



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Description of MASTER Modules

2023/24

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

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



School of Business
Master Modules offered in English

Academic Year 2023/2024 / Semester I

Modules taught in English language	Code	SWS h/w	ECTS credits	Page
Leadership and Human Resource Management	964-60151	4	5	2
Quantitative Analytical Methods	964/ B09-60152	4	5	2
Business Research	964/ B09-60153	4	5	3
International Business Environment	964/ B09-60155	2	5	3
Business Simulation	B09-60351	2	5	4
Accounting	B09-60154	4	5	5
Corporate Finance and Investment	B09-60151	2	5	5
Export Management	B09 - 60354	2	5	6
Finance and Accounting	996-61151	4	6	7
Digital Transformation	964-60156	4	5	8
Strategic Management	996-61551	4	6	9
Brand Management	000-56392	4	6	10
Corporate Controlling	000-56332	4	6	11
Leadership and Human Resource Management in international companies	000-56337	4	6	11
Economic framework for Entrepreneurial decisions	A23-60155	4	6	12
The Economic and Social Order of Germany	40018	4	5	13

German Language and Culture (Deutsche Sprache und Kultur)

Deutsch A1.1 (Beginner)	001-907015	4	5	14
Deutsch A1.2	001-907025	4	5	14
Deutsch A2.1 (Intermediate)	001-907115	4	5	14
Deutsch A2.2	001-907125	4	5	14
Deutsch B1.1	001-907205	4	5	14
Deutsch B2.1 (Advanced)	001-907315	4	5	14
Deutsche C1.1 (Academic German)	001-907415	4	5	14

Other Languages

Other language courses (French, Spanish, Russian, Turkish, Chinese etc.) are offered, details can be given at the beginning of the semester. Please consider that you will have a German approach (especially in the beginner courses) <https://www.hs-mainz.de/studium/services/fachbereichsuebergreifend/sprachenzentrum/sprachenangebot/>

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Modules taught in English language

Module: 964-60151/ **Leadership and Organization** (not possible together with Leadership and Human Resource Management in international companies)

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes: Students learn about the interrelationship of leadership, organizational behaviour & change, and economic success. They learn about theories of human interactions in organizations and broaden their view of management by adding components of organizational psychology.

Teaching Methods: lectures, seminar discussions, team work

Assessment: individual written examination and/or course work and/or presentation

Content: Introduction into Leadership and Organization
Group Behaviour and Team Work
Inter-Group Behaviour and Team-Building
Motivation in organizations
Emotional Intelligence and Leadership
Social Competence and Leadership
Self Management
Selected management techniques
Selected processes of social interaction
Training of selected interactive techniques

Module: B09 / 964-60152/ **Quantitative Analytical Methods**

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes: Students learn about intermediate mathematics and statistics and their application. The course gives an overview and stresses the application of the mathematical and statistical methods. Thus, most of students' workload covers exercises in which the quantitative research methods and statistics are applied to business cases. This enables students to design and test own research theses. In general, the course strengthens their knowledge of analytical research and provides them with the tools needed for analytical work in further semesters.

Teaching Methods: Interactive Class; students work on cases in small teams / Presentation

Assessment: individual written examination and/or course work and/or presentation

Content: Introduction to Minitab/Excel
Introduction and Descriptive Statistics
Probability Random Variables
The Normal Distribution
Sampling and Sampling Distributions
Confidence Intervals
Hypothesis Testing
The Comparison of two populations
Analysis of Variance
Simple Linear Regression and Correlation
Multiple Regression Time Series
Forecasting and Index Numbers
Quality Control and Improvement
Nonparametric Methods and Chi-Square Tests
Bayesian Statistics and Decision Analysis
Multivariate Analysis
Sampling Methods

Module: B09 / 964 -60153/ Business research

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning Outcomes: **Part 1:** Students learn how to design a research project and to write an academic paper in English language, in particular:

- Finding a topic and sorting ideas, topic wording and thesis statement
- Literature Research and Critical Reading
- Academic writing styles
- Unity and coherence (structuring), explaining facts and figures
- Editing a paper

Part 2: Students learn about different (qualitative) research methods in International Business – in particular observation, interviewing and questionnaire surveys – and to develop a research design and a research proposal, in particular:

- Testing Products and Observing Managing Behaviour in the University Observation Laboratory
- Using Interviews and Questionnaires in International Business Studies
- Developing a Research Paper
- Ethics in business research

Teaching Methods: Seminar: the professor's role is that of a facilitator. Students work on cases in small teams and present the results in class

Assessment: Essay with presentation (to be specified until first week of the semester)
Design of a research proposal

Module: B09/964 -60155/ International Business Environment

Semester: Winter semester

Hours per week: 2

ECTS credits: 5

Learning Outcomes: Students learn about the political environment of international business; in particular, international trade and finance regimes and the underlying theories and their implications for internationally active companies are analyzed. Students apply the instruments of economic analysis to cases and real world examples so that – as side effect – they also learn about specific industries and world trade areas.
Students train their ability to apply theories to real-world phenomena; they further develop their analytical skills by writing a small research paper. They apply and improve their presentation skills.

Teaching Methods: lectures, seminar discussions, team work

Assessment: individual written examination and/or course work and/or presentation

Contents: International Business Environment: Empirical Overview
International Trade and Business Theories Explaining Trade and Foreign Direct Investment
The Theory of the International Firm
The application of the theories in the international legal and Political framework, in particular the EU and the WTO

Module:	B09-60351/ Business Simulation
Semester:	Winter semester
Hours per week:	2
ECTS credits:	5
Learning Outcomes:	<p>Students learn about the different functions of a business and find out how they are interlinked. The TOPSIM business game enables students to learn how decisions made in one sector of the company affects the outcome of other sectors. Management decisions in HR, Marketing and Sales, Cost Management are to be taken within the company strategy chosen by the students. Thus, in addition to the 'traditional' classes in Accounting and Control, and Finance, they learn about Marketing and HRM within the business game. The Business game can be played at several levels. For students with a first degree in other fields than business, the second level seems to be appropriate. Ideally, the business game is played at the end of the semester so that students are able to apply the knowledge acquired during the semester.</p> <p>Students train their ability to apply theories to 'real-world' phenomena. They further develop their analytical skills. They apply and improve their presentation skills. As they work in teams of around four students, they further develop their self-management and communication skills. They are exposed to cultural differences in approaching research topics and, thus, learn to deal with inter-cultural conflicts occurring in a work group.</p>
Teaching Methods:	TOPSIM business game; Student discussions; Regular feedback by tutors
Assessment:	Written elaboration on the students' management decisions and presentation (details to be specified until first week of the semester)
Content:	<p>Marketing decisions and their impacts on companies' performance</p> <p>HRM decisions and their impacts on companies' performance</p> <p>Financial management and investment decisions and their impacts on companies' performance</p> <p>Company strategy as basis for functional company policies</p>

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. It ‘lifts’ the students to the entrance level needed for the units ‘International Corporate Finance’ (964-52202) and ‘Financial Reporting’ (964-52104).</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>

Module:	B09-60151 / Corporate Finance and Investment
Semester:	Winter semester
Hours per week:	2
ECTS credits:	5
Learning Outcomes:	<p>Knowing and Understanding Students are familiar with the principles of accounting, corporate finance and investment. Upon completion of the unit, they have gained an insight into finance tools, their use in corporate finance and basic investment calculation.</p> <p>Applying Application to stylised and real-world cases at intermediate level.</p> <p>Analysing and Evaluating</p> <p>Transferring, Generating and Developing</p> <p>Broadening vs. Deepening 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.</p> <p>Social competence They may develop their capacity to work in cross-cultural teams by helping each other in exercises. Some of them may even develop/train leadership skills when supporting fellow students in their learning process. However, the module does not focus on developing social competence.</p> <p>Self-management The training of self-management does not go beyond the “standard” necessities of preparing class, exercises and examinations.</p>
Teaching method:	<p>Seminar-style class focusing on student discussions; own literature research to be presented in class.</p> <p>Assessment: written examination</p>
Contents:	<p>Forms of Corporate Finance</p> <p>Calculation of investment projects</p> <p>Amortization, NPV</p> <p>Capital flows in simple and complex investment decisions</p> <p>Basics of risk management</p>

Module: B09-60354/Export Management

Semester : winter and summer semester

Hours per week: 2

ECTS credits: 5

Teaching Methods: seminar –style class

Assessment: written examination

Learning Outcomes / Competences

Knowing and Understanding

Students know and understand the principle concepts and export techniques

Applying

They gain expertise in applying these concepts and techniques to real-world situations

Analyzing and Evaluating

They are able to analyze cases from the international company world and apply their knowledge of concepts and analytical tools to export problems. They are able to critically assess different methods of problem solutions.

Transferring, Generating and Developing

They integrate knowledge and skills already acquired from other modules (in particular International Marketing, International Business Law, International Corporate Finance). They design solution patterns to standard problems and appreciate the issues of “non-standard” problems in (export and import) trade.

Broadening vs. Deepening

This module, on the one hand, broadens the students’ knowledge by adding an operational component to the rather strategy-orientated programme structure. On the other hand, it deepens their understanding of international business by applying an ‘interdisciplinary approach’ in which many aspects learned in different modules are combined in practical problems. Thus, students identify how legal aspects taught in International Business Law, policy-related issues and exchange rate related risks discussed in International Business Environment and International Corporate Finance, as well as Marketing aspects form the framework in which the daily export/import business is carried out.

Social competence

They further develop their capacity to work in cross-cultural teams and to present the working results of the Team. They improve their abilities in formulating, presenting and defending arguments and opinions.

Self-management

They train their capabilities of time management and reflect their own contribution to the team success.

Contents: Forms of export / import activities (direct/indirect; countertrade, turn-key, export flows in PPP)

Transport modes, trade terms (Incoterms), and customs issues: legal and economic viewpoints. Trade risk and trade finance - analysis of cases and a critical assessment of function and cost:

- transport and other forms of insurance contracts
- documentary collection and different L/C forms
- bonds and guarantees
- export credit insurance, factoring, and forfaiting
- hedging exchange rate risk

Module:	996-61151/ Finance and Accounting
Semester:	Winter semester
Hours per week:	4
ECTS credits:	6
Learning Outcomes:	<p>This module will facilitate student's understanding of major concepts and principles of finance, financial and management accounting and investment analysis.</p> <p>At the end of the unit, students are able to explain the principles and methods of costing, and how cost information can be used to support decision making.</p> <p>Students develop know-how to evaluate investments using various investment criteria based on excel-based case studies. They understand the critical assumptions and data requirements. Participants learn to apply the International Financial Reporting Standards to practical accounting problems and case studies. They discuss different solutions and their impact on profit and key performance indicators.</p> <p>Students are able to appraise current practice, have trained how to produce a financial analysis and have further developed their ability to apply the instruments of financial statement analysis to published financial reports based on the interpretation of key performance indicators.</p>
Teaching Methods:	seminar style lectures, discussions, group work, excel-based case studies
Assessment:	Written examination
Prerequisites:	Basics of double-entry bookkeeping and financial accounting
Content:	<p>Introduction: Advanced Accounting Concepts</p> <p>Cost Accounting: Product Cost Calculation and Profit/Loss Statement</p> <p>Investment Analysis</p> <p>Basics of financial reporting</p> <p>IFRS-accounting rules in annual financial statements</p> <p>Sustainability reporting initiative and ISSB</p> <p>Financial Analysis</p>

Module: 994-60156 Digital Transformation

Semester: Winter semester

Hours per week: 4

ECTS credits: 5

Learning outcomes:

Teaching Methods: The course includes lectures, practical parts, self learning/ study hours

Assessment: project work and presentations

Learning outcome/ Competence:

Students know and recognize basic digital transformation concepts and IS-based business models. They are familiar with ideas concerning the application of IS based networks and platforms for communication, interaction and transaction in a globalized world. They are aware of digital transformation and IS based business model applications and implementations.

Students can apply and analyse ideas concerning the application of IS based networks and platforms for communication, interaction and transaction. Current topics and best demonstrated available technology (such as big data and business analysis) are classified within the context of digital transformation and challenges are discussed.

Students recognize IS inducted business transformations and are able to apply and reflect concepts and models to actual cases.

Contents:

Digital economy, transformation classification in a scientific context

Current topics and best demonstrated available IS technology

Terminology, concepts and models: digital economy, transformation, and IS based business models

Selected case studies

Applied digital economy, transformation applications

Trends (e.g. mobile business)

Module: 996-61551/ Strategic Management
Semester : Winter semester
Hours per week: 4
ECTS-credits: 6

Teaching method: Seminar style lectures and case studies, discussions reading material
Assessment: examination and presentation

Learning Outcomes:

This course covers various issues related to strategic analysis, strategy formulation, and strategic choice and decision making. Students strengthen and deepen their knowledge of strategic management with state-of-the-art theories and concepts. The course takes a hands-on approach through lecture activities and case studies where participants are faced to think about how to apply strategic concepts. Students can analyze and evaluate specific strategic challenges, like diversification, vertical integration, mergers and acquisitions, platform approaches, sharing economy, and globalization. They are able to draw conclusions about good strategies based on a specific context. Finally, the module includes sessions on innovation strategies and recent developments on strategic management.

Contents:

- Role of strategy and overview of strategic management and the strategy process
- Forces having an impact on strategy, the role of organizational structure, the role of global challenges, the role of technology
- Strategy concepts, such as strategy-as-practice, open strategy, strategizing
- Decision making and strategies at work in global companies and start-ups
- Specific strategic themes, such as integration and positioning within the value chain, diversification, mergers and acquisitions, divestments, platform business models, sharing economy, innovation management, entrepreneurship

Module: 000-56392/Brand Management
Semester: winter semester
Hours per week: 4
ECTS-credits: 6

Teaching methods: Lecture, seminar, tutorial

Assessment: Written exam and assignment (essay/reflective paper)

Learning outcomes:

- Define core terms such as brand, brand equity, positioning, brand architecture.
- Comprehend the pivotal role of brands in a modern business environment.
- Be aware of important psychological mechanisms that explain brand influence.
- Develop a sound understanding of the behavioral-based perspective in brand theory and brand management.
- Understand and evaluate brand elements that help build brand equity.
- Be able to design, implement and critically analyze brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth.
- Appreciate how marketing and in particular marketing communications help build brand equity. Be able to develop and assess relevant decisions.
- Develop an appreciation of how to measure brand equity.
- Appreciate the challenges of managing a brand over time.
- Be able to converse with both academic and practitioner brand specialists on a range of brand related issues.
- Develop evidence-based lines of reasoning for brand related topics that link to academic discussions.

Competences: The learning outcomes relate to the following competence levels: Expertise, methodological skills, personal competencies.

Contents, e.g.:

- Brands: definition, relevance, challenges
- The behavioral-scientific view on brands
- Brand assets, objectives and process of brand management
- Brand positioning
- Brand elements
- Brand touchpoints and brand communications
- Brand strategies, brand architecture
- Brand stretch and brand enrichment
- Internal branding
- Brand evaluation

Module: 000-56332/ Corporate Controlling
Semester: Winter semester
Hours per week: 4
ECTS-credits: 6
Objectives: Deep Knowledge of
- Valuation Methods for international enterprises
- Planning and Controlling the Success Potential
- Development of Performance Measurement
- Methods of Performance Management

Teaching method: Lecture with case studies

Assessment: To be determined

Content:

- Basics of Corporate Controlling
- Structures of Reporting
- International Strategic Controlling
- Corporate Social Responsibility Controlling
- Controlling of M&A-Activities
- Performance Measurements
- Integrated Performance Measurement Systems

Module: 000-56337/ Leadership and human resource management in international companies (not together with Leadership and Organisation)

Semester: Winter semester

Hours per week: 4

ECTS-credits: 6

Objectives: This module will provide students with a knowledge and critical understanding of Trends and developments of International Human Resource Management (IHRM) with specific reference to Multinational Companies (MNCs)
Management & HRM within Multinational Companies
Intercultural management
Comparative approaches to management and HRM
International transfers
Labour relations

Teaching method: The lecture programme will set the framework for the course and an interactive session / seminar will develop the material covered in the lectures by means of group discussions, exercised, and case study work.

Assessment: To be determined

Contents e.g.: Management and HRM practices in important economic regions in the world such as the European Union, USA and South - East and East Asia
General management issues and problems in international firms
Human resource strategies and practices
Management issues with regards to international mergers & acquisitions
International joint ventures
Cross-cultural management
Management development
International transfers & expatriation

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.

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



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.

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

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 (Beginner A1.1)	001-907015
Deutsch (Beginner A1.2)	001-907025
Deutsch (Intermediate A2)	001-907105
Deutsch (Intermediate B1)	001-907205
Deutsch (Advanced B2)	001-907305
Deutsch (Academic German C1)	001-907405

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!

Course selection and Course choice

As an exchange student you can choose your individual programme from the whole study programme offered by the business department, 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.

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 15th of December). **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.

FORM COURSE CHOICE (next page)

ECTS- EUROPEAN CREDIT TRANSFER SYSTEM
 Preliminary COURSE CHOICE – 2023/24



Winter semester: Summer semester
 Academic Year:

Name of student: _____
 Sending institution: _____ Country: _____

DETAILS OF THE PROPOSED STUDY PROGRAMME ABROAD/ COURSE CHOICE

Hochschule Mainz (D Mainz08), School of Business, Germany Bachelor Master

Course unit code	Course unit title (as indicated in the information package)	Number of ECTS credits
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Alternative Modules: Course unit Code		
.....
.....

If necessary, continue this list on a separate sheet

Student's signature:Date:

SENDING INSTITUTION
 We confirm that this proposed programme of study / course choice is approved. We confirm the required language skills (min, level B2)
Date, Co-ordinator's signature

RECEIVING INSTITUTION
 We confirm that this proposed programme of study is approved.
Date, Co-ordinator's signature

Kursangebot in deutscher Sprache

Wenn Sie ausreichend Deutsch sprechen und Kurse in deutscher Sprache belegen möchten, steht Ihnen unser komplettes Masterangebot zur Verfügung.
 Sie können Kurse aus folgenden Studiengängen wählen:

Master Management MSc

STUDIENSTRUKTUR: MANAGEMENT M.Sc.

	MANAGEMENTKOMPETENZEN EVIDENZBASIERT MANAGEN	FACHKOMPETENZEN FÜR UNTERNEHMENSFUNKTIONEN GENERELLER FOKUS VS. SCHWERPUNKT						
SEMESTER 4 29 ECTS/6 SWS	<table border="1"> <tr> <td>International Management Seminar 3 ECTS/2 SWS</td> <td>Sustainability Projekt 2 ECTS/2 SWS</td> </tr> </table>	International Management Seminar 3 ECTS/2 SWS	Sustainability Projekt 2 ECTS/2 SWS	<table border="1"> <tr> <td colspan="3">Masterarbeit 24 ECTS/2 SWS</td> </tr> </table>	Masterarbeit 24 ECTS/2 SWS			
International Management Seminar 3 ECTS/2 SWS	Sustainability Projekt 2 ECTS/2 SWS							
Masterarbeit 24 ECTS/2 SWS								
SEMESTER 3 31 ECTS/21 SWS	<table border="1"> <tr> <td>Management Simulation Workshop 3 ECTS/2 SWS</td> <td>Digitale Ökonomie 6 ECTS/4 SWS</td> <td>Anwendungsorientiertes Forschungsprojekt 5 ECTS/3 SWS</td> </tr> </table>	Management Simulation Workshop 3 ECTS/2 SWS	Digitale Ökonomie 6 ECTS/4 SWS	Anwendungsorientiertes Forschungsprojekt 5 ECTS/3 SWS	<table border="1"> <tr> <td>Transformation & Change Management 5 ECTS/4 SWS</td> <td>Option III 6 ECTS/4 SWS</td> <td>Option IV 6 ECTS/4 SWS</td> </tr> </table>	Transformation & Change Management 5 ECTS/4 SWS	Option III 6 ECTS/4 SWS	Option IV 6 ECTS/4 SWS
Management Simulation Workshop 3 ECTS/2 SWS	Digitale Ökonomie 6 ECTS/4 SWS	Anwendungsorientiertes Forschungsprojekt 5 ECTS/3 SWS						
Transformation & Change Management 5 ECTS/4 SWS	Option III 6 ECTS/4 SWS	Option IV 6 ECTS/4 SWS						
SEMESTER 2 30 ECTS/20 SWS	<table border="1"> <tr> <td>Strategic Management 6 ECTS/4 SWS</td> <td>Managerial Economics 6 ECTS/4 SWS</td> </tr> </table>	Strategic Management 6 ECTS/4 SWS	Managerial Economics 6 ECTS/4 SWS	<table border="1"> <tr> <td>Supply Chain Management 6 ECTS/4 SWS</td> <td>Option I 6 ECTS/4 SWS</td> <td>Option II 6 ECTS/4 SWS</td> </tr> </table>	Supply Chain Management 6 ECTS/4 SWS	Option I 6 ECTS/4 SWS	Option II 6 ECTS/4 SWS	
Strategic Management 6 ECTS/4 SWS	Managerial Economics 6 ECTS/4 SWS							
Supply Chain Management 6 ECTS/4 SWS	Option I 6 ECTS/4 SWS	Option II 6 ECTS/4 SWS						
SEMESTER 1 30 ECTS/20 SWS	<table border="1"> <tr> <td>Business Problem Solving 6 ECTS/4 SWS</td> <td>Forschungsmethoden 6 ECTS/4 SWS</td> </tr> </table>	Business Problem Solving 6 ECTS/4 SWS	Forschungsmethoden 6 ECTS/4 SWS	<table border="1"> <tr> <td>Finance & Accounting 6 ECTS/4 SWS</td> <td>Human Resource Management & Analytics 6 ECTS/4 SWS</td> <td>Advanced Marketing Strategies 6 ECTS/4 SWS</td> </tr> </table>	Finance & Accounting 6 ECTS/4 SWS	Human Resource Management & Analytics 6 ECTS/4 SWS	Advanced Marketing Strategies 6 ECTS/4 SWS	
Business Problem Solving 6 ECTS/4 SWS	Forschungsmethoden 6 ECTS/4 SWS							
Finance & Accounting 6 ECTS/4 SWS	Human Resource Management & Analytics 6 ECTS/4 SWS	Advanced Marketing Strategies 6 ECTS/4 SWS						
TOTAL 120 ECTS/67 SWS	<table border="1"> <tr> <td>PFLICHTMODULE</td> <td>ENGLISCHSPRACHIGE MODULE</td> <td>UNTERNEHMENSBEZOGENE MODULE</td> <td>WAHLMODULE</td> </tr> </table>	PFLICHTMODULE	ENGLISCHSPRACHIGE MODULE	UNTERNEHMENSBEZOGENE MODULE	WAHLMODULE			
PFLICHTMODULE	ENGLISCHSPRACHIGE MODULE	UNTERNEHMENSBEZOGENE MODULE	WAHLMODULE					

Die Beschreibungen der einzelnen Module finden Sie im Modulhandbuch unter https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/MA_Mgt_VZ/pdf/modulhandbuch/Modulhandbuch_Mgt_MSc.pdf

Master Business Administration MSc

STUDIENSTRUKTUR: BUSINESS ADMINISTRATION M.Sc.

SEMESTER 4 30ECTS/6SWS	<table border="1"> <tr> <td>Int. Exursion & Management Seminar 3 ECTS/2 SWS</td> <td>Wissenschaftl. Arbeiten in der Praxis 3 ECTS/2 SWS</td> <td>Masterarbeit 24 ECTS/2 SWS</td> </tr> </table>	Int. Exursion & Management Seminar 3 ECTS/2 SWS	Wissenschaftl. Arbeiten in der Praxis 3 ECTS/2 SWS	Masterarbeit 24 ECTS/2 SWS				
Int. Exursion & Management Seminar 3 ECTS/2 SWS	Wissenschaftl. Arbeiten in der Praxis 3 ECTS/2 SWS	Masterarbeit 24 ECTS/2 SWS						
SEMESTER 3 30ECTS/19SWS	<table border="1"> <tr> <td>Unternehmensplan- spiel (Blockwoche) 6 ECTS/3 SWS</td> <td>Strategic Management 6 ECTS/4 SWS</td> <td>Entwicklung von Führungskompetenz 6 ECTS/4 SWS</td> <td>Controlling** 6 ECTS/4 SWS</td> <td>Digitale Ökonomie 6 ECTS/4 SWS</td> <td>Untern.projekt Controlling</td> </tr> </table>	Unternehmensplan- spiel (Blockwoche) 6 ECTS/3 SWS	Strategic Management 6 ECTS/4 SWS	Entwicklung von Führungskompetenz 6 ECTS/4 SWS	Controlling** 6 ECTS/4 SWS	Digitale Ökonomie 6 ECTS/4 SWS	Untern.projekt Controlling	
Unternehmensplan- spiel (Blockwoche) 6 ECTS/3 SWS	Strategic Management 6 ECTS/4 SWS	Entwicklung von Führungskompetenz 6 ECTS/4 SWS	Controlling** 6 ECTS/4 SWS	Digitale Ökonomie 6 ECTS/4 SWS	Untern.projekt Controlling			
SEMESTER 2 30ECTS/20SWS	<table border="1"> <tr> <td>Forschungsmetho- den der BWL 6 ECTS/4 SWS</td> <td>Investition & Finan- zierung 6 ECTS/4 SWS</td> <td>Marketing** 6 ECTS/4 SWS</td> <td>Supply Chain Management 6 ECTS/4 SWS</td> <td>Rechnung- legung 3 ECTS/2 SWS</td> <td>Projekt- management 3 ECTS/2 SWS</td> <td>Untern.projekt Marketing</td> </tr> </table>	Forschungsmetho- den der BWL 6 ECTS/4 SWS	Investition & Finan- zierung 6 ECTS/4 SWS	Marketing** 6 ECTS/4 SWS	Supply Chain Management 6 ECTS/4 SWS	Rechnung- legung 3 ECTS/2 SWS	Projekt- management 3 ECTS/2 SWS	Untern.projekt Marketing
Forschungsmetho- den der BWL 6 ECTS/4 SWS	Investition & Finan- zierung 6 ECTS/4 SWS	Marketing** 6 ECTS/4 SWS	Supply Chain Management 6 ECTS/4 SWS	Rechnung- legung 3 ECTS/2 SWS	Projekt- management 3 ECTS/2 SWS	Untern.projekt Marketing		
SEMESTER 1 30ECTS/19SWS	<table border="1"> <tr> <td>Personalmanage- ment & Organisation ** 6 ECTS/4 SWS</td> <td>Econ. framework for entrepreneurial decisions 6 ECTS/4 SWS</td> <td>Grundlagen & Methoden der BWL* 6 ECTS/3 SWS</td> <td>Kosten- & Leistungsrechnung 6 ECTS/4 SWS</td> <td>Rechtliche Rahmenbed. untern. Entscheidungen 6 ECTS/4 SWS</td> <td>Untern. projekt Personalmgmt. & Organisation</td> </tr> </table>	Personalmanage- ment & Organisation ** 6 ECTS/4 SWS	Econ. framework for entrepreneurial decisions 6 ECTS/4 SWS	Grundlagen & Methoden der BWL* 6 ECTS/3 SWS	Kosten- & Leistungsrechnung 6 ECTS/4 SWS	Rechtliche Rahmenbed. untern. Entscheidungen 6 ECTS/4 SWS	Untern. projekt Personalmgmt. & Organisation	
Personalmanage- ment & Organisation ** 6 ECTS/4 SWS	Econ. framework for entrepreneurial decisions 6 ECTS/4 SWS	Grundlagen & Methoden der BWL* 6 ECTS/3 SWS	Kosten- & Leistungsrechnung 6 ECTS/4 SWS	Rechtliche Rahmenbed. untern. Entscheidungen 6 ECTS/4 SWS	Untern. projekt Personalmgmt. & Organisation			
TOTAL 120ECTS/64SWS	<table border="1"> <tr> <td>UNTERNEHMENSBEZOGENE MODULE</td> <td>ERGÄNZENDE DISZIPLINEN</td> <td>FOKUSBEREICH WIRTSCHAFTSWISSENSCHAFTEN</td> <td>MASTERARBEIT</td> </tr> </table>	UNTERNEHMENSBEZOGENE MODULE	ERGÄNZENDE DISZIPLINEN	FOKUSBEREICH WIRTSCHAFTSWISSENSCHAFTEN	MASTERARBEIT			
UNTERNEHMENSBEZOGENE MODULE	ERGÄNZENDE DISZIPLINEN	FOKUSBEREICH WIRTSCHAFTSWISSENSCHAFTEN	MASTERARBEIT					

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Sie können im Wintersemester 2023 nur Module aus den Semestern 1 und 3 belegen.