
3. Objectives and Strategies
4. Consumer Behaviour
5. Segmenting/Targeting/Positioning
6. Product Decisions & Branding
7. Decisions on Pricing
8. Distribution & E-Commerce
9. Communication Strategies
10. Going Global
11. Ethical Consideration

Type of Study: Course is organized as a combination of interactive lecture and seminar

Assessment: written examination

Course: **021-2352 – Investment and Finance**
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5

Learning Outcomes:

The students will

- get a systematic, application-oriented overview of the most important methods and instruments of corporate finance,
- be able to identify the correlation between finance and investment including investment and financial planning,
- be able to explain and assess static and dynamic investment calculation methods,
- be able to explain and assess the fundamental alternatives of raising capital

Content:

Fundamental terms and targets of corporate finance
Investment and financial planning
Static investment calculation methods
Dynamic investment calculation methods
External financing
Internal financing

Type of Study: Course is organized as a combination of lecture and seminar

Assessment: written examination

Course: **021-2453 Strategic Management**
Hours per week: 4
ECTS-credits: 5
Learning Outcomes:

Students know fundamental terms regarding Strategic Management such as mission, vision, goals, strategy and corporate culture. They are able to name and explain the single steps, the corresponding tools and frameworks of the strategic management process. Students have learned to identify and assess corporate and business strategies. They are able to apply selected management tools in order to analyse a company's external and internal environment. They are able to develop strategic options, apply generic strategies and select appropriate options for implementation and plan the implementation.

Content:

1. Management basics: Mission, vision, goals, strategy and corporate culture
2. Corporate Governance and business ethics
3. Strategic Management Process
4. Strategic Management tools and frameworks
5. Selected recent topics, such as Sustainability or Digital Business Models

Type of Study: Course is organized as a combination of lecture and seminar, case studies and student presentation
Assessment: written examination

Course: **021-2551 International Management**
Hours per week: 4
ECTS-credits: 5
Learning Outcomes:

Students are able to name and describe central concepts of international management, like e.g. export direct investment or technology contracts. After visiting the course, students will be able to understand and explain basic theories of internationalization. Participants of the course will be able to analyse the different strategic approaches of multinational corporations, such as the concept of the transnational enterprise or the ethnocentric orientation of the firm. After successfully finishing the learning process, students will be able to evaluate complex questions of international corporate strategy. Students can implement and plan market entry strategies based on the knowledge gained in the course. Students can practically apply instruments and methods of international market analysis including the required data research

Content:

Basics: internationalization and globalization-drivers; regional integration, consequences for countries and firms; theories of internationalization

- Strategic management in the multinational corporation; internationalization strategies and strategic alternatives for foreign market entry
- International and global organizational structures; interdependencies between international strategy and structure
- Intercultural management
- Functional areas of the international enterprise and their specifics

Type of Study: Course is organized as a combination of lecture and seminar, group work sessions
Assessment: written examination

Course: **021-2651 Business Planning**
Hours per week: 3
ECTS credits: 5
Learning Outcomes:

The students learn in teams in five development phases to create an own corporate enterprise, to check the marketability, to reflect and to create a business plan. Competences will be raised, the connection of different perspectives is trained, collective intelligence is activated and sustainable transfer of knowledge among each other, the coaches and the consultants is forced. Corporate and collaborative thinking and acting is trained.

Contents:

Corporate conception (objective, mission statement, vision, mile stone planning, strategy, benefit/advantage, pricing, market research, market and industry analysis, target group analysis, competitors analysis, location study, sales, organization, communication, SWOT analysis, operative planning, customer planning, sales planning, cost planning, investment planning, forecast of cost-effectiveness, liquidity planning, business ratio, plausibility check, funding, reflection, business plan)
Cooperate decision / presentation of decision / preparation and implementation

Type of Study:

Impulse presentation from lecturers, impulse presentation, coaching, dialogue, discussion, brainstorming, lecture, presentation, group work, business game, case studies
There are relevant lectures of consultants for the different modules of the stages of development to get some real life orientation

Assessment:

Presentation and documentation of a Business Plan

The course requires active cooperation in the teams at any time. Therefor a later start is not possible and missing more than one session will result in failing the course.

Course: 19018 Logistic Management (Option)
Semester: Winter semester
Hours per week: 4
ECTS-credits: 5
Learning Outcomes: Participants can determine the importance of logistics for the company's success, define logistics goals and identify conflicting goals. They can create and calculate key figures for goal definition and control. They can analyse logistical problems from a business and practical point of view. They can select appropriate solution methods and critically assess and apply the results. The participants are familiar with current developments in logistics and understand their fundamental importance. Overall, the participants deepen their methodological and analytical skills and increase their skills for teamwork, constructive discussion and criticism.

Contents:

- Logistics as a competitive factor
- corporate strategy and logistics strategy
- Logistics concepts and planning methods
- Logistics controlling and key figures
- Logistics technology and IT
- Green logistics – Boundary conditions (industry rules, laws, logistics market, standards)
- Areas of logistics, specific characteristics of individual industries, individual concepts such as SCM, ECR, JiT

Teaching method: Lecture/ case discussions/ presentations/ exercises/ projects in cooperation with companies

Assessment: Written assignment and presentation, written exam

Course: 12042 Digital Marketing (Option)
Hours per week: 4
ECTS-credits: 5
Learning Outcomes: Digital Marketing is the application and extension of core marketing objectives and instruments in the digital world. In this class, you will learn how to establish a thorough digital marketing strategy as a core element of con-temporary business conduct with specific emphasis on the role of online, mobile, and social media marketing. Theory and practice will be combined based on cases, examples and applications of acquired knowledge. You will gain an overview of digital marketing instruments regarding owned, paid, and earned media and apply the knowledge to new use cases. You will also discuss implications for businesses and reflect on legal and ethical considerations

Contents:

- Introduction to Digital Marketing
- Digital Marketing Strategy
- Search Engines and Search Engine Optimization (SEO)
- Online Advertising and Search Engine Advertising (SEA)
- Owned Digital Media, eg Newsletters, Websites, Blogs
- Paid Digital Media, eg Google AdWords
- Earned Digital Media, eg Social Media•Content Marketing
- Digital Marketing Analytics
- Legal and Ethical Implications of Digital Marketing

Recommended: Introductory class on Marketing

Teaching method: Interactive lectures and problem-based learning with Case Studies

Assessment: Written examination in the form of a final exam or assignments, term papers and presentations

Course: **11062 Creating Shared Value (Option)**

Semester: winter semester

Hours per week: 4

ECTS credits: 5

Objectives:

- To introduce students to the specific challenges facing international businesses
- To encourage to consider the implications of competing in an international marketplace
- To introduce the current issues in technological communications
- To identify issues arising from volatility in the external environment
- To introduce categories of complexity that face managers
- To develop the capability to make a real difference to organization performance and societies
- To develop the capability for critical and independent thinking
- To understand the benefits of cross-boundary thinking
- To recognize the relevance and importance of innovation in a range of contexts
- To reflect on key behaviors and attitudes relevant for innovation
- To consider the factors that can influence ethical decision making
- To become familiar with a range of ethical frameworks and the key questions concerning organizations' obligations

Teaching method: Blended Learning, Lectures online and face-to-face, Group work

Assessment:

A. Individual reflective report on Project Work (5 Pages)	20 %
B. Group Podcast/ Video (5 minutes)	30 %
C. Group Term Paper (15 pages)	50 %

Contents:

- Working in Intercultural Teams
- International Marketing
- Management Ethics and Corporate Social Responsibility
- Managing Innovation
- Cross Boundary Management
- Concepts of Social Responsibility and Ethics in Business
- Social Business
- Shared Value & Circular Economies

Course:	17046/ International Social Responsibility (Option)
Semester:	winter semester and summer semester
Hours per week:	4
ECTS credits:	5
Objectives:	Join international student networks Learn about the value of social responsibility Develop concepts for local and international help projects Work in teams to implement what you have developed and finally be part of a minimission adventure
Teaching method:	Work shop character
Assessment:	Project plan presentation & learning log
Contents:	<ul style="list-style-type: none">• The Case for Doing at Least Some Good: Understanding poor Economies• Corporate Social Responsibility: Theoretical Perspectives• The Competitive Advantage of Corporate Philanthropy• The Dilemmas of CSR and Corporate Citizenship• Social Initiatives & NGOs• The Perils of Sustainability• Social Marketing: Supporting Behaviour Change Campaigns• Volunteering: Students Donating Their Time and Talent

Course:	15017 / Principles of Behavioral Economics – Are You a Homo Oeconomicus? (Option)
Semester:	winter semester
Hours per week:	4
ECTS credits:	5
Short description	This class tries to make students familiar with important, basic findings of a new branch of Economics called “Behavioral Economics” (BE). Drawing from psychology and decision theory, BE attempts to shed light on the behavior of real members of the species Homo Sapiens in decision making (and contrasting this with what Homo oeconomicus, the agent of many economic models, is assumed to do). The class will focus on mental biases like, for example, Framing (the decision is depending on the wording of the decision problem – not on the actual available options), or Anchoring (the impact of initial values, even arbitrary ones, on the estimation of important values). The theoretical core concepts of BE, like Prospect Theory, are also discussed.
Outcome:	Students are familiar with important, basic findings of a Behavioral Economics Students are aware of common mental pitfalls resulting in misguided decisions in business life and everyday life Students are able to better cope with problems like procrastination Students have a better understanding of the decision making process
Teaching method:	Lecture with active student participation, team work, in-class exercises
Assessment:	Written examination and/or essays with presentation

Course: **23053 People analytics (Option)**
Semester: winter semester
Hours per week: 4
ECTS credits: 5
Learning Outcome: Data literacy – the ability to handle, interpret, and use data – is becoming an increasingly important skill in the business world. In this class, students develop data literacy skills based on cases, examples, and applications of analytics in the area of people management. People analytics uses data to support decisions in Human Resource Management (HRM). Students will gain an overview of HR functions and tasks that produce and use data (e.g., workforce planning, performance management, employee engagement surveys), and will be able to conduct and report basic analyses to solve practical HR cases. We will also reflect on ethical and legal aspects of collecting and working with people data.

Competences:

- Understand and practice how data can be used to prepare evidence-based decisions in HRM
- Gain insight into HR functions in which HR analytics can be usefully applied
- Be able to solve basic HR analytics cases using common analytical tools
- Communicate data and results in an accurate and effective manner
- Understand and reflect on ethical and legal aspects of data usage in HRM

Teaching Forms

Language: English

Problem-based learning: analytics cases for different HR functions

Blended learning: Face-to-face class meetings combined with virtual teamwork and coaching
(opportunity to attend remote-only, if participation on campus is not possible)

Assessment:

Mid-term assignments, presentation, and individual learning log

Contents:

1. People analytics: What is it and what can it be used for?
2. Making evidence-based decisions: Principles of model building and testing
3. Ethical and legal issues (e.g., privacy and information security)
4. Applications in different HR functions:
 - a. Reporting and controlling (e.g., descriptive analysis of workforce structure)
 - b. Compensation and benefits (e.g., diagnostic analysis of gender differences in pay)
 - c. Work design (e.g., drivers of employee engagement in flexible and remote work)
 - d. Performance management (e.g., predictive analysis of performance)
 - e. Workforce planning (e.g., predictive and prescriptive analysis of turnover)
5. Visualizing and presenting data and results

Course: 000-440018 The Economic and Social Order of Germany /
Die Wirtschafts- und Sozialordnung Deutschlands

Hours per week: 2 plus 2
ECTS credits: 5

Content:

The seminar is addressed to all "international students" at Mainz University of Applied Sciences. Throughout 12 weeks, you discuss aspects of **German history, politics, economy, education, labour market, culture, and the social system.** In a mixture of lectures and student presentations, you will learn in one semester about how German society works. You may take the module in German or English. You use a textbook written in simple German, English, and Spanish and discuss easy-to-understand texts about Germany. The lecturer has worked with international students for 30 years and is sensitive to the special needs that arise from studying in a foreign environment.

Die Wirtschafts- und Sozialordnung Deutschlands
Eine Einführung für internationale Studierende



Course Code: 000-440018
Meetings: 90 minutes per week
ECTS credits: 5
Lecturer: Prof. Dr. Ulrich Schüle
Registration: via International Office or
ulrich.schuele@hs-mainz.de

Dieses Seminar richtet sich an alle „international students“ an der Hochschule Mainz.
Sie beschäftigen sich in zwölf Veranstaltungen mit deutscher Geschichte, Politik, Wirtschaft, Bildung, Arbeitsmarkt, Kultur, und dem Sozialsystem.

In einer Mischung von Vorlesungen und studentischen Referaten lernen Sie in einem Semester darüber, wie die deutsche Gesellschaft funktioniert. Sie können das Modul auf Deutsch oder Englisch belegen. Sie benutzen ein Lehrbuch, das in einfachem Deutsch, Englisch und Spanisch geschrieben wurde, und diskutieren leicht verständliche Texte über Deutschland.

Der Dozent arbeitet seit 30 Jahren mit internationalen Studierenden und geht auf die besonderen Bedürfnisse ein, die sich aus dem Studium in einem fremden Umfeld ergeben.

This seminar is addressed to all "international students" at Mainz University of Applied Sciences.

Throughout 12 weeks, you discuss aspects of German history, politics, economy, education, labour market, culture, and the social system.

In a mixture of lectures and student presentations, you will learn in one semester about how German society works. You may take the module in German or English. You use a textbook written in simple German, English, and Spanish and discuss easy-to-understand texts about Germany.

The lecturer has worked with international students for 30 years and is sensitive to the special needs that arise from studying in a foreign environment.

ECTS-Punkte: 5
Prüfungsnummer: 000-440018
Seminarlänge: 90 Minuten pro Woche
Dozent: Prof. Dr. Ulrich Schüle
Anmeldung: über International Office oder
ulrich.schuele@hs-mainz.de

If you wish, you may first participate in the 90-minute German version and then continue with the 90-minute English version.

The Economic and Social Order of Germany
An introduction for international students

Module:	B09- 60154/ Accounting
Semester:	Winter semester
Hours per week:	4
ECTS credits:	5
Learning Outcomes:	<p>Students learn about the principles of accounting and controlling. Upon completion of the unit, they have gained an insight into external accounting and cost accounting, their use in controlling, corporate finance and basic investment calculation. The unit serves as a “bridge” for students without any previous studies in business management.</p> <p>Students with previous studies in business management are assigned topics which allow them to further develop their skills in applying the (cognitive) contents of the module to real-world cases. As students’ knowledge is typically based on their home country’s accounting system, they learn that even accounting principles are culturally bound.</p>
Teaching Methods:	Traditional lectures and exercises
Assessment:	Written examination, continuous assignment (mini cases)
Content:	<p>Principles of external accounting, the balance sheet, income statements</p> <p>Principles of cost accounting; financial ratios and their use in controlling; budgeting; operative and strategic controlling; integrated controlling</p>

German Language and Culture / Deutsche Sprache und Kultur

Kurs/Code:	Deutsche Sprache und Kultur (German Language and Culture)
Semester:	Wintersemester und Sommersemester
Std./Woche:	4
ECTS credits:	5

Did you know?

German is one of an official language of six European countries (Germany, Austria, Switzerland and Liechtenstein, as well as small parts of Belgium and Italy).

German is the second-most used language on the internet, ranking ahead of French, Japanese and Spanish. There are numerous reasons why German was, is and will be worth learning, especially for Business students:

- Germany plays a significant role in world-wide trade relations
- Germany has a historical influence on and importance in European Union and world politics
- German is a primary language used in science
- German is the original language of many masterpieces in world literature and philosophy, for example by authors such as Goethe, Marx, Freud or Einstein.

Here at Hochschule Mainz, we aim at giving students the opportunity of improving their language skills on all levels. To find the best course for you, you will be asked to take a written online test before being invited to a short interview, so that the right course can be found for you. The courses are divided up according to the Common European Framework (Gemeinsamer Europäischer Referenzrahmen) from level A1 to C1

A1: The user can communicate in basic German with help from the listener

A2: The user can communicate in German within a limited range of contexts

B1: The user can communicate essential points and ideas in familiar contexts

B2: The user can use German effectively, with some fluency, in a range of contexts

C1: The user is able to use German fluently and flexibly in a wide range of contexts

The courses take place once a week for four lecture hours. You are invited to join!

For questions and further information, please contact Tilman Kromer, tilman.kromer@hs-mainz.de or see our homepage under <https://www.hs-mainz.de/studium/services/fachbereichsuebergreifend/sprachenzentrum/kursangebot/daf/>

Deutsch A1.1 (Beginner)	001-907015
Deutsch A1.2	001-907025
Deutsch A2.1 (Intermediate)	001-907115
Deutsch A2.2	001-907125
Deutsch B1.1	001-907205
Deutsch B2.1 (Advanced)	001-907315
Deutsche C1.1 (Academic German)	001-907415

Before registering for the German classes you need to take an online assessment test to find the right course level. Those who have no prior knowledge of German can directly register for one of the A1.1 courses without an assessment. All others should do the following online tests depending on their learning experience so far.

For Level A1 to B1: <https://www.hueber.de/menschen/einstufungstest>

For Level B2 to C1: <https://www.hueber.de/sicher/einstufungstest>

At the end of the test you will receive a result with the percentage of the exercises you filled out correctly and a recommendation for the course level you should continue with. Please send the result to the following address: tilman.kromer@hs-mainz.de. Please do that before your start at the Hochschule.

Wir freuen uns auf Euch!

Additional Languages

Other language courses (French, Spanish, Russian, Polish, Chinese etc,) are offered, details can be given at the beginning of the semester. Please consider that you will have an approach in German language (especially in the beginner courses)

French A1.2	001-900023	4	3
French A2	001-900103	4	3
French B1	001-900203	4	5
French B2	001-900305	4	5
Spanish A1	001-901003	4	3
Spanish A2	001-901103	4	3
Spanish B1.1	001-901213	4	5
Spanish B1.2	001-901225	4	5
Spanish B2.2	001-901325	4	5
Chinese A1.1	001-902013	4	3
Turkish B2	001905305	4	3
Russian A2	001-904103	4	3

Bachelor Kursangebot in
deutscher Sprache
Academic Year 2023/24



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Bachelor Kursangebot in deutscher Sprache / Bachelor courses taught in German Language

Kurs / Course	Code	SWS h/w	ECTS credits	Page
Pflichtfächer siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_VZ/pdf/modulhandbuch/Modulhandbuch_BWL_BSc.pdf				
BWL Basics	021-2101	4	5	
Grundzüge des Rechnungswesens	021-2103	4	5	
Grundlagen des Vertragsrechts	021-2104	4	5	
Mathematik	021-2102	4	5	
Wahlpflichtfach Studium Integrale und Sprachen, z.B. Soziale Kompetenz, ECDL Lizenz, Querdenker	Individual codes	4	2	
Methodik/Systematik/Präsentation	021-2106	4	5	
Kosten und Leistungsrechnung	021-2202	4	5	
Recht II	021-2203	4	5	
Statistik	021-2201	4	5	
Personalwesen und Organisation	021-2206	4	5	
Investition und Finanzierung	021-2302	4	5	
Materialwirtschaft/ Logistik /Produktion	021-2303	4	5	
Mikroökonomie	021-2301	4	5	
Unternehmen und IT	021-2305	4	5	
Jahresabschluss	021-2402	4	5	
Makroökonomie	021-2401	4	5	
Steuern	021-2404	2	2	
Digitale Wirtschaft	021-2405	4	5	
Optionen siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_VZ/pdf/modulhandbuch/Modulhandbuch_Optionen_BSc_Dez_2022.pdf				
Wahlpflichtfächer siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_VZ/pdf/modulhandbuch/Modulhandbuch_BWL_BSc_WPF.pdf				
Kursauswahl und Course choice				

Detaillierte Modulhandbücher finden Sie auf unserer Web Seite www.hs-mainz.de