

HS'BI

Hochschule
Bielefeld
University of
Applied Sciences
and Arts

Bielefeld School
of Business

English-Taught Master Courses Bielefeld School of Business



MASTER
International
Business
Management
(M.A.)

Entrepreneurship and Market Dynamics

LEARNING OUTCOMES/ COMPETENCES

- On successful completion of this module, students will be able to:
- explain characteristics and determinants of entrepreneurship,
 - sketch stylized facts of growth patterns of newly founded firms,
 - understand the entrepreneurial process within an established enterprise,
 - apply microeconomic models of market power to evaluate the effects of a range of competitive behaviors by firms,
 - use microeconomic models of market power to discuss recent topics of competition policy, review and evaluate public policies towards entrepreneurship.

CONTENTS

- Characteristics and Determinants of Entrepreneurship
- Taking Stock: New Business Formation in Germany
- Taking Stock: Investments in Innovation in Germany
- Theory Section: Strategic Behavior of Firms with Market Power
- Presentations: Competitive Strategies of (not so) Hidden Champions
- Evaluation of Public Policies towards Entrepreneurship

Participation requirements

None

Form of assessment

Written exam and presentation

Condition for the award of credit points

Passing the exam

Application of the module

(in the following study programmes)
International Business Management (M.A.)

Module coordinator

Prof. Dr. Markus Pannenberg

Workload

150 h

Credit points

6

Study semester

1st sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory

Q level

M.A.

Course type

Lecture

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

Lecture,
case studies,
presentations

Planned group size

30

Legal Aspects of International Business

LEARNING OUTCOMES/ COMPETENCES

Upon successful completion of the module, students are expected to

- be able to identify potential legal issues of international business transactions and international business structures,
- have an understanding of the main legal concepts to address the respective issue, and
- be able to outline proposals for solving a particular legal problem on a national and cross-border level.

CONTENT

Doing International Business is subject to numerous legal requirements and restrictions. This holds true for the contractual and the regulatory level, both of them becoming increasingly complex and intertwined. As an example, international supply chains require sustainable and responsible corporate behavior throughout the global value chain as well as unambiguous and enforceable contract drafting.

This class will identify and deal with selected issues in the context of international business. Examples may be

- anti-bribery, anti-fraud, antitrust and other compliance rules,
- standards and concepts for the company-wide enforcement of such compliance rules,
- regulatory requirements of digitalization such as data protection, e-privacy, legal responsibility for AI applications etc.
- ESG responsibilities
- Choice of jurisdiction and choice of law in cross-border contracts
- General principles of contract drafting, including limitations resulting from Unfair Trade Terms Regulation

In the absence of binding international treaties or standards, the respective issue at hand will be discussed against the background of the rules applicable in selected jurisdictions of some importance in international trade.

Participation requirements

None

Form of assessment

Written exam or oral exam or presentation or paper

Requirement for the award of credit points

Passing the exam

Application of the module

International Business Management (M.A.),
Marketing and Sales (M.A.),
Production and Logistics (M.A.),
Human Resource Management and Organisation (M.A.),
Controlling Finance Accounting (M.A.),
Taxation and Audit (M.A.)

Module coordinator

Prof. Dr. K. Beckmann/Prof. Dr. B. Schütte

Workload
150 h

Credit points
6

Study semester
1st/3rd sem.

Frequency
Annual

Sem.
Winter

Duration
1 sem.

Type
Compulsory

Q level
M.A.

Course type
Tuition in seminars

Contact hours
4 SCH/60 h

Self-study
90 h

Language
English

**Teaching forms
(learning methods)**
Lecture, structured discussions, exercises, student presentations where appropriate

Planned group size
15

International Financial Reporting Standards

LEARNING OUTCOMES/ COMPETENCES

- Knowledge of international institutions with focus on International Financial Reporting Standards (IFRS) and their global interdependencies
- Competence in the application of international accounting regulations
- Competence to decide between different accounting options with regard to a special accounting goal

CONTENTS

- Global structure of institutions concerning accounting/audit and IFRS and their collaboration
- Aim and historical development of the International Accounting Standards Board and process to develop individual IFRS Standards
- Basic principles of accounting due to IFRS: e.g., framework of IFRS (e.g., structure of an IFRS balance sheet; definition and recognition criteria of assets/liabilities; realisation principle; fair value)
- Elements of financial statements due to IFRS, e.g., statement of financial position, statement of comprehensive income (profit/loss; other comprehensive income), statement of cash flows, segment reporting
- Accounting of assets, e.g.:
 - Property, plant, equipment; assets held for sale; investment property; government grants
 - Intangible assets, e.g., research and development, goodwill
 - Financial assets; subsidiaries, partnerships
 - Inventory
- Accounting of liabilities, e.g.:
 - Provisions; liabilities; contingent liabilities
- Other accounting topics, e.g.:
 - Impairment of assets; revenue realisation;
 - Foreign exchange rates; deferred taxes

Participation requirements

None

Form of assessment

Written exam or paper or oral exam or presentation

Condition for the award of credit points

Examination pass

Application of the module

(in the following study programmes)

International Business Management (M.A.),
Marketing and Sales (M.A.),
Production and Logistics (M.A.),
Human Resource Management and Organisation (M.A.),
Controlling Finance Accounting (M.A.),
Taxation and Audit (M.A.)

Module coordinator

Prof. Dr. Andreas Stute

Workload

150 h

Credit points

6

Study semester

1st sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory,
compulsory elective

Q level

M.A.

Course type

Tuition in seminars

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

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Planned group size

35

Quantitative Research Methods

LEARNING OUTCOMES/ COMPETENCES

Upon successful completion of the module, students have the knowledge and skills to develop a questionnaire according to a research objective and analyze the question hypotheses with selected statistical methods (see under content on learning outcomes), evaluate and prepare the results using R and Rmarkdown.

CONTENT

As part of the module, students will become familiar with the following content, contexts, and topics.

- Introduction to statistical software R
- Writing scientific texts with Rmarkdown
- Hypothesis-based questionnaire design
- Repetition of statistical principles
- Analysis of categorical data (contingency table analysis)
- Statistical tests
- Regression methods (- with dummy values, multiple -, logistic -)
- Data segmentation (cluster analysis, Anova)

Participation requirements

None

Form of assessment

Written exam, oral exam, term paper

Requirement for the award of credit points

Passing the exam

Application of the module

International Business Management (M.A.), Marketing and Sales (M.A.), Production and Logistics (M.A.), Human Resource Management and Organisation (M.A.), Controlling Finance Accounting (M.A.), Taxation and Audit (M.A.)

Module coordinator

Prof. Dr. W. Kohn

Workload

150 h

Credit points

6

Study semester

1st/3rd sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory

Q level

M.A.

Course type

Tuition in seminars

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

Lecture, exercises

Planned group size

35

Corporate Learning and Innovation

LEARNING OUTCOMES/ COMPETENCES

On successful completion of the module, students have the following knowledge and skills:

- They are able to explain the meaning of and interdependencies between learning and innovation in companies and their effects on the various fields of action of company management, and in particular human resource management.
- They are able to analyse the status quo of learning and innovation in companies and derive necessary strategic and operational measures for their design.
- They are able to conceptualise and design individual process steps in human resources development in companies of various sizes and sectors.
- They are able to recognise barriers and resistance in the context of organisational learning and innovation work, and can deal with them appropriately.
- They are able to critically analyse, compare and apply various techniques and methods of organisational learning and innovation management.
- They are able to obtain and understand materials and information on topics from current specialist literature. They are able to classify researched information in the context of the course and present it to fellow students.

CONTENTS

- Principles of individual, group and organisational learning
- Design of learning in the context of human resources development – current trends, areas, and common techniques for various fields of competence
- Process steps for human resources development: educational needs analysis, target setting, planning, design and implementation of educational measures, education controlling, transfer security. Theoretical approaches and best practices
- Theories of organisational learning and their practical application in large companies and SMEs, and in manufacturing and service companies
- Innovation, innovation types and innovation strategies
- Design of innovation processes: actors, phases, success factors
- Open innovation and open learning in theory and practice

Participation requirements

Knowledge of human resource management from the bachelor's degree and from "Strategic Human Resource Management" is recommended.

Form of assessment

Written or oral exam or project work or combination of presentation and term paper or combination of written exam and presentation or combination of written exam and term paper

Condition for the award of credits

Module examination pass

Application of the module

(in the following study programmes):

Human Resource Management and Organisation (M.A.),
International Business Management (M.A.)

Module coordinator

Prof. Dr. Natalie Bartholomäus

Workload
150 h

Credit points
6

Study semester
1st sem.

Frequency
Annual

Sem.
Winter

Duration
1 sem.

Type
Compulsory

Q level
M.A.

Course type
Tuition in seminars

Contact hours
4 SCH/60 h

Self-study
90 h

Language
English

**Teaching forms
(learning methods)**
Lecture, group work,
exercises and
case studies

Planned group size
35

Consumer Marketing

LEARNING OUTCOMES/ COMPETENCES

The goal of this module is to provide a systematic presentation of the processes taking place while consumers are making purchase decisions, including perceptual processes, identification processes, motivational processes, and attitudinal processes. The course aims to link consumer behaviour theory with the real-life problems faced by practitioners. Students are able to understand and analyse the nature of consumers and their environment from a micro to macro perspective, as well as apply their knowledge to strategic and operative marketing.

CONTENTS

This course provides an introduction to the behaviour of consumers in Europe and around the world. It focuses on the decision-making process of consumers including intra- and interpersonal factors. The main topics are consumer culture, consumer decision-making, perception, self-concept, motivation, values and lifestyle, learning and attitudes, social groups. The following topics will be included:

- Defining consumer behaviour
- Perception
- Motivation, values & lifestyle
- The self & personality
- Learning & memory
- Attitudes
- Decision-making
- Social group influence
- Intercultural consumer behaviour

Participation requirements

Basic knowledge in the field of marketing

Form of assessment

Presentation or written examination or project work

Condition for the award of credit points

Module examination pass

Application of the module

(in the following study programmes):

International Business Management (M.A.),
Marketing and Sales (M.A.),
Production and Logistics (M.A.),
Human Resource Management and Organisation (M.A.),
Controlling Finance Accounting (M.A.),
Taxation and Audit (M.A.)

Module coordinator

Prof. Dr. Denise Demisch

Workload

150 h

Credit points

6

Study semester

3rd sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory,
compulsory elective

Q level

M.A.

Course type

Tuition in seminars

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

Group work, lectures,
presentations
and case studies

Planned group size

35

Corporate Financial Management

LEARNING OUTCOMES/ COMPETENCES

After successfully completing this module, students are able to:

- assess the financial policies of companies and to develop them while taking into account economic and ethical objectives
- explain financial processes in an economic context, construct them with the help of new technologies and services, and develop them further in an interdisciplinary manner
- explain the purpose and functioning of major financial markets
- determine, quantify and examine financial risks
- identify appropriate financial instruments as part of risk-hedging strategies
- calculate and assess valuations for financial instruments based on financial theory
- design financial control options for a company using suitable methods
- collect, analyse and interpret data for the valuation of securities + investments

CONTENTS

- Basics of financial theory
- Principles of corporate finance
- Efficient financial processes
 - Limitation of risks
 - Ethical, ecological and social aspects and corporate governance
- Financial network organisation
 - Organising corporate financial management
 - Optimising + digitalising financial processes
 - Financial services, FinTech processes and blockchains
 - Financial network integration
- Market aspects
 - International markets and investments
 - Behavioural finance
- Financial risk management
 - Risk analysis, hedging and insurance
 - Derivatives (forwards + futures, swaps, options and others)
 - Solutions for credit risks
 - Risk strategy
- Financial controlling
 - Concepts, valuation and tools
 - Digital financial data analysis

Participation requirements

In-depth knowledge of finance and accounting, as acquired in a business-oriented bachelor's degree.

Form of assessment

Written examination or oral examination

Condition for the award of credit points

Module examination pass

Application of the module

(in the following study programmes):

Marketing and Sales (M.A.),
Production and Logistics (M.A.),
Human Resource Management and Organisation (M.A.),
Controlling Finance Accounting (M.A.),
Taxation and Audit (M.A.),
International Business Management (M.A.)

Module coordinator

Prof. Dr. Andreas Uphaus

Other information

Compulsory specialisation module in Controlling Finance Accounting and International Business Management. Can be selected as a supplementary module in the Marketing and Sales, Production and Logistics Management, Human Resource Management and Organisation, as well as Taxation and Audit study programmes.

Workload

150 h

Credit points

6

Study semester

3rd sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory
or elective

Q level

M.A.

Course type

Tuition in seminars

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

Lecture, exercises,
group work,
case studies

Planned group size

35

Digital Business

LEARNING OUTCOMES/ COMPETENCES

This course will provide students with an understanding of the relevance and impact of the digital transformation. Students will be able to develop strategies for organisations to succeed in a constantly changing digital landscape. This includes defining, explaining and implementing key concepts and techniques. They can analyse challenges, opportunities and decision-making problems of managing digital business in an organisation. They are able to interlink the learned concepts and strategies to overall marketing theory and practice. Moreover, students are able to evaluate possible risks of different strategies and techniques. They are able to organise themselves and work in teams to solve problems, develop outcomes together and present these to an audience.

CONTENTS

The course introduces students to current challenges and opportunities of the digital transformation on organisations and consumers. It provides theories, concepts and techniques for the application of digital technology and media to enhance the competitiveness of an organisation and to operate successfully in a constantly changing digital environment.

The following topics will be covered:

- Digital business strategy
- Key concepts and techniques
- Digital marketing
- E-customer relationship management
- E-commerce
- Legal and ethical aspects

Participation requirements

Basic knowledge in the field of marketing

Form of assessment

Presentation or written examination or project work

Condition for the award of credit points

Module examination pass

Application of the module

(in the following study programmes)

International Business Management (M.A.),
Marketing and Sales (M.A.),
Production and Logistics (M.A.),
Human Resource Management and Organisation (M.A.),
Controlling Finance Accounting (M.A.),
Taxation and Audit (M.A.)

Module coordinator

Prof. Dr. Denise Demisch

Workload

150 h

Credit points

6

Study semester

3rd sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory,
compulsory elective

Q level

M.A.

Course type

Tuition in seminars

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

Group work, lectures,
presentations and
case studies

Planned group size

35

Supply Chain Management

LEARNING OUTCOMES/ COMPETENCES

On successful completion of the module, students have the following skills:

- Students are able to describe and define the basic terms of supply chain management.
- They know the challenges and risks of supply chain management and can identify and apply appropriate solutions.
- They are able to evaluate supply chains, their surroundings, performance and sustainability, and develop suggestions for improvement.

CONTENTS

- Significance of supply chain management
- Procurement
- Production
- Distribution
- Inventory management
- Network planning
- Integration
- Sustainability
- Assessment of supply chain performance

Participation requirements

None

Form of assessment

Written or oral examination or term paper or project work or presentation or combination of several of the above

Condition for the award of credit points

Module examination pass

Application of the module

(in the following study programmes):

Production and Logistics Management (M.A.),
International Business Management (M.A.)

Module coordinator

Prof. Dr. Gerald Oeser

Other information

This module pays particular attention to current issues in the field. Depending on the task, different forms of teaching and examination are to be provided.

Workload

150 h

Credit points

6

Study semester

1st/3rd sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory

Q level

M.A.

Course type

Seminar, practical,
project

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

Lecture, group work,
exercise, project work,
simulation game,
case studies

Planned group size

24

International Cases (Practical Module)

LEARNING OUTCOMES/ COMPETENCES

On successful completion of the module, students will have the following skills:

- Students are able to independently analyse and assess complex problems in the field of International Business Management.
- To do this, they are able to identify suitable methods and tools, apply them and, if necessary, develop them further.
- They are able to obtain, understand and evaluate materials and information on complex international problems from the current specialist literature.
- Furthermore, students are able to design appropriate solutions for international problems, compare them and make decisions based on International Business Management criteria.
- In addition, students are able to prepare their independently developed solution concepts to teach others, provide conclusive reasons, and present them.

CONTENTS

Changing tasks in the field of International Business Management, for example:

- International Business Environment
- Financial Management in International Business
- International Marketing and Research and Development
- Global Manufacturing and Logistics Management
- Global Human Resource Management
- Managing Multinational Enterprises

Participation requirements

None

Form of assessment

Written or oral examination or term paper or project work or presentation or a combination of several of the above

Condition for the award of credit points

Module examination pass

Application of the module

(in the following study programmes)
International Business Management (M.A.)

Module coordinator

Prof. Dr. Manuel Stegemann

Other information

Within the scope of this module, current issues in the field of International Business Management are to be dealt with in a special way. Depending on the task, different types of teaching and types of examination are therefore to be provided.

Workload

150 h

Credit points

6

Study semester

3rd sem.

Frequency

Annual

Sem.

Winter

Duration

1 sem.

Type

Compulsory

Q level

M.A.

Course type

Seminar, practical, project

Contact hours

4 SCH/60 h

Self-study

90 h

Language

English

Teaching forms (learning methods)

Lecture, practical, project

Planned group size

12

Master Thesis

LEARNING OUTCOMES/ COMPETENCES

Upon successful completion of the module, students possess the following knowledge and skills:

- They are able to independently work on a complex problem from the field of business administration using scientific methods within a given period of time.
- They are able to document scientific work and, if necessary, further results such as source code in written form.

CONTENTS

The master thesis allows for independent and practical application as well as critical reflection on methods and content previously learned during the course of study. It also requires the preparation of a document that is typically about 80 pages long.

Participation requirements

Admission to the master thesis is open to all those who have passed the module examinations, with the exception of two examinations.

Form of assessment

Final thesis (master thesis)

Condition for the award of credit points

Module examination pass

Application of the module

(in the following study programmes)
International Business Management (M.A.)

Module coordinator

Prof. Dr. Manuel Stegemann

Workload

750 h

Credit points

30

Study semester

4th sem.

Frequency

Continuous

Sem.

Summer

Duration

1 sem.

Type

Compulsory

Q level

M.A.

Course type

–

Contact hours

–

Self-study

750 h

Language

English

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Photos
Patrick Pollmeier

