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Modulhandbuch

Course Catalogue

International Business (IB)



WEIDEN BUSINESS SCHOOL

Department of Business Studies

International Business (SPO SoSe 24)

Sommersemester 2024

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1 Preliminary Note

Vorbemerkungen

Note:

Please take special note of the Program and Examination Regulations of this degree program in their current version.

Study structure:

The program comprises a standard duration of 7 semesters.

Registration formalities:

All examinations must be registered with the Students' Office through PRIMUSS. Additional formalities are listed in the module descriptions.

Abbreviations:

ECTS = The European Credit Transfer and Accumulation System (ECTS) is a credit point system for accreditation of course achievements.

SWS = Semesterwochenstunden = Semester hours per week

SPO = Studien- und Prüfungsordnung = Program and Examination Regulations

APO = Allgemeine Prüfungsordnung = General Examination Regulations

Workload:

One credit point is awarded for a workload of 30 hours.

Accreditation of course achievements:

Please observe all relevant application procedures via the Students' Office.

vhb:

vhb: vhb (German: virtuelle Hochschule Bayern / English: virtual university Bavaria) is an online learning platform with online courses from different universities in Bavaria. Further information can be found here: <https://www.vhb.org/en/>

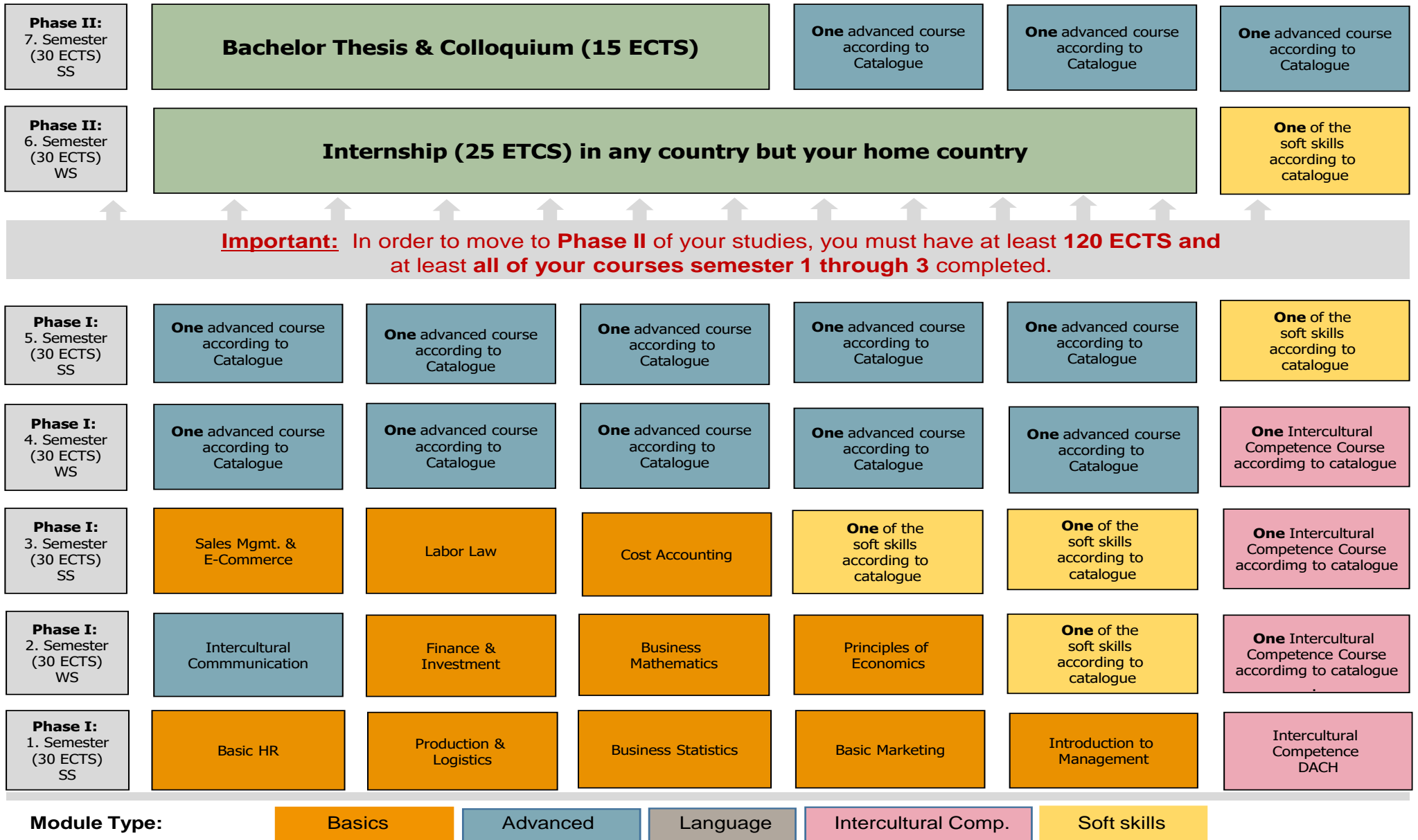
PC-Trainig:

This one-day workshop is a prerequisite to be able to take the exam in Finance & Economics and should be done in your first semester of studies. The date can be found in the timetable.

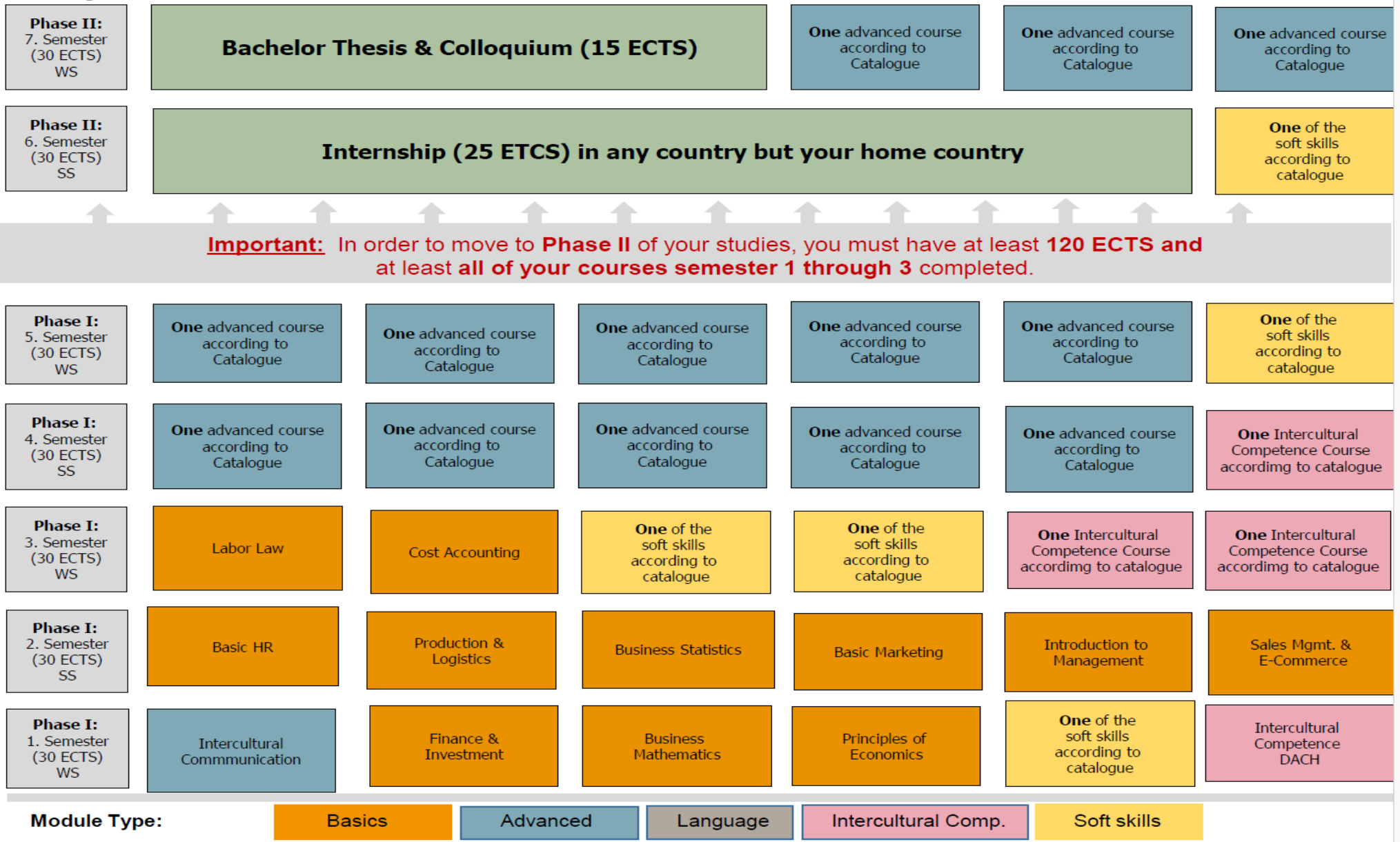
2 Program Structure

Bachelorarbeit & Kolloquium auf Englisch / Bachelor Thesis and Defense in English (15 ECTS)	
Internship Abroad (25 ECTS) in any country but your home country	
Vertiefung International Business – 14 Module zu je 5 Credits / Major International Business Courses – 14 Courses with 5 ECTS each (70 ECTS)	4 x Country Block (20 ECTS)
Betriebswirtschaftliche Basismodule / Business Basic Courses (35 ECTS)	4 Schlüsselqualifikationsmodule / Soft Skills (20 ECTS)
Betriebswirtschaftliche Grundlagenmodule / Business Foundation Courses (20 ECTS)	

Starting in Summer Semester



Starting in Winter Semester



3 Curriculum Summer

Curriculum

1 Lfd. Nr	2 Modulegroups/Modules	3 1. Semester		4 2. Semester		5 3. Semester		6 4. Semester		7 5. Semester		8 6. Semester		9 7. Semester		10 Total			
		Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	%	
		Study Section 1						Study Section 2											
1	Basic Modules																20	25	12%
1.1	Introduction to Management	4	5																
1.2	Principles of Economics			4	5														
1.3	Business Statistics	4	5																
1.4	Business Mathematics			4	5														
2	Basic Business Management Modules																36	45	21%
2.1	Labor Law					4	5												
2.2	Finance & Investment			4	5														
2.3	Cost Accounting					4	5												
2.4	Basic Marketing	4	5																
2.5	Basic HR	4	5																
2.6	Production & Logistics	4	5																
2.7	Sales Management & E-Commerce					4	5												
3	Advanced Modules*																40	50	24%
3.1	Intercultural Communication			4	5														
3.2	Advanced Module 2							4	5										
3.3	Advanced Module 3							4	5										
3.4	Advanced Module 4							4	5										
3.5	Advanced Module 5							4	5										
3.6	Advanced Module 6							4	5										
3.7	Advanced Module 7									4	5								
3.8	Advanced Module 8									4	5								
3.9	Advanced Module 9									4	5								
3.10	Advanced Module 10									4	5								
3.11	Advanced Module 11													4	5				
3.12	Advanced Module 12													4	5				
3.13	Advanced Module 13									4	5								
3.14	Advanced Module 14													4	5				
4	Intercultural Competences*																20	25	12%
4.1	Intercultural Competence Block I: DACH	4	5																
4.2	Intercultural Competence Block II			4	5														
4.3	Intercultural Competence Block III					4	5												
4.4	Intercultural Competence Block IV							4	5										
5	Soft Skills*																20	25	12%
5.1	Soft Skill 1			4	5														
5.2	Soft Skill 2					4	5												
5.3	Soft Skill 3					4	5												
5.4	Soft Skill 4									4	5								
5.5	Soft Skill 5											4	5						
6	Practical Phase																0	25	12%
6.1	Practical Module												25						
7	Bachelor-Thesis																0	15	7%
7.1	Bachelor Thesis														12				
7.2	Oral Bachelor Exam (Colloquium)														3				
	* according to course catalogue	24	30	24	30	24	30	24	30	24	30	4	30	12	30		136	210	100%

Examination methods depend on the competences to be examined. These are, in particular, written or oral examinations, seminar papers, project work and multiple-choice examinations.

4 Curriculum Winter

Curriculum

1 Lfd. Nr	2 Modulegroups/Modules	3 1. Semester		4 2. Semester		5 3. Semester		6 4. Semester		7 5. Semester		8 6. Semester		9 7. Semester		10 Total			
		Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	Contact time (SWS)	ECTS	%	
		Study Section 1						Study Section 2											
1	Basic Modules																20	25	12%
1.1	Introduction to Management			4	5														
1.2	Principles of Economics	4	5																
1.3	Business Statistics			4	5														
1.4	Business Mathematics	4	5																
2	Basic Business Management Modules																28	35	17%
2.1	Labor Law					4	5												
2.2	Finance & Investment	4	5																
2.3	Cost Accounting					4	5												
2.4	Basic Marketing			4	5														
2.5	Basic HR			4	5														
2.6	Production & Logistics			4	5														
2.7	Sales Management & E-Commerce			4	5														
3	Advanced Modules*																56	70	33%
3.1	Intercultural Communication	4	5																
3.2	Advanced Module 2							4	5										
3.3	Advanced Module 3							4	5										
3.4	Advanced Module 4							4	5										
3.5	Advanced Module 5							4	5										
3.6	Advanced Module 6							4	5										
3.7	Advanced Module 7									4	5								
3.8	Advanced Module 8									4	5								
3.9	Advanced Module 9									4	5								
3.10	Advanced Module 10									4	5								
3.11	Advanced Module 11									4	5								
3.12	Advanced Module 12													4	5				
3.13	Advanced Module 13													4	5				
3.14	Advanced Module 14													4	5				
4	Intercultural Competences*																16	20	9%
4.1	Intercultural Competence Block I: DACH	4	5																
4.2	Intercultural Competence Block II					4	5												
4.3	Intercultural Competence Block III					4	5												
4.4	Intercultural Competence Block IV							4	5										
5	Soft Skills*																20	25	12%
5.1	Soft Skill 1	4	5																
5.2	Soft Skill 2					4	5												
5.3	Soft Skill 3					4	5												
5.4	Soft Skill 4									4	5								
5.5	Soft Skill 5											4	5						
6	Practical Phase																0	25	12%
6.1	Practical Module												25						
7	Bachelor-Thesis																		
7.1	Bachelor Thesis													2	15				
7.2	Oral Bachelor Exam (Colloquium)																		
	* according to course catalogue	24	30	24	30	24	30	24	30	24	30	4	30	14	30		136	210	100%

5 Virtual University of Bavaria (vhb), Language Center and Crediting

5.1 Crediting of previous studies:

In principle, achievements that have already been successfully completed (including internship, if applicable) can be recognized - even from an already completed first degree program. For this purpose, a corresponding application with an official grade confirmation from your previous university must be **submitted to the Students' Office after enrollment at OTH**. Subsequently, the respective lecturers will check whether the subjects already taken correspond to the requirements of our subjects in terms of content and scope (credit points or semester hours per week), etc.. Depending on this, recognition may or may not be granted. You can make your own assessment by comparing your previous subjects with the descriptions in the module handbook of the respective OTH program.

Since experience shows that the processing of applications can take several weeks, it is advisable to clarify the situation personally with the respective lecturer (e.g. office hours) immediately **at the beginning of the semester** for subjects in the first semester, so that you know at short notice whether you have to attend the lecture or not, or whether any certificates of achievement still have to be submitted. For this purpose, please bring along meaningful documents (e.g. module handbook of your previous university), which enable a comparison (excerpts also attached to the application).

5.2 Crediting of VHB courses or language center courses

For courses taken during your studies at the vhb or at the Language Center, a corresponding application for credit must be submitted to the Students' Office during the first 4 weeks of the semester. This can be downloaded from the Primuss portal and submitted to the study office and the examination board together with the relevant evidence.

In addition to the **Advanced Modules** offered at the university, selected courses at the Virtual University of Bavaria (vhb: <https://www.vhb.org/en/>) can also be recognized as Advanced Modules. The decision for recognition is made by the examination board. In order to receive credits at the university, a vhb course must have at least 5 ECTS. For the recognition, **students have to register in Primuss for exam** as they do for all other courses and fill out the „Antrag auf Anrechnung“ which can be downloaded from their Primuss system. Courses which can be recognized as Advanced Modules are the following:

Module title	Recognized as
Electronic Human Resources Management	Advanced Module
Fundamentals of Strategic Management	Advanced Module
International Marketing (can only be credited if you did not take our module yet)	Advanced Module
Performance Management in Teams	Advanced Module
Strategic Human Resources Management	Advanced Module
Digital Business & Information Systems (mind that here you need to register both in Primuss AND VHB for the exam!!)	Advanced Module
These can only be taken together to receive 5 ECTS credits: General Management (Part A 3ECTS) + Managing Change (Part B 2 ECTS)	Advanced Module
Profiting from Ideas and Inventions: An Introduction to Intellectual Property Rights	Advanced Module
Basics Sustainability	Advanced Module
Electronic Human Resources Management	Advanced Module
Global Retail Logistics	Advanced Module

In addition to the **Soft Skill** Modules offered at the university, courses listed by the Virtual University of Bavaria (vhb) in the subject group "Schlüsselqualifikationen" can also be taken. The decision for recognition is made by the examination board. In order to receive credits at the university, a vhb course must have at least 5 ECTS. For the recognition, students have to fill out the „Antrag auf Anrechnung“ which can be downloaded from their Primuss system. Courses which can be recognized as Soft Skill Modules are the following:

Module title	Recognized as
International Project Management B2 (2 ECTS) in combination with Fundamentals of Project Management (3CTS) = Project Management	Soft Skill Module

In addition, selected courses of the Language Center (= Sprachenzentrum, SZ) can also be recognized as a Soft Skill Modules. For recognition within the framework of the degree programs of the Weiden Business School, at least 5 ECTS must be proven for a subject. The language courses which can be credited as Soft Skill Modules can be found in the [module handbook](#) of the Language Center under the heading "Verwendbarkeit im weiteren Studienverlauf".

6 Modulbeschreibungen

6.1 Allgemeine Pflichtfächer

Introduction to Management

Introduction to Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	1	Allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only summer term	200

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Denise Fischer	Prof. Dr. Denise Fischer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study: Basic knowledge and fundamental contexts in business administration. University-wide compatibility Accreditation is given in following degree programs: - Betriebswirtschaftslehre (B.A.) - Digital Business (B.A.) - Handels- und Dienstleistungsmanagement (B.A.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.) - Angewandte Wirtschaftspsychologie (B.Sc.) - Digital Entrepreneurship (M.A.) Individual case examination required for other programs.	Lecture, exercises, group work	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 60 h ca. 30 h ca. 0 h ca. 60 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional competence: Being able to assess and classify the main operational activities within the value chain (according to Porter). Understanding and explaining the importance of the value chain as a fundamental, business management orientation framework. Understand the basics of international management in the context of globalised markets.
- Methodological competence: Getting to know and learning to assess basic business management methods.
- Personal competence (social competence and self-competence): The course aims to give students a compact insight into general business administration and the basics of international management from different perspectives.

Inhalte der Lernveranstaltung / Internationalität:**Course Content**

- Introduction to the value chain according to Porter including functions of a company
- Introduction to the roles and cycle of management
- Introduction to the international management of companies: Globalization of markets and international market development

Internationality (Content):

In addition to the general basics of corporate management, the international management of a company is also dealt with in the course of the lecture contents.

Lehrmaterial und Literatur:**Course Material and literature**

- Cavusgil, S. T., Knight, G. A., & Riesenberger, J. R. (2017). International business: The new realities (Global edition, fourth edition). Always learning. Boston et al.: Pearson.
- Combe, C. (2014). Introduction to Management. Oxford University Press.
- Doh, J. P., & Luthans, F. (2018). International management: Culture, strategy, and behavior (Tenth edition). New York, NY: McGraw-Hill Education

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)**Method of Assessment**

Prüfungsform *¹ Examination Method	Art/Umfang inkl. Gewichtung *² Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 60 min	60 min. Weighting: 100% The exam can consist of up to 100% multiple choice tasks. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.	The written examination assesses the entire learning contents and competence profiles.

*¹) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*²) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Principles of Economics

Principles of Economics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	1	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mag. Cornelia Oszlonyai

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study: Prerequisite for subjects in the field of economics, financial markets, investment, marketing and taxation. University-wide compatibility Accreditation given in following program degrees: - Betriebswirtschaft (B.) - Digital Business (B.) Individual case examination required for other programs	Seminar, lectures and exercises	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 45 h ca. 60 h ca. 0 h ca. 45 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Basic principles of microeconomics, macroeconomics and national accounting

- Professional Competence: Basic understanding of economic terms and contexts in closed and open economies
- Methodological Competence: Difference between social and natural sciences. Dealing with economic models. Principle of individual optimisation under rational behavior. Thinking within multi-causal contexts
- Personal Competence / Soft Skills (Social Competence and Self Competence): Consideration of social and economic problems

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Principles of economics
 - The concept of a (social) market economy
 - Basics of microeconomics
 - National accounts
 - Basics of macroeconomics
- Internationality (Content):

Reading partly in English, many international application examples

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes, tutorials and exercises as well as additional reading:

- Mankiw, N. Gregory, Grundzüge der Volkswirtschaftslehre, Schäffer-Poeschel
- Herrmann, M. Arbeitsbuch Grundzüge der Volkswirtschaftslehre, Schäffer-Poeschel
- Pindyck, Robert S., Rubinfeld, Daniel L., Microeconomics, German translation: Mikroökonomie Pearson-Studium, latest edition.
- Hamilton, J., Suslow, V., Übungen zur Mikroökonomie Pearson-Studium, latest edition.
- Mankiw, N. Gregory, Macroeconomics, Worth Publishers
- Blanchard, Olivier, Illing, Gerhard, Makroökonomie, Pearson, latest edition
- Krugmann, Paul, Wells, Robin, Volkswirtschaftslehre, Verlag Schäffer Pöschel, latest edition

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	Weighting: 100%	The written examination assesses the entire course contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Business Statistics

Business Statistics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	1	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mag. Cornelia Oszlonyai

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lectures, seminar with exercises	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 30 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Assessment of the applicability of various statistical methods in practice with interpretation of results.

- Professional Competence: Familiarity with important basic terms and principles of statistics. Overview in probability theory and its operational applicability. The importance of sampling in quality control. Basic knowledge of modern portfolio management.
- Methodological Competence: Skills in creating and handling empirical distributions and parameters. Skills in dealing with random samples. Knowledge of estimating and of the application of significance tests. Ability to measure and statistically assess relationships. Assessment of possible applications of regression analysis.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Training of analytical and abstract thinking skills, gaining critical distance to apparent relationships.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Basics of the probability theory
- Random variables and theoretical distributions
- Calculation and interpretation of parameters of univariate and multivariate distributions
- Sampling theory and stratified samples
- Parameter estimation and confidence intervals
- Parametric and non-parametric test methods

- Regression analysis
- Internationality (Content):
International examples and analysis of international data.

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes, basic textbook:

Christian Heumann, Michael Schomaker, Shalabh, Introduction to Statistics and Data Analysis, Springer 2017

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	Weighting: 100%	The written examination assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Business Mathematics

Business Mathematics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	1	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mag. Cornelia Oszlonyai

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study Basic knowledge for the application in all corporate functional areas. Important for the preparation of an empirical bachelor's thesis. University-wide compatibility Accreditation given in the following degree programs: - Betriebswirtschaft (B) - Handels- und Dienstleistungsmanagement (B) - Digital Business (B) - Logistik und Digitalisierung (B) - International Business (B) Individual case examination required for other programs	Lectures, seminar with exercises	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 60 h ca. 30 h ca. 0 h ca. 60 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

At the end of the module, students will be able to apply the basics of analysis and linear algebra to economic fields. Overview of the methods of financial mathematics as a tool for investment and financing decisions. Knowledge and skills of linear algebra and analysis methods and applications to economic problems.

- Professional Competence: Mathematical foundations for understanding and solving economic problems.
- Methodological Competence: Applying mathematical methods to economic problems.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Training abstract thinking skills.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Propositional calculus, basics of arithmetic
- Consequences and series and their application in financial mathematics
- Functions of one and more variables
- Differential calculus
- Vectors and matrices
- Linear equation systems
- Determinants
- Linear Optimization

Internationality (Content):

Analysis and linear algebra as a part of business mathematics are taught in business degree programs at all universities worldwide.

Lehrmaterial und Literatur:

Course Material and literature

Lectures, basic textbook:

- Basic Mathematics for Economists von Mike Rosser, Routledge, 2003,

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	90 min. Weighting: 100%	The written examination assesses the entire learning contents and competence profiles

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Labor Law

Labor Law

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christian Stauf	Prof. Dr. Christian Stauf

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminaristischer Unterricht	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 50 h
		Selbststudium:	ca. 70 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 30 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Students know the current labor law regulations essential for a business economist, especially those of individual law, taking into account the references to social economy law. Student also receive an overview of collective labor law.
- Methodological Competence: Students are able to apply the acquired knowledge to different situations. They recognise the structural particularities of labor law and are able to solve problem cases even under altered legal conditions.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Team behavior and self-organization are improved.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Basic principles of individual labor law, especially conclusion of the employment contract, employees' and employers' rights and obligations
- Termination of employment and protection against dismissal Fundamental principles of collective labor law, especially industrial constitution law and collective bargaining law

Internationality (Content):

View on EU law and foreign legal systems

Lehrmaterial und Literatur:**Course Material and literature**

Lecture notes

Basic textbook: Becker; Investition und Finanzierung, Gabler-Verlag

Additional reading:

- Bodie, Merton, Cleeton: Financial Economics, Pearson International Edition
- Brealy, Myers, Allen: Principles in Corporate Finance, Mc Graw Hill International Edition
- Pape: Grundlagen der Finanzierung und Investition, Oldenburg-Verlag
- Ross, Westerfield, Jaffe: Corporate Finance, Mc Graw Hill International Edition
- Zantow: Finanzwirtschaft der Unternehmung, Pearson Studium

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)**Method of Assessment**

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	Exam: 90 min. Weighting: 100% Depending on the teaching methods used and the underlying didactic concept, up to 100% of the knowledge can be examined using online multiple/single-choice testing. This is the only examination method that allows methodological competence to be tested with regard to understanding the functioning of complex labor law case constellations without the students having to answer the questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.	The written examination assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Finance & Investment

Finance & Investment

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Dr. Jens Löbus	Dr. Jens Löbus

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

PC Training must be passed, otherwise exam registration is not possible.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	2.2: Seminar	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: The module serves to acquire basic knowledge of operational investment and financial management.
- Methodological Competence: Students are to learn about a financial manager's theoretical and practical fields of deployment and skills.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Through active contributions in case studies, students are supposed to represent opinions and viewpoints appropriately, respect other views and interpretations and include them in the argumentation. In addition, solutions will be jointly developed through discussion.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Principles of financial management
- Investment
 - Assessment of tangible investments
 - Assessment of financial investments
 - Investment decisions under uncertainty
- Financing
 - Equity financing

- Credit financing
- Internal financing
- Derivatives

Internationality (Content):

Reading material and lecture notes partly in English

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes Basic textbook:

- Becker; Investition und Finanzierung, Gabler-Verlag Additional reading:
- Bodie, Merton, Cleeton: Financial Economics, Pearson International Edition
- Brealy, Myers, Allen: Principles in Corporate Finance, Mc Graw Hill International Edition
- Pape: Grundlagen der Finanzierung und Investition, Oldenburg-Verlag
- Ross, Westerfield, Jaffe: Corporate Finance, Mc Graw Hill International Edition
- Zantow: Finanzwirtschaft der Unternehmung, Pearson Studium

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	Weighting: 100% Note: the written examination can consist of up to 100% multiple-choice questions	The written examination assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Cost Accounting

Cost Accounting

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Hermann Raab	Dr. Anton Preis

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Command of the basics of cost accounting as a part of operational accounting. Knowledge of the interfaces to information pre-systems of cost accounting.
- Methodological Competence: Command of the key instruments of cost accounting. Ability to apply them in a task-oriented or problem-specific manner.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Ability to engage in discussions, ability to cooperate in practical scenarios, reflection of the learned contents to social responsibility. Exercises are practice-oriented and, under supervision, partly worked on or solved by the students themselves.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Familiarity with the basics of cost accounting
- Objectives, tasks and basic concepts of cost accounting as a part of internal accounting
- Knowledge of cost-type accounting and classification, recording, systematization, evaluation, classification and allocation of costs
- Abilities to design, execute and evaluate cost center accounting. Creation of cost centers, accounting of costs and performances within the company
- Knowledge of cost unit accounting, income account and unit-of-output costing

- Knowledge of the short-term income account and its significance for the results-oriented management of the company and its subdivisions
- Overview of cost accounting systems. Actual and planned cost accounting, full and partial cost accounting
- Insight into new processes and trends

Internationality (Content):

Reference is made to international accounting

Lehrmaterial und Literatur:

Course Material and literature

No special ones

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform * ¹ Examination Method	Art/Umfang inkl. Gewichtung * ² Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	<ul style="list-style-type: none"> • 90 min. • Weighting: 100% 	The written examination assesses the entire learning contents and competence profiles.

*¹) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*²) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Basic Marketing

Basic Marketing

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Anna Grimm	Prof. Dr. Anna Grimm; Prof. Dr. Christoph Hachmüller

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Applicability in the further course of studies: Basic knowledge and fundamental interrelationships of Marketing & Sales. University-wide applicability: Credit given in the IB and AWP degree program. If necessary, case-by-case review in other study programs.	Lectures, seminar-based interactive teaching, exercises	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 50 h
		Selbststudium:	ca. 70 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 30 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completion, the students will have a broad knowledge about product, price, promotion, and distribution policies. The marketing basics are rounded off by basic knowledge of strategic marketing, market research, and customer behaviour for students following the 5 ECTS route. Furthermore, the students will be able to translate the learned into practice by solving practically relevant case studies.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Chapters and contents:

1. Fundamentals of Marketing & Marketing Strategies: At the beginning, important terms are clarified and basic questions are answered: What is Marketing? What is a market? Which relevant stakeholders are part of the marketing environment and what is the "marketing mix"?
2. Strategic Marketing and Marketing Integration: Students then learn the basic principles of strategic marketing management and understand marketing as a market-oriented and customer-centric management approach.
3. Market Segmentation and Positioning: Students learn about and apply the process of market segmentation, targeting and positioning and get to know segmentation criteria.
4. Consumer Behavior: How does a consumer's brain and information processing in general work? What types of purchase decisions are there, how do they take place, and which cognitive and emotional factors (motives, needs, attitudes) influence how a customer's customer journey unfolds and which product he or she decides on? These questions are explored in this chapter.

5. Product Management: In this section, students learn, among other things, how a company's product management works, how new products are created that are geared to customer needs, what go-to-market strategies there are for new products, and what distinguishes innovations.
6. Distribution Management: This is an introduction to corporate distribution management - including possible channels and distribution levels - from a marketing perspective. Students learn more about the importance of supply chain management and the selection of appropriate distribution channels and systems.
7. Pricing: The interplay between price, demand and market situation will be examined, as well as possible pricing strategies and factors influencing and impacting pricing decisions on the other elements of the marketing mix.
8. Promotion: Understanding of the planning, execution and evaluation of all communication measures of a company is developed; students learn about the promotional mix (advertising, public relations, sales promotion and personal selling) and how the various elements interact.
9. Brand Management: This section is dedicated to the question of what a brand, brand identity and brand equity is, how it can be created and what strategic approaches (and practical implementations) to brand management there are.
10. Market Research: Methods of qualitative and quantitative market research are explored, as well as instruments for data collection. Students learn to assess the quality of data and which methods for quantitative data analysis are relevant in marketing.
11. Online Marketing #svhs#amp## E-Business / Marketing in Special Contexts: The content learned during the semester will once again be reflected upon and applied specifically to the online world and special forms of marketing such as B2B marketing. Instruments of online marketing and special features are highlighted.
- Internationality (Content):
Given through the language of instruction and course composition

Lehrmaterial und Literatur:

Course Material and literature

Powerpoint Slides (as PDF)

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	<ul style="list-style-type: none"> Multiple-Choice Online Exam (90 min) Weighting: 100% 	<p>The written examination is executed in the form of online multiple-choice testing assessing the entire learning contents and competence profiles. This is the only examination method that allows to test the students' understanding of the application of the marketing principles and concepts learned without having to answer the questions comprehensively. In contrast to an open answer format, multiple-choice testing allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught. In addition, it would not be possible to test the entire course content by means of open questions with the usually large number of students in this course.</p>

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Basic HR

Basic HR

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Jan Sauer	Jan Sauer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lecture, classroom discussions and excercises	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 45 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 45 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing the module, students will have the following professional, methodological and personal competences:

Professional competence:

Understanding of methods and theories of HR Management and their business practical relevance.

Methodological competence:

Scientific and economical evaluation of HR Management methods as well as practical application of selected methods (e.g. qualification requirement analysis, screening of application documents, evaluation of employee development measures).

Personal competence:

Critical reflection and responsible evaluation of own assumptions and decisions in the context of HR Management.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Following topics of HR Management (Human Resource Management) will be covered in this module:

- Workforce Planning: Needs assessment, qualification requirements analysis etc.
- Employee Recruitment: HR marketing (incl. employer branding), employee selection (e.g. job interview, assessment center, quality standards) etc.
- Employee Development: Onboarding, Training, Coaching etc.
- Employee Management: Motivation, job satisfaction, performance evaluation, retention etc.

- Selected Topics: HR strategy, HR trends etc.
- Internationalität (inhaltlich): International assignments, international practical examples, Englische literature

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes (presentation slides), selected professional and research articles, exercise materials.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 60 min	<p>Written examination: Multiple-choice examination (60 minutes) - 80%</p> <p>Module Work: Exercises (Übungsleistungen) - 20%</p> <p>The multiple-choice examination assesses the entire learning content and competence profile. Depending on the teaching methods used and the underlying didactic concept, up to 100% of taught skills can be examined using online multiple-choice testing. This is the only examination method that allows professional, methodological and personal competencies to be tested with regard to understanding, applying and critically reflecting HR processes, tools and decisions without students having to answer questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered, which leads to an increase in the accuracy and comparability of taught skills.</p>	<p>The multiple-choice examination assesses the entire learning content and competence profile.</p>

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Production and Logistics

Production and Logistics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only summer term	200

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christoph Pitzl	Daniel Gräf; Prof. Dr. Christoph Pitzl; Prof. Dr.-Ing Jörg Franke; Prof. Dr. Stephanie Abels-Schlosser

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study International Business	Lectures, class room discussions, presentations, computer work, written exercises	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 30 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Upon successful completion of the module, students will possess the following professional, methodological and personal competencies:

- Technical competence: Understanding of integrated materials management as material flow management with a cross-sectional function and high rationalization and profit improvement potentials. Familiarization with the material and manufacturing management process and the change to a flexible and service-intensive production economy. Identifying the interfaces to other value-added areas of the company and its partners.
- Methodological competence: Applying models to analyze and optimize complex processes.
- Personal competence (social competence and self-competence): Strengthening the ability to work out complex issues independently, strengthening team behavior and self-organization.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Inbound logistics:

- Basics of procurement logistics
- Rationalization of the inventory
- Requirement planning
- Inventory planning
- Procurement

Production:

- Basics of the production
- Construction
- Work preparation
 - Work planning
 - Work control
- Manufacturing
- Assembly

Outbound logistics:

- Warehousing
- Distribution
- Disposal logistics

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes, exercises, case studies, interviews with experts, selected video and film presentations

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	Weighting: 100%	The written examination assesses the entire learning contents and competence profiles. It can be executed in the form of multiple-choice testing (in part or in full) due to the large number of participating students.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Sales Management & E-Commerce

Sales Management & E-Commerce

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christoph Hachmüller	Prof. Dr. Christoph Hachmüller; Prof. Dr. Marco Nirschl

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

Basic courses in Marketing.

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Principles and methods for sales talks Recognizing behavior and effects in talks
- Methodological Competence: Methodical knowledge in research techniques and topic preparation
- Personal Competence / Soft Skills (Social Competence and Self Competence): Knowledge and application of business administration contents and specialist language in the area of sales

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Overview of central topics in the area of sales:

- Sales organization, management, markets & market developments in stationary and online-based trade
- Knowledge of special characteristics of different industries

Internationality (Content):

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes, case studies, recommended reading

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	<ul style="list-style-type: none"> Multiple-Choice Online Exercises (90 min) 	The multiple choice (MC) procedure is the only examination method that allows methodological competence to be tested with regard to the understanding of the sales management and e-commerce without the students having to answer the questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Bachelorarbeit

Bachelorarbeit

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	8	allgemeine Pflichtfächer	ECTS: 12	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Ralf Krämer			NN	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
Pflicht Voraussetzungen: None				
Empfohlene Voraussetzungen: None				
Verwendbarkeit Availability		Lehrform Teaching Methods		Workload
None		Bachelorarbeit		Gesamtaufwand: ca. 360 h Kontaktzeit: ca. 0 h Selbststudium: ca. 360 h Leistungsnachweise: ca. 0 h Prüfungsvorbereitung: ca. 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After completing this module successfully, students will have the following professional, methodological and personal competences: Professional Competence: Methodological Competence: Personal Competence / Soft Skills (Social Competence and Self Competence):				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
Students are free to choose the topic of their thesis in consultation with a supervisor. Bachelor's theses can be completed internally or externally in companies or authorities. Internationality (content):				
Lehrmaterial und Literatur: Course Material and literature				
none				

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Bachelorarbeit	Bachelor's thesis (in a bound copy plus a digital version on CD/USB stick). The thesis should not significantly exceed or fall short of 60 text pages (DIN A 4) (+/- 2 pages). Deviations must be discussed in advance with the supervisor. The preparation of the bachelor's thesis is defined in the APO, SPO and the Final Thesis Guidelines (Richtlinien zur Abschlussarbeit). Weighting: 100%	The BA thesis assesses the entire course contents and competence profiles

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Kolloquium

Oral Bachelor Exam

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	8	allgemeine Pflichtfächer	ECTS: 3

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Ralf Krämer	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 90 h
		Kontaktzeit:	ca. 0 h
		Selbststudium:	ca. 90 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences: In an oral examination (Bachelor' s colloquium) the student has to prove that he/she is able to discuss interdisciplinary and problemspecific matters in the context of his/her bachelor's thesis independently and scientifically.

Professional Competence:

Methodological Competence:

Personal Competence / Soft Skills (Social Competence and Self Competence):

Inhalte der Lernveranstaltung / Internationalität:

Course Content

The learning contents follow the topic of the bachelor's thesis.

Internationality:

German, in consultation with the supervisor also in English

Lehrmaterial und Literatur:

Course Material and literature

No special ones

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Kolloquium	None	Weighting: 100% The presentation assesses the practical learning contents and competence profiles, including teamwork and presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Praxismodul

Practice module

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	7	allgemeine Pflichtfächer	ECTS: 25

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Franz Seitz	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Praxisphase	Gesamtaufwand:	ca. 750 h
		Kontaktzeit:	ca. 0 h
		Selbststudium:	ca. 750 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

The aim of the practical training is to give students the opportunity to apply their acquired knowledge to specific, practical situations. Ideally, students should work on tasks according to their chosen specialization and carry out subtasks independently and on their own responsibility, the degree of difficulty of which is appropriate to the level of training and the later task as a business economist.

- Professional Competence:
- Methodological Competence:
- Personal Competence / Soft Skills (Social Competence and Self Competence):

Inhalte der Lernveranstaltung / Internationalität:

Course Content

The work areas to be passed through are specified in the training contract. Work content coordination is carried out in close cooperation between students, the company and the university (practice representative). Templates are available at the Internship Office (Praktikantenamt).

Internationality (Content):

Given by international practical phase.

Lehrmaterial und Literatur:		
Course Material and literature		
Teaching materials are provided for the preparation of the practical paper.		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	<p>For the accreditation and evaluation of the practical phase, it is necessary to prepare a project paper. The project paper is to prove the students' ability to methodically present a business-management matter using the example of their company and to reflect on it in practice. The results have to be put down in written form as well as presented and discussed in an oral presentation (in the context of the concluding practice-related lessons). Furthermore, a certificate of employment from the training company is required for the accreditation of the practical phase. The exact requirements will be discussed in the introductory practice-related lessons.</p> <p>Weighting: 100%</p>	The project report assesses the entire course contents and competence profiles including teamwork and presentation competences

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

6.2 Vertiefungsmodule

Advanced Marketing

Advanced Marketing

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Weekly Lectures Case Studies Groupworks Readings and Discussion Rounds	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing this module, students will have the following professional, methodological, and personal competences:

Marketing is the field of business studies that relates the firm to its wider environment, while its raison d'être is shifting to have wider societal implications beyond the limited dimension of the pure markets, wherein it was originated. The dimension of thought within the mainstream marketing is not adequate for the contemporary evolution of the design-based cyber-physical new economic-order.

The current Zeitgeist of sustainability delivers many aspects that go beyond rational economics Weltanschauung, which has occupied marketing-thought by focusing on short time-horizons and the spectrum of the field's applicability based on transactional and mercantile market relations.

This course addresses these trends and fosters a unified logical framework for marketing in the contemporary era, coined as the "Design Weltanschauung" (DWA), wherein it illustrates a path to conceptualize the necessary rapprochement between the fields of design and marketing designed as a course-correcting pivot within the field, called the "Design Dominant Logic" (DDL) for an integrative marketing scholarship and practice. DDL evolves marketing beyond its transactionary modus operandi towards a meaning-laden unconcealment of artefacts, which goes beyond the dimensions of a "Unique Sales and Value proposition" towards the notions of "Unique Meaning and Design Propositions", which are based on the co-evolutionary foundations of the contemporary interconnected and globalized cyber-physical-realities. While, marketing originated in a "market(ing)-to" foundation and the latest developments, were founded on a "market(ing)-with" premise, the course will introduce a new foundation of the "marketin(ing)-within", which reflects the contemporary intertwined-ness of marketing with the advancements of technology. Hence, the module will pave a solid path for marketing's shifting raison d'être, wherein marketing is dominated by Artificial intelligence (AI). The course will discuss a marketing interpretation for AI integration and also shift the perceptions of the role of the organizational structural embodiment and ethos for the state of theory and practice for marketers to navigate towards creating

meaning- laden artefacts' and innovations, wherein customers can self-actualize based on the "requisite- varieties" the firms can offer.

The DWA establishes a more embracing logic for marketing replacing the pure economic view that seems to be out of touch with the challenges the firms and societies face.

- Professional Competences:
 - Understanding the contemporary evolution of marketing from its traditional focus on pure markets to wider societal implications.
 - Familiarity with the concept of "Design Weltanschauung" (DWA) and its role in marketing.
 - Knowledge of the "Design Dominant Logic" (DDL) as a framework for integrative marketing scholarship and practice.
 - Awareness of the shift from a "market(ing)-to" foundation to a "marketin(ing)-within" foundation in marketing.
 - Understanding the role of Artificial Intelligence (AI) in marketing and its implications for the field.
 - Recognizing the importance of organizational structure and ethos in marketing theory and practice.
- Methodological Competences:
 - Ability to conceptualize the necessary rapprochement between the fields of design and marketing.
 - Understanding the co-evolutionary foundations of contemporary interconnected and globalized cyber-physical-realities.
 - Applying the concept of "Unique Meaning and Design Propositions" in marketing.
 - Analyzing the shift from a purely economic view to a more embracing logic in marketing.
 - Integrating AI into marketing strategies and interpretation.
- Personal Competences:
 - Developing critical thinking skills in evaluating the evolution of marketing.
 - Embracing a holistic view of marketing that considers societal and environmental implications.
 - Adapting to the changing landscape of marketing with the integration of technology and AI.
 - Fostering creativity and innovation in marketing approaches.
 - Reflecting on the role of marketing in creating meaningful and value-laden artifacts.

These learning outcomes highlight the knowledge, skills, and attitudes that students are expected to acquire after successfully completing the module in marketing discussed above.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Advanced Marketing Course: Integrating Cybernetics and Design

- Introduction to Advanced Marketing
 - Overview of Modern Marketing
 - Evolution of Marketing Strategies
 - Course Objectives and Outcomes
- Fundamentals of Cybernetics
 - Introduction to Cybernetics in Marketing
 - Key Concepts of Cybernetics: Feedback Loops, Control Systems, and Communication
 - Applications of Cybernetic Principles in Market Research
- Design Thinking in Marketing
 - Principles of Design Thinking
 - Design Thinking Process: Empathize, Define, Ideate, Prototype, Test
 - Case Studies on Design Thinking in Marketing
- Consumer Behavior and Cybernetics
 - Understanding Consumer Decision Processes
 - Modeling Consumer Behavior with Cybernetic Theory
 - Predictive Analysis and Consumer Feedback Loops
- Strategic Marketing Planning
 - Strategic Analysis and Market Positioning
 - Integrating Cybernetics into Marketing Strategy
 - Design-Centric Approach to Strategic Planning
- Product Design and Development
 - Role of Design in Product Development

- Integrating User Experience (UX) in Product Design
- Using Feedback for Iterative Product Development
- Brand Identity and Design Principles
 - Crafting a Brand Identity with Design Principles
 - Brand Communication through Design
 - Cybernetic Approach to Brand Management
- Digital Marketing and Cybernetics
 - Cybernetics in SEO and Content Marketing
 - Data-Driven Marketing Strategies
 - Automation and Personalization in Digital Marketing
- Innovative Technologies in Marketing
 - Emerging Tech Trends: AI, VR, and AR in Marketing
 - Cybernetic Systems and Machine Learning Algorithms
 - Technological Innovation and Market Disruption
- Marketing Channels and Cybernetics
 - Analysis of Different Marketing Channels
 - Designing Multi-channel Marketing Strategies
 - Optimization and Control Theory for Channel Management
- Customer Relationship Management (CRM)
 - Designing CRM Systems with Cybernetic Support
 - Behavioral Tracking and Modelling for Enhanced Customer Experience
 - Feedback-Informed CRM Strategies
- Advertising Design and Analysis
 - Crafting Effective Advertising with Design and Cybernetic Insights
 - Analyzing Advertising Effectiveness
 - Case Studies: Successful Ad Campaigns
- Pricing Strategies and Models
 - Price Setting and Market Dynamics
 - Cybernetic Models for Pricing
 - Psychological Pricing and Design Elements
- Ethics in Marketing and Design
 - Ethical Considerations in Cybernetics and Design
 - Sustainable Marketing Practices
 - Protecting Consumer Data and Privacy
- Final Project: Integrated Marketing Campaign
 - Developing a Comprehensive Marketing Plan
 - Incorporating Cybernetic and Design Principles
 - Campaign Execution and Evaluation
- Conclusion and Future Trends
 - Recap of Course Content
 - The Future of Cybernetic Marketing
 - Continued Learning and Development in Marketing

This curriculum is designed to cover the essentials of marketing with a specific emphasis on the roles of cybernetics and design, aiming to equip students with the knowledge to create, evaluate, and manage dynamic marketing strategies effectively.

Lehrmaterial und Literatur:

Course Material and literature

1. Ashby, R.W. (1957), An Introduction to Cybernetics. Chapman & Hall LTD, London.
2. Ashby, W.R. (1960), Design for a brain: The origin of adaptive behaviour, Science paperbacks, Vol.
3. 10, 2nd ed., Chapman & Hall, London.
4. Ashby, W.R. (1968), "Principles of the self-organizing system", Modern systems research for the behavioural scientist, pp. 108–118.

5. Bartels, R. (1951), "Can Marketing Be a Science?", *Journal of Marketing*, Vol. 15 No. 3, p. 319.
6. Beer, S. (1959a), *Cybernetics and management*, Management science series, English University Press, London.
7. Bourdieu, P. (1984b), *Distinction: A social critique of the judgement of taste*, Harvard university press.
8. Brooks Jr, F.P. (2010), *The design of design: Essays from a computer scientist*, Pearson Education.
9. Buchanan, R. (1992), "Wicked Problems in Design Thinking", *Design Issues*, Vol. 8 No. 2, p. 5.
10. Capobianco, R. (2010), *Engaging Heidegger*, University of Toronto Press.
11. Capobianco, R. (2014), *Heidegger's way of being*, University of Toronto Press.
12. Christensen, C. (2016a), The "Jobs to be Done" Theory of Innovation, *HBR IdeaCast*, Vol. 554.
13. Christensen, C.M. (1997), *The innovator's dilemma: When new technologies cause great firms to fail*, The management of innovation and change series, Harvard Business School Press, Boston, Mass.
14. Cross, N. (2001), "Designerly Ways of Knowing: Design Discipline Versus Design Science", *Design Issues*, Vol. 17 No. 3, pp. 49–55.
15. Cross, N. (Ed.) (2011a), *Design Thinking*, Berg Publishing Plc.
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17. Fann, K.T. (1970), *Peirce's theory of abduction*. The Hague: Nijhoff.
18. Glanville, R. (2004), "The purpose of second-order cybernetics", *Kybernetes*.
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21. Hassabis, D., Kumaran, D., Summerfield, C. and Botvinick, M. (2017), "Neuroscience-inspired artificial intelligence", *Neuron*, Vol. 95 No. 2, pp. 245–258.
22. Heidegger, M. (1977), *The question concerning technology*, Harper Row New York.
23. Henseler, J. and Guerreiro, M. (2020 (forthcoming)), "Design and Marketing. Intersections and Challenges", *Creativity and innovation management*, Vol. 29 No. 5.
24. Hevner, A. and Chatterjee, S. (2010), "Design science research in information systems", in *Design research in information systems*, Springer, pp. 9–22.
25. Hevner, A.R. (2007), "A three cycle view of design science research", *Scandinavian journal of information systems*, Vol. 19 No. 2, p. 4.
26. Hunt, S.D. (1977), "The three dichotomies model of marketing: an elaboration of issues" *Macromarketing: Distributive processes from a societal perspective*, pp. 52–56.
27. Hunt, S.D. (1978), "A General Paradigm of Marketing: In Support of the '3—Dichotomies Model' Replying to Criticisms by Gumucio, Robin, Ross and Etgar", *Journal of Marketing*, Vol. 42 No. 2, pp. 107–110.
28. Hunt, S.D. (1991), *Modern marketing theory: Critical issues in the philosophy of marketing science*, South-Western Pub.
29. Hunt, S.D. (2010), "Doctoral seminars in marketing theory", *Journal of Historical Research in Marketing*.
30. Hunt, S.D. (2012), "Explaining empirically successful marketing theories: the inductive realist model, approximate truth, and market orientation", *AMS Review*, Vol. 2 No. 1, pp. 5–18.
31. Hunt, S.D. (2014), *Marketing Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory*, Routledge.
32. Hunt, S.D. (2020), "Indigenous theory development in marketing: the foundational premises approach", *AMS Review*, pp. 1–10.
33. Kamran, Q. (2018), "Da-Sein Thinking: A Phenomenological Epistemology for Design Thinking", Available at SSRN 3273883.
34. Kamran, Q. (2019), "DEVELOPING A HOLISTIC MODEL FOR COMPETITIVE STRATEGIC MANAGEMENT", *Doctoral Thesis, Faculty of Business, Management and Economics, UNIVERSITY OF LATVIA, Riga, Latvia, 2019*.
35. Kamran, Q. (2020), *Strategic value chain management: Models for competitive advantage*, Kogan Page, London, New York, NY.
36. Kamran, Q., van Dijk, J., Topp, S. and Henseler, J. (2020), "The Evolving New Typology of Marketing from a Design Weltanschauung", 2020 AMA Summer Academic Conference: Bridging Gaps: Marketing in the Age of Disruption, pp. 997–1012.
37. Kant, I. (1787), "Kritik der reinen Vernunft, 1781, 2", *Aufl.(Riga 1787)*.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	<ul style="list-style-type: none"> • The exam in this class is a case study-based seminar paper 	See above list on: <ul style="list-style-type: none"> • Professional Competences

	<ul style="list-style-type: none">• To fulfill the assignment, you will have to conduct additional desk research beyond the content of the case study <p>When writing the case study, please also use models and frameworks discussed in the lecture.</p>	<ul style="list-style-type: none">• Methodological Competences• Personal Competences
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*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Behavioral Finance

Behavioral Finance

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study Basis for the key areas in finance	Seminar and lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Understand the psychology and behavior of financial practitioners, decision-making biases and errors, information processing errors, and how financial decision making is impacted by others.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Behavioral Finance: Basic Concepts, Theories, and Themes
 Investor Behavior: Investing, Trading, and Financial Planning
 Business and Market-Related Finance: Corporations and Market Efficiency
 Financial Psychology: Group Behavior, and Societal Issues

Lehrmaterial und Literatur:

Course Material and literature

Seminar and lectures

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	The seminar paper assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Business & Personnel Consulting

Business & Personnel Consulting

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mohammad Saeid Matinfar

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing the module, students possess the following professional, methodological and personal competencies:
 Professional competence: imparting business knowledge that is of particular importance for founding and in the initial phase of a company.
 Methodological competence: Development of a business concept (business plan)
 Personal competence (social competence and self-competence): Development and promotion of entrepreneurial thinking, including assessment of opportunities/risks of self-employment.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Possibilities and requirements for founding a company
 Creation of a business plan (business concept)
 Internationality:
 Business start-ups or exploitation of business ideas in the international environment of a globalized business landscape.

Lehrmaterial und Literatur:		
Course Material and literature		
Materials provided on Moodle		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	Prüfungsform: Seminararbeit mit Präsentation (seminar paper and its presentation) Type/scope incl. weighting: Written paper Weighting: 60% Presentation Weighting:40%	Learning objectives/competencies to be assessed: The Studienarbeit mit Präsentation (paper and its presentation) is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Business Analytics

Business Analytics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mohammadi Marzieh Baradaran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study Basis for the key areas in business decision making and strategic planning.	Seminars and lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

The course will provide an introduction to big data analytics for business students. It is not intended to prepare learners to perform complex data analysis

It will teach how data analysts describe, predict, and inform business decisions in the specific areas of marketing, human resources, finance, and operations.

Students will develop basic data literacy and an analytic mindset that will help them make strategic decisions based on data.

Course learning outcomes:

- Understand the tools used to predict customer behavior
- Model supply and demand for various business scenarios
- Explain how data is used for recruiting and performance evaluation
- Solve business problems with data-driven decision-making

Inhalte der Lernveranstaltung / Internationalität:

Course Content

1- Customer Analytics • The major methods of customer data collection used by companies • The main tools used to predict customer behavior and identify the appropriate uses for each tool • The key ideas about customer analytics and how the field informs business decisions • The history of customer analytics and latest best practices at top firms

2- Operations Analytics • How the data can be used to profitably match supply with demand in various business settings. • How to model future demand uncertainties, how to predict the outcomes of competing policy choices and how to choose the best course

of action in the face of risk. • Methods and software available for tackling real-world business challenges quantitatively as well as the issues involved in gathering the relevant data.

3- People Analytics • A data-driven approach to managing people at work based on deep analysis of data rather than the traditional methods of personal relationships, decision making based on experience, and risk avoidance. • Techniques used to recruit and retain great people and demonstrate how these techniques are used at cutting-edge companies. • How and when hard data is used to make soft-skill decisions about hiring and talent development.

4- Business Analytics Capstone • How to ask the right questions of the data, and know how to use data effectively to address business challenges • How to make data-driven decisions to real business challenges

Lehrmaterial und Literatur:

Course Material and literature

Seminars and lectures

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	Weighting 100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Business Application Engineering

Business Application Engineering

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only winter term	25

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Simon Preis	Prof. Dr. Simon Preis

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

It is an advanced study subject. Participation is only possible for students who have passed:

- Business Mathematics
- Business Statistics
- "PC Praktikum" / PC Training

Empfohlene Voraussetzungen:

Essential IT skills (working with computers, MS Excel)

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar with lectures and computer-based exercises	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 40 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 20 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

The module aims to teach essential methods and tools relevant to database engineering and software engineering in order to build new business applications.

After successfully completing the module, students will be able to use the following professional, methodological and personal skills:

- Professional: You are able to work with industry-proven technologies in order to develop business applications and you are able to discuss the according theoretical concepts.
- Methodological: You are able to analyze requirements and to apply modern modelling and development methods and tools.
- Personal: Teamwork, critical reflection of technologies, independent decision-making for technical design options; result presentation.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Database Engineering:

- Design of database systems (e.g. Entity-Relationship-Modelling)
- Development of SQL databases
- Essentials of SQL

Software Engineering:

- Essentials of programming with a selected language (e.g. Python)
- Design of applications (e.g. UML)
- Development of database-integrated business applications

Lehrmaterial und Literatur:

Course Material and literature

Powerpoint slides, computer-based exercises, selected articles and books

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	<p>Project consists of two milestones:</p> <ul style="list-style-type: none">* implementation of database (50%)* implementation of software (50%) <p>The project results are examined via presentation at the end of the semester. There is a intermediate presentation halfway through the semester</p>	<p>All competencies will be assessed through the portfolio examination.</p>

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Business Psychology

Business Psychology

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Campus Weiden	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof.Dr. Stephanie Schmitt-Rüth	Prof.Dr. Stephanie Schmitt-Rüth

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	SU/Ü - Seminaristischer Unterricht mit Übungen und Case Studies	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

After attending this course, students should understand business psychological topics, e.g.:

- Customer experience and behavior
- Employee experience and behavior
- Behavior of markets

Professional Competence:

Relating theoretical concepts of business psychology to practical applications

Methodological Competence:

Transfer of knowledge and skills in behavior modification approaches concerning individuals, groups, and markets

Personal Competence / Soft Skills (Social Competence and Self Competence):

Advancement of team abilities, leadership skills, presentation techniques, and self-organization

Inhalte der Lernveranstaltung / Internationalität:

Course Content

After completing the course, students will have a general subject-matter understanding of business psychology issues, focusing on:

- Customer experience and behavior (e.g. Purchasing decisions, Marketing and Advertising, Consumer attitudes/perception/satisfaction, Psychological Market Research)
- Employee experience and behavior (e.g. Job Satisfaction and Motivation, Organisational Development and culture, Leadership and group behavior)
- Behavior of markets (e.g. (Un)Employment, Money, Sustainability, Globalising)

Lehrmaterial und Literatur:

Course Material and literature

No special ones

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Case Studies	None

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Career Planning & Development

Career Planning & Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
40	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Ruhul Amin Noel

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

Basic HR

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar-style lessons, case studies, mock interviews, CXO and other leadership styles, guest lectures, KPI, etc.	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Students will acquire the following competencies:

Subject-matter Competencies:

- CXO and other leadership styles
- Career terms, concepts and phases
- Applications and self-marketing
- Using professional social media effectively (LinkedIn, Xing, etc.)
- Access to labor markets
- Self-presentation in cover letters and resumes/CV
- Interviewing Skills,
- Communication Skills

Social Competencies:

- Team-work, Conflict skills

Personal Competencies:

- Articulation, self-presentation

Inhalte der Lernveranstaltung / Internationalität:**Course Content**

Students will learn about:

- CXO and other leadership styles
- Career terms, concepts and phases
- Applications and self-marketing
- Using professional social media effectively (LinkedIn, Xing, etc.)
- Access to labor markets
- Self-presentation in cover letters and resumes/CV
- Interviewing Skills,
- Communication Skills

Lehrmaterial und Literatur:**Course Material and literature**

Script and lecture notes provided on moodle

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)**Method of Assessment**

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Solving case studies and class work - 50% Final presentation - 50%	The practical performance (Übungsleistung) is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Change Management

Change Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	SU/Ü - Seminaristischer Unterricht mit Übungen	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing the module, students possess the following professional, methodological and personal competencies:

- Professional competence: Understanding of change processes and their individual phases.
- Methodological competence: Application and practical support of change processes
- Personal competence (social competence and self-competence): Promotion of social and team competence

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Basics for the practical accompaniment of change processes
 Aligning changes
 Planning changes
 Designing changes
 Stabilization of changes
 Internationality (in terms of content):

Lehrmaterial und Literatur:

Course Material and literature

- Doppler, K., & Lauterburg, C. (2014). Change Management: Den Unternehmenswandel gestalten. 13. Auflage. Campus Verlag.
- Lauer, T. (2014). Change Management: Grundlagen und Erfolgsfaktoren. Springer-Gabler.
- von Hehn, S., Cornelissen, N. I., & Braun, C. (2014). Kulturwandel in Organisationen: Ein Baukasten für angewandte Psychologie im ChangeManagement. Springer

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	Project work: 70 % Presentation of the project work: 30 Each partial performance must be passed individually (with at least 4.0) Each partial performance must be passed and can only be brought forward 1 semester at a time	Presentation and project work are used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Corporate Governance & Ethics

Corporate Governance & Ethics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Lisa Ranisch	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminaristischer Unterricht	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 25 h
		Selbststudium:	ca. 100 h
		Leistungsnachweise:	ca. 5 h
		Prüfungsvorbereitung:	ca. 20 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Knowledge of the fundamentals of corporate ethics, understanding of the theory structure and its practicability
- Methodological Competence: Practical application in specific case studies, argumentation in ethical conflict situations
- Personal Competence / Soft Skills (Social Competence and Self Competence): Ability to reflect and discourse, team and cooperation skills in application processes

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Fundamentals of economic and corporate ethics
- Positions of corporate-ethical theory formation
- The concept of integrative management
- Ecology and sustainability - ethics and profitability
- Instruments and methods of practical corporate ethics
- Trends: corporate social responsibility and corporate citizenship

Internationality (Content): Comparison with English-language concepts		
Lehrmaterial und Literatur: Course Material and literature		
Lecture notes, specifically selected reading		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	Weighting: 100% Bonus system: With a (voluntary) written performance contribution, up to 25 % of the examination performance can be acquired additionally.	The project work assesses the practically relevant contents. Apart from professional and methodological competence, team and presentation competences are assessed.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Digital Business and Information Systems: A Managerial Approach

Digital Business and Information Systems: A Managerial Approach

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
VHB	Englisch	1 semester	winter and summer term	unlimited

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christian Schieder	Prof. Dr. Markus Westner

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

Proficient (Business) English skills, high degree of self organization and self motivation, foundations of business administration.

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Web-Based-Training (video lectures, online quizzes, and forum)	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

The English-language course "Information Systems for Digital Business: A Managerial Approach" is designed to provide students with essential aspects of business information systems within a managerial approach. Students will learn conceptual principles and practical guidelines on how to "digitize" a company and its business model. A management-oriented approach is chosen that is interdisciplinary and includes relevant aspects of other disciplines such as strategic management, marketing, supply chain management, operations and HR management in addition to business informatics.
and much more

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Inhalt:

- Introduction to Digital Business
- Opportunity Analysis for Digital Business
- Digital Business Infrastructure Management
- Key Issues in the Digital Environment
- Digital Business Strategy
- Supply Chain and Demand
- Digital Marketing
- Customer Relationship Management
- Digital Product and Service Design

<ul style="list-style-type: none"> Digital Transformation Management Internationalität (inhaltlich):		
Lehrmaterial und Literatur: Course Material and literature		
No special ones		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 120 min.	Please note that for a clean recognition of your exam results, an exam registration on the VHB platform as well as on the PRIMUSS portal of the OTH AW is required!	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Digital Collaboration and Team Coaching

Digital Collaboration and Team Coaching

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study. Designing virtual collaboration with different tools and methods, designing and moderating virtual workshops.	Seminar with lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successful completion of the module, students possess the following professional, methodological and personal competencies:

- Professional competence: remote team coaching - designing virtual collaboration with different tools and methods, designing and moderating virtual workshops.
- Methodological competence: didactical competence, e.g. development and appropriate use of team or workshop methods, information procurement and analysis, planning competence.
- Personal competence: teamwork, lecture and presentation skills, moderation skills, creative thinking, learning and development skills, communication skills

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Introduction to the digital workplace and virtual collaboration.
- Understanding and applying elements of remote team coaching to actively manage virtual team collaboration as well as promoting team autonomy. For example: attitude & culture, team alignment, designing effective team meetings, digital workshop design, feedback & teambuilding, etc.
- Methodology knowledge for empowering virtual teams.
- Designing a professional workplace setting.
- Applying modern workshop tools.
- Design, implementation and evaluation of a virtual workshop.

<ul style="list-style-type: none"> Lecture format: digital concept, block lessons, i.e. face-to-face sessions or virtual mode. 		
Lehrmaterial und Literatur: Course Material and literature		
Seminars and lectures		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	<ul style="list-style-type: none"> Weighting: 30% Design and implementation of a virtual workshop Weighting: 20% Critical discussion and discussion management Weighting: 50% elaboration in form of a booklet of ca 10 pages. 	The project assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Digital Process Management

Digital Process Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Matthias Lederer	Prof. Dr. Matthias Lederer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar-based teaching with exercises as well as tool application.	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 30 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 30 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing the module, students will be able to use the following professional, methodological and personal skills:

The Business Process Management module aims to teach the instruments and tools relevant to effective and efficient process management.

Professional competences.

- Design essential BPM lifecycle steps.
- Basics of business analysis

Methodological competence:

- Be able to apply tools and methods to analyze, design and manage business processes & business analysis on a strategic and operational level, and
- be familiar with the tools to master IT-based analysis, modeling and optimization/simulation of business processes.

Personal competence (social competence and self-competence):

- To work in a team-oriented manner on practical BPM issues and to present and communicate results.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Strategic BPM

- Process strategy

- Process organization
 - Process architecture
- Operational BPM
- Process optimization and simulation
 - Process execution and implementation
 - Process controlling
 - Process analysis and modeling
- Business Analysis

Lehrmaterial und Literatur:

Course Material and literature

Articles are provided and case studies are discussed.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	Exam: 100%	<p>The entire learning content and competence profiles are tested via the test.</p> <p>This subject presents basic knowledge of process management for many different courses of study. The large number and diversity of participants is taken into account with examples, cases and technical applications. Fundamental aspects of BPM are examined as subject-specific basics, while exceptional and special cases of the discipline are addressed in the advanced modules of higher semesters. The multiple-choice method with predefined answers without penalty points is used to test factual knowledge without placing excessive emphasis on linguistic skills.</p>

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Digital Workplace - Technology, Culture, Space

Digital Workplace - Technology, Culture, Space

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the Study and Examination Regulations International Business, you are not eligible to sign up for more than the 12th Advanced Module or more than the 3rd Soft Skill module prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminaristischer Unterricht, Gastvortrag, Fallstudien, Projektarbeiten, Gruppenarbeit Seminars, guest lectures, case studies, project work, group work	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

- die wichtigsten Bausteine des Digital Workplaces sowie Tools zu kennen, und diese erfolgreich anwenden zu können
- den Digital Workplace mit sachgemäßen Methoden zu gestalten
- selbstständig komplexe Sachverhalte der virtuellen Zusammenarbeit zu erarbeiten und schriftlich unter Anwendung der Methoden des wissenschaftlichen Arbeitens darzulegen
- in Teams realistische Problemstellungen zu bearbeiten
- Fachkompetenz: Verständnis und Anwendung digitaler Tools, sowie virtueller Zusammenarbeit und Workshop-Gestaltung
- Methodenkompetenz: Wissenschaftliches Arbeiten, Quellenbasiertes Schreiben und virtuelle Workshop-Gestaltung
- Persönliche Kompetenz (Sozialkompetenz und Selbstkompetenz): Teamarbeit, Vortrags- und Präsentationstechnik, Workshop-Methoden

After successfully completing the module, students will have the following professional, methodological and personal competencies:

- Know the most important building blocks of the Digital Workplace as well as tools, and be able to apply them successfully.
- Design the digital workplace using appropriate methods
- Independently develop complex issues of virtual collaboration and present them in writing using the methods of scientific work to work on realistic problems in teams
- Professional competence: Understanding and application of digital tools, as well as virtual collaboration and workshop design

- Methodological competence: scientific work, source-based writing and virtual workshop design
- Personal competence (social competence and self-competence): Teamwork, lecture and presentation skills, workshop methods.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Einordnung der Notwendigkeit des Digitalen Arbeitsplatzes in das Zeitgeschehen
- Elemente des Digitalen Arbeitsplatzes (Technik, Kultur, Raum (Hybrid/Virtuell/Präsenz))
- Kennenlernen und Anwenden moderner Digital-Workpalce-Tools (Intranet-Anbieter, Zoom, MS Teams, Miro etc.)
- Gestaltungsmöglichkeiten des technischen Settings am digitalen Arbeitsplatz
- Gestaltungsmöglichkeiten der Digital-Workplace-Kultur
- Durchführung virtueller Meetings und Workshop-Gestaltung
- Placing the need for the Digital Workplace in the context of current events.
- Elements of the Digital Workplace (technology, culture, space (hybrid/virtual/presence))
- Getting to know and using modern digital workplace tools (intranet providers, Zoom, MS Teams, Miro, etc.)
- Design possibilities of the technical setting in the digital workplace
- Design possibilities of the digital workplace culture
- Conducting virtual meetings and designing workshops

Lehrmaterial und Literatur:

Course Material and literature

Documents and slides will be made available on moodle.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	<p>Wissenschaftliche schriftliche Ausarbeitung zu einem aktuellen Thema des Digital Workplaces mit Fokus auf Kollaboration</p> <ul style="list-style-type: none"> • Gewichtung: 30% Präsentation der wissenschaftlichen Ausarbeitung • Gewichtung: 20% Kritische Diskussion und Gesprächsführung • Gewichtung: 50% Ausarbeitung in Form eines Booklets/Playbooks <p>Scientific written elaboration on a current topic of the Digital Workplace with focus on collaboration.</p> <p>Weighting: 30% Presentation of the scientific paper Weighting: 20% Critical discussion and discussion management Weighting: 50% Elaboration in the form of a booklet/playbook</p>	<p>Über die wissenschaftliche Ausarbeitung und die Präsentationen werden alle zu erlernenden Kompetenzen abgeprüft</p> <p>All the competences to be learned are tested via the scientific paper and the presentations.</p>

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Diversity Management

Diversity Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!Attention: IB Students: !!! Attention: According to §6 (2) of the Study and Examination Regulations International Business, you are not eligible to sign up for more than the 12th Advanced Module or more than the 3rd Soft Skill module prior to having completed a minimum of 120 of 150 possible ECTS

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	SU/Ü - Seminaristischer Unterricht mit Übungen	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

- Understand the need for effective diversity management
- Comprehend the different criteria of diversity approaches
- Develop objectives of mainstreaming programs (in particular concerning age, gender, and ethnicity), evaluate such programs, and suggest improvements to them
- Conduct empirical studies within organizations concerning diversity management initiatives and mainstreaming.
- Fachkompetenz/Professional Competence:
Relating theoretical concepts of diversity management and mainstreaming to empirical research and practical applications
- Methodenkompetenz/Methodological Expertise:
Transfer of knowledge and skills in basic empirical research methods to achieve effective diversity management and mainstreaming programs
- Persönliche Kompetenz/Soft Skills (Sozialkompetenz und Selbstkompetenz): Advancement of team abilities, leadership skills, presentation techniques, and self-organization

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Inhalt:

Emphasis of this course will be on relating theoretical concepts to assessment and evaluation of practices in organizations. Empirical projects will be analyzed to extract lessons learned and suggestions for improvement. Explorations of available options along with recommendations for policy modification approaches are the focus of this hands-on seminar

Internationalität (inhaltlich):

Emphasis on intercultural and international projects, diversity issues

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes / scholarly articles

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	<p>Empirische Projektarbeit mit Zwischen- und Abschlusspräsentation Gewichtung: 66 % (Ausarbeitung 33%, Final Presentation 23%, 2x Interim Presentation each 5%)</p> <p>Kritisches Hinterfragen der vorgestellten Konzepte und Fallstudien mit Diskussion Gewichtung: 34%</p> <p>Jede Teilleistung muss für sich bestanden werden (mit mind. 4,0) Jede Teilleistung muss bestanden werden und kann jeweils nur 1 Jahr vorgetragen werden</p> <p>Empirical project work with interim and final presentation. Weighting: 66 % (Elaboration 33%, Final Presentation 23%, 2x Interim Presentation each 5%)</p> <p>Critical questioning of the presented concepts and case studies with discussion Weighting: 34</p> <p>Each sub-performance must be passed individually (with at least 4.0) Each sub-performance must be passed and can only be brought forward 1 year at a time</p>	<p>Über die Projektarbeit werden die gesamten Lerninhalte und Kompetenzprofile abgeprüft einschl. der Kompetenzen zur Präsentation</p> <p>Die bewerteten Diskussionsbeiträge dienen dem vertieften Verständnis der Stoffinhalte</p> <p>The project work is used to test the entire learning content and competency profiles, including the competencies for presentation.</p> <p>The assessed discussion contributions serve to deepen the understanding of the material content.</p> <p>!!!Attention: IB Students: !!! Attention: According to §6 (2) of the Study and Examination Regulations International Business, you are not eligible to sign up for more than the 12th Advanced Module or more than the 3rd Soft Skill module prior to having completed a minimum of 120 of 150 possible ECTS.</p>

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Economic Geography: Spatial Structures and Economic Activities

Economic Geography: Spatial Structures and Economic Activities

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Fabian Liedl

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar and lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences: • Students are able to apply the theoretical and methodological foundations of economic geography and macroeconomics as well as their application to the recording and evaluation of spatial structures under the influence of macroeconomically and regionaleconomically effective decisions and actions of players in the economy, state and politics. • They are familiar with the most important spatial development and location theories or models in the international/national framework (e.g. theories by Thünen, Weber, Lösch, von Böventer, Christaller, as well as modernization and dependency theory) and regional framework (e.g. regional location factor theory, equilibrium and polarization theory, location theories of economic sectors, transformation and regulation). • They transfer the basics of economic geography and macroeconomics to the empirical development of regional typologies and case examples. • Application to regional planning, regional policy and operational location and investment planning. • Insight into regional planning and construction planning law. • Knowledge of spatial structures and processes in Central Eastern European countries. Competence of knowledge of basic facts and core elements of macroeconomics, order theory, price formation, cost theory, monetary and financial economics, national accounts, market power and market failure, foreign trade regulations, economic policy and the integration of economic areas. Application of the knowledge imparted in the winter semester lectures both in practical exercises (especially practice in the summer semester) and potentially in the practical semester, in a bachelor thesis and in professional life.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

After completing this module successfully, students will have the following professional, methodological and personal competences: • Students are able to apply the theoretical and methodological foundations of economic geography and

macroeconomics as well as their application to the recording and evaluation of spatial structures under the influence of macroeconomically and regionaleconomically effective decisions and actions of players in the economy, state and politics. • They are familiar with the most important spatial development and location theories or models in the international/national framework (e.g. theories by Thünen, Weber, Lösch, von Böventer, Christaller, as well as modernization and dependency theory) and regional framework (e.g. regional location factor theory, equilibrium and polarization theory, location theories of economic sectors, transformation and regulation). • They transfer the basics of economic geography and macroeconomics to the empirical development of regional typologies and case examples. • Application to regional planning, regional policy and operational location and investment planning. • Insight into regional planning and construction planning law. • Knowledge of spatial structures and processes in Central Eastern European countries. Competence of knowledge of basic facts and core elements of macroeconomics, order theory, price formation, cost theory, monetary and financial economics, national accounts, market power and market failure, foreign trade regulations, economic policy and the integration of economic areas. Application of the knowledge imparted in the winter semester lectures both in practical exercises (especially practice in the summer semester) and potentially in the practical semester, in a bachelor thesis and in professional life.

Lehrmaterial und Literatur:

Course Material and literature

Compulsory:

None

Recommended:

None

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Economics, Politics and Market Regulation

Economics, Politics and Market Regulation

Zuordnung zum Curriculum: Classification	SPO-Nr.: 3	Art des Moduls Kind of Module Vertiefungsmodule	Umfang in ETCS-Leistungspunkte Number of Credits ECTS: 5	
Ort Location	Sprache Language Englisch	Dauer des Moduls Duration of Module 1 semester	Vorlesungsrhythmus Frequency of Module only winter term	Max. Teilnehmerzahl Max. Number of Participants
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof. Dr. Franz Seitz		Prof. Dr. Alexander Burger		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
Pflicht Voraussetzungen: None				
Empfohlene Voraussetzungen: None				
Verwendbarkeit Availability	Lehrform Teaching Methods	Workload		
Economic argumentation in all subjects, advanced modules. Creditable in the degree programs Business Administration (B) - Trade and service management (B) - Digital Business (B) - Logistics and digitalization (B) - Applied Business Psychology (B). If necessary, individual case examination in other study programs	Seminaristic lectures with exercises	Gesamtaufwand:	ca. 150 h	
		Kontaktzeit:	ca. 47 h	
		Selbststudium:	ca. 103 h	
		Leistungsnachweise:	ca. 0 h	
		Prüfungsvorbereitung:	ca. 0 h	
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After successfully completing the module, students have the following technical, methodological and personal skills: Apply theoretical economic knowledge to economic policy problems in different areas of application (monetary, fiscal, labor market and growth policy) using modern methods. Through theoretical and economic policy application, expansion and deepening of the micro- and macroeconomic analytical framework. Understanding and assessment of selected economic areas. <ul style="list-style-type: none"> • Expertise: Basic understanding of economic relationships in closed and open economies. Economic policy framework for the successful economic development of national economies • Methodological competence: Thinking in multi-causal relationships. Critical analysis of simple proposed solutions to socio-political problems. The interaction of theory and empiricism for a better understanding of real processes. The interaction of theory and empiricism for a better understanding of real processes • Personal competence (social competence and self-competence): Discussion of current social and economic policy problems in Germany. Promoting discussions and economic policy expertise. 				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
<ul style="list-style-type: none"> • Monetary theory and European monetary policy • Labor market theory and policy • Business cycle and economic growth 				
Lehrmaterial und Literatur: Course Material and literature				
<ul style="list-style-type: none"> • Blanchard, Olivier, Macroeconomics, Prentice Hall 				

• Mankiw, N. Gregory, Macroeconomics, Worth Publishers

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	100%	All competences

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

Empirical Research & Data Analytics

Empirical Research & Data Analytics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Simon Preis	Prof. Dr. Simon Preis

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lectures, assessments, exercises, team projects, empirical field work, coaching of research project	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Students will gain a comprehensive understanding of logic and scientific work and its applicability to research practice. The course focuses on students' synthesis of different research methods, identifying the right sources of information and using the permissible steps in data collection and analysis.

After completing the module project-related empirical research, students will have achieved the following learning outcomes:

- Professional Competence: Students have a basic understanding of research conception, specification of the problem, operationalization as well as knowledge of quantitative and qualitative research. They are able to apply established methods in empirical research.
- Social Competence / Soft Skills: Students demonstrate team spirit and possess self-organization skills.
- Methodological Competence: Students have knowledge and skills in using appropriate methods and tools for structuring empirical research.
- Personal Competence: Students are aware of the effects of acting in a business management function.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Course contents

- General introduction to Empirical Research
- Research Design
- Data Collection & Cleaning
- Data Analytics
- Documentation, Publication and Presentation of Research Results

Theory is directly applied via self-organized research sub-projects (team-oriented) which fit to a predefined umbrella topic for the full module.

Lehrmaterial und Literatur:

Course Material and literature

Mandatory reading

- Hug, T., & Poscheschnik, G. (2014), Empirisch forschen: Studieren, aber richtig. 2. Auflage, UTB.

Additionally recommended reading

- Bortz, J., & Schuster, C. (2010). Statistik für Human- und Sozialwissenschaftler (7th ed.). Heidelberg: Springer-Verlag.
- Breuer, F. (2009). Reflexive Grounded Theory: Eine Einführung für die Forschungspraxis. Wiesbaden: VS Verlag für Sozialwissenschaften | GWV Fachverlage GmbH.
- Bronner, R., Appel, W., & Wiemann, V. (1999). Empirische Personal- und Organisationsforschung. Oldenbourg Wissenschaftsverlag GmbH, München.
- Cooper, D. R., & Schindler, P. S. (2010). Business Research Methods (11th ed.). New York, NY: The McGraw-Hill Companies.
- Flick, U. (2008). Triangulation: Eine Einführung (2nd ed.). Wiesbaden: VS Verlag für Sozialwissenschaften | GWV Fachverlage GmbH.
- Fowler, F. J. (1995). Improving survey questions: Design and evaluation. Thousand Oaks, CA: Sage Publications, Inc.
- Fowler, F. J. (2002). Survey research methods (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.
- Fowler, F. J., & Mangione, T. W. (1990). Standardized survey interviewing: Minimizing interview-related error. Newbury Park, CA: Sage Publications Inc.
- Gay, L. R., Mills, G. E., & Airasian, P. (2008). Educational Research: Competencies for Analysis and Application (9th ed.). Upper Saddle River, NJ: Prentice Hall.
- Glaser, B. G., & Strauss, A. L. (2008). Grounded Theory: Strategien qualitativer Forschung (2nd ed.). Bern: Verlag Hans Huber, Hogrefe AG.
- Gläser, J., & Laudel, G. (2010). Experteninterviews und qualitative Inhaltsanalyse (4th ed.). Wiesbaden: VS Verlag für Sozialwissenschaften | Springer Fachmedien Wiesbaden GmbH.
- Grazino, A. M., & Raulin, M. L. (2006). Research Methods: A Process of Inquiry (6th ed.). New York, NY: Pearson Longman.
- Harrison, M. I. (1994). Diagnosing organizations: Methods, models, and processes (2nd ed.). Thousand Oaks, CA: Sage Publications, Inc.
- Harrison, M. I., & Shirom, A. (1999). Organizational diagnosis and assessment: Bridging theory and practice. Thousand Oaks, CA: Sage Publications, Inc.
- Hussy, W., Schreier, M., & Echterhoff, G. (2010). Forschungsmethoden in Psychologie und Sozialwissenschaften für Bachelor. Berlin Heidelberg: Springer Verlag.
- Klammer, B. (2005). Empirische Sozialforschung: Eine Einführung für Kommunikationswissenschaftler und Journalisten. Konstanz: UKV Verlagsgesellschaft mbH.
- Kleemann, F., Krähnke, U., & Matuschek, I. (2009). Interpretative Sozialforschung: Eine praxisorientierte Einführung. Wiesbaden: VS Verlag für Sozialwissenschaften | GWV Fachverlags GmbH.
- Kromrey, H. (2009). Empirische Sozialforschung: Modelle und Methoden der standardisierten Datenerhebung und Datenauswertung (12th ed.). Stuttgart: Lucius & Lucius Verlagsgesellschaft mbH.
- Lofland, J., Snow, D., Anderson, L., & Lofland, L. H. (2006). Analyzing social settings: A guide to qualitative observation and analysis (4th ed.). Belmont, CA: Wadsworth | Thomson Learning.
- Schnell, R., Hill, P. B., & Esser, E. (2013). Methoden der empirischen Sozialforschung (10th ed.). Oldenbourg Wissenschaftsverlag GmbH, München.

ADDITIONAL MATERIALS:

On request, lecturers will provide a list of relevant human resources journals and other approved publications (including formatting and style guides).

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	written, oral, practical (100%)	Team-oriented development of research questions, literature review, research design, data collection and cleansing, data analysis, and research paper and research presentation in accordance with a predefined research topic.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Ethics & Value Argumentation

Ethics & Value Argumentation

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Knowledge of the fundamentals to be able to explain the concept of worldview analysis and examples of generic worldviews
- Methodological Competence: are able to make a distinction between monism, pluralism and relativism of values and to oversee the real-world consequences for each ethical standard
- Personal Competence / Soft Skills (Social Competence and Self Competence): are able to describe their own and others worldviews and name exemplarily values from it (reflective competency) as well as use the values on concrete dilemmas by reasonable action recommendations (practical wisdom and expertise)

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Ethics, values, morals & standards: functions and impact in companies & organizations
- Worldview analysis: philosophical and intercultural principles of specific moral concepts and value systems
- Multirational management: professional handling of contradictions and dilemmas within companies & organizations

- Value orientation as normative ethics: utilization of values and argumentation with values in corporate management and intercultural contexts
- Trust as core element of efficient markets
- The concept of responsibility & sustainability
- Corporate Social Responsibility
- Foundations & concept of the social market economy (Soziale Marktwirtschaft)
- Sustainable Development Goals and corporate sustainability

Internationality (Content):

Comparison with English-language concepts

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes, specifically selected reading Hartman , L / Joe D.: “Business Ethics: Decision-Making for Personal Integrity & Social Responsibility”. Current ed.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	Weighting: 100%	The project work assesses the practically relevant contents. Apart from professional and methodological competence, team and presentation competences are assessed.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Financial Analysis and Control

Financial Analysis and Control

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits											
	3	Vertiefungsmodule	ECTS: 5											
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants										
	Englisch	1 semester	only summer term											
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer											
Dr. Jens Löbus			Dr. Jens Löbus											
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)														
Pflicht Voraussetzungen: None														
Empfohlene Voraussetzungen: None														
Verwendbarkeit Availability		Lehrform Teaching Methods		Workload										
Compatibility with the further course of studies		Seminar with lectures		<table border="0"> <tr> <td>Gesamtaufwand:</td> <td>ca. 150 h</td> </tr> <tr> <td>Kontaktzeit:</td> <td>ca. 60 h</td> </tr> <tr> <td>Selbststudium:</td> <td>ca. 50 h</td> </tr> <tr> <td>Leistungsnachweise:</td> <td>ca. 0 h</td> </tr> <tr> <td>Prüfungsvorbereitung:</td> <td>ca. 40 h</td> </tr> </table>	Gesamtaufwand:	ca. 150 h	Kontaktzeit:	ca. 60 h	Selbststudium:	ca. 50 h	Leistungsnachweise:	ca. 0 h	Prüfungsvorbereitung:	ca. 40 h
Gesamtaufwand:	ca. 150 h													
Kontaktzeit:	ca. 60 h													
Selbststudium:	ca. 50 h													
Leistungsnachweise:	ca. 0 h													
Prüfungsvorbereitung:	ca. 40 h													
Lernziele / Qualifikationen des Moduls: Learning Outcomes														
Financial analysis, planning, and control, aim to dictate business progress rather than letting events take over														
Inhalte der Lernveranstaltung / Internationalität: Course Content														
Financial Data Analysis and Planning Budgeting and Cost Behaviour Capital Investment Pricing Policy														
Lehrmaterial und Literatur: Course Material and literature														
No special ones														
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment														
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting		Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed											

Klausur	100%	The exam assesses the entire course contents and competence profiles including presentation competences.
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*¹⁾ Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*²⁾ Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

HR I: Employee Recruitment

HR I: Employee Recruitment

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only winter term	30

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Jan Sauer	Jan Sauer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

HR Management/Basic HR

Empfohlene Voraussetzungen:

HR Management/Basic HR

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
University-wide applicability: - Betriebswirtschaft (B.A.) - Digital Business (B.A.) - Angewandte Wirtschaftspsychologie (B.Sc.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.) If necessary, case-by-case examination in other courses of study.	Lecture, classroom discussions, case studies, presentations, and exercises.	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 60 h ca. 45 h ca. 0 h ca. 45 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing the module, students will have the following professional, methodological, and personal competencies:

Professional competence:

Understanding of methods and theories of employee recruitment and their business practical relevance.

Methodological competence:

A scientific and economic evaluation of recruitment methods as well as the practical application of selected methods (e.g., developing content for Employer Branding activities, conducting job interviews and assessment centers).

Personal competence:

Critical reflection and responsible evaluation of own assumptions and decisions in the context of employee recruitment.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Employee recruitment is about the attraction and acquisition of qualified candidates, the selection of best fitting candidates as well as ensuring acceptance and utility of recruitment methods and decisions.

- Acquisition: HR marketing (incl. employer branding), talent acquisition etc.
- Selection: HR diagnostic methods (e.g. screening application documents, conducting job interviews and assessment centers), decision strategies, quality standards etc.

<ul style="list-style-type: none"> Acceptance & Utility: Candidate experience #svhs#amp## journey, utility analysis etc. <p>Internationalität (content): international practical examples, English literature</p>		
Lehrmaterial und Literatur: Course Material and literature		
<ul style="list-style-type: none"> Lecture notes (presentation slides), selected professional and research articles, exercise materials. 		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 60 min	<p>Written examination: Multiple-choice examination (60 minutes) - 100%</p> <p>The multiple-choice examination assesses the entire learning content and competence profile. Depending on the teaching methods used and the underlying didactic concept, up to 100% of taught skills can be examined using online multiple-choice testing. This is the only examination method that allows professional, methodological and personal competencies to be tested with regard to understanding, applying and critically reflecting HR processes, tools and decisions without students having to answer questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered, which leads to an increase in the accuracy and comparability of taught skills.</p>	None

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

HR II: Employee Development

HR II: Employee Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only summer term	30

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Jan Sauer	Jan Sauer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

HR Management/Basic HR

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
University-wide applicability: - Betriebswirtschaft (B.A.) - Digital Business (B.A.) - Angewandte Wirtschaftspsychologie (B.Sc.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.) If necessary, case-by-case examination in other courses of study.	Lecture, classroom discussions, case studies, presentations, and exercises.	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 60 h ca. 45 h ca. 0 h ca. 45 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing the module, students will have the following professional, methodological, and personal competencies:

Professional competence:

Understanding of methods and theories of employee development and their business practical relevance.

Methodological competence:

Scientific and economic evaluation of employee development methods as well as practical application of selected methods (e.g. developing training concepts and transfer measures, conducting coaching and feedback sessions).

Personal competence:

Critical reflection and responsible evaluation of own assumptions and decisions in the context of employee development.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Employee development is about the systematic development of employees' work-related competencies. To ensure a successful development process, a needs analysis must be conducted, appropriate measures must be derived, and the transfer of acquired learnings into daily work must be ensured. The evaluation of development measures checks for the success and potential optimization of applied measures.

- Needs Analysis: Competence requirements analysis, performance evaluation, tests etc.

<ul style="list-style-type: none"> Measures: Onboarding, training, coaching, mentoring, 360°-feedback, job shadowing, career planning, international assignments etc. Transfer & Evaluation: Transfer measures, evaluation levels, monetary utility analysis etc. <p>Internationalität (content): International assignments, international practical examples, English literature</p>		
Lehrmaterial und Literatur:		
Course Material and literature		
<ul style="list-style-type: none"> Lecture notes (presentation slides), selected professional and research articles, exercise materials 		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 60 min	<p>Written Exam: Multiple-choice examination (60 minutes) - 100%</p> <p>The multiple-choice examination assesses the entire learning content and competence profile. Depending on the teaching methods used and the underlying didactic concept, up to 100% of taught skills can be examined using online multiple-choice testing. This is the only examination method that allows professional, methodological and personal competencies to be tested with regard to understanding, applying and critically reflecting HR processes, tools and decisions without students having to answer questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered, which leads to an increase in the accuracy and comparability of taught skills.</p>	None

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

HR III: Employee Retention

HR III: Employee Retention

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only winter term	30

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Jan Sauer	Jan Sauer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

HR Management/Basic HR

Empfohlene Voraussetzungen:

HR Management/Basic HR

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
University-wide applicability: - Betriebswirtschaft (B.A.) - Digital Business (B.A.) - Angewandte Wirtschaftspsychologie (B.Sc.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.) If necessary, case-by-case examination in other courses of study.	Lecture, classroom discussions, case studies, presentations, and exercises.	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 45 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 45 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing the module, students will have the following professional, methodological, and personal competencies:

Professional competence:

Understanding of methods and theories of employee retention and their business practical relevance.

Methodological competence:

Scientific and economic evaluation of retention methods as well as the practical application of selected methods (e.g. developing employee surveys, conducting performance appraisals)

Personal competence:

Critical reflection and responsible evaluation of own assumptions and decisions in the context of employee surveys and retention measures.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Employee retention is about retaining qualified employees in companies' workforce (low fluctuation rate). For a successful retention process, a status quo analysis of the most relevant psychological factors needs to be conducted and appropriate measures need to be derived and implemented.

- Analysis: Employee survey (incl. benchmarking), exit interview

- Factors: Job satisfaction, social identity, commitment
- Measures: Work content (e.g. job enrichment), work conditions (e.g. performance-based payment, flexibility), Leadership (e.g. feedback, participation)

Internationalität (inhaltlich): internationale Anwendungsbeispiele, Englische Literatur

Lehrmaterial und Literatur:

Course Material and literature

- Lecture notes (presentation slides), selected professional and research articles, exercise materials

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 60 min	<p>Written Exam: Multiple-choice examination (60 minutes) - 100%</p> <p>The multiple-choice examination assesses the entire learning content and competence profile. Depending on the teaching methods used and the underlying didactic concept, up to 100% of taught skills can be examined using online multiple-choice testing. This is the only examination method that allows professional, methodological and personal competencies to be tested with regard to understanding, applying and critically reflecting HR processes, tools and decisions without students having to answer questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered, which leads to an increase in the accuracy and comparability of taught skills.</p>	None

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Industrial Property Law

Industrial Property Law

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christian Stauf	Prof. Dr. Christian Stauf

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

none

Empfohlene Voraussetzungen:

none

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
University-wide applicability: If necessary, case-by-case review in other study programs.	Presentations, Instructional Videos, Screen-Casts, Selfassessments	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 50 h
		Selbststudium:	ca. 70 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 30 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Students will be able to evaluate the possible applications of the various industrial property rights from an economic and legal point of view and to differentiate between the various protection mechanisms and their requirements.
- Methodological Competence: Students are able to apply the acquired knowledge in a variety of scenarios and to solve practically relevant case studies. They possess the ability to recognize the interrelationships of legal regulations and to solve problem cases even under changed legal conditions. The ability to present independently researched topics is strengthened.
- Personal Competence / Soft Skills (Social Competence and Self Competence): They improve competences in team behavior, verbal expression, self-organization and logical thinking.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

The lecture is dedicated to national, European and international aspects of industrial property law. The differences to material property, the relationship between patents, trademarks and designs, the common principles of industrial property law, the material requirements for protection, the areas of protection as well as the legal consequences in the case of infringement are dealt with. Overall, the lecture covers the basics of invention protection, trademark and design law.

Lehrmaterial und Literatur:		
Course Material and literature		
Literature will be announced at the beginning of the lecture.		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1	Art/Umfang inkl. Gewichtung *2	Zu prüfende Lernziele/Kompetenzen
Examination Method	Type/scope incl. weighting	Learning outcomes / competences to be assessed
Klausur 90 min.	<ul style="list-style-type: none"> Exam: 90 min. Weighting: 100% Depending on the teaching methods used and the underlying didactic concept, up to 100% of the knowledge can be examined using online multiple/single-choice testing. This is the only examination method that allows methodological competence to be tested with regard to understanding the functioning of complex intellectual property case constellations without the students having to answer the questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught. Bonus System: It is possible to improve grades through voluntary work. A maximum bonus of 20% of the total number of points achievable in the written examination can be obtained by developing and presenting a given topic. These points will be added to the points actually achieved in the written examination in the same semester. The grade calculation is then based on the total number of points, whereby no more than a grade of 1.0 can be achieved. The bonus points are only valid in the semester in which they are awarded. If the written exam as a whole is not passed, the bonus is cancelled at the end of the semester. The offer is only available in semesters in which the course is offered by the lecturer. There is no individual claim for students to be offered a "voluntary work" by the lecturer. 	The written examination assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Intercultural Communication

Intercultural Communication

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Denise Fischer	Prof. Dr. Denise Fischer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
<p>Highly topical due to the increasing internationalization of the university as well as within the employing organizations - valuable self-experience.</p> <p>University-wide applicability:</p> <ul style="list-style-type: none"> - Betriebswirtschaft (B.A.) - Digital Business (B.A.) - Angewandte Wirtschaftspsychologie (B.Sc.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.) <p>If necessary, case-by-case examination in other courses of study.</p>	<p>Lecture, class room discussions, case studies, presentations, written and oral exercises, project work, role play.</p>	<p>Gesamtaufwand:</p> <p>Kontaktzeit:</p> <p>Selbststudium:</p> <p>Leistungsnachweise:</p> <p>Prüfungsvorbereitung:</p>	<p>ca. 150 h</p> <p>ca. 60 h</p> <p>ca. 50 h</p> <p>ca. 0 h</p> <p>ca. 40 h</p>

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Professional Competence: Deal with uncertainty in intercultural encounters

Methodological Competence: Comprehend and apply theories and concepts of intercultural communication

Personal Competence / Soft Skills (Social Competence and Self Competence): General intercultural sensitization

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Exploring own cultural roots

- Influencing factors and cultural determinants
- Theories and concepts of intercultural communication
- Cultural dimensions

Internationality:
Given by the subject

Lehrmaterial und Literatur:

Course Material and literature

- Various handouts and materials on the learning platform.
- Gudykunst, W. B., & Young, Y. K. (2003). Communicating with strangers: An approach to intercultural communication (4. ed.). New York et al.: McGraw-Hill.
- Neuliep, J. W. (2018). Intercultural communication: A contextual approach (Seventh edition). Los Angeles: SAGE.
- Oetzel, J. G. (2009). Intercultural communication: A layered approach. Pearson international edition. New York: Vango

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 60 min	<p>60 min. Weighting: 100%; cumulative points</p> <p>The exam can consist of up to 100% multiple choice tasks. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.</p> <p>Bonus system: You can achieve bonus points (up to 20 % of the overall grade) through preparing and participating in one of the offered bonus activities. These bonus points will be added to your points. They can better a passing grade but do not contribute to passing the course. If you fail the multiple-choice testing, the bonus becomes invalid at the end of the semester.</p>	<p>The written examination is executed in the form of online multiple-choice testing due to the large number of participating students. The multiple-choice testing assesses the entire course contents and competence profiles.</p>

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

International Business Law

International Business Law

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christian Stauf	Prof. Dr. Christian Stauf

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

none

Empfohlene Voraussetzungen:

none

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
University-wide applicability: If necessary, case-by-case review in other study programs.	Presentations, Instructional Videos, Screen-Casts, Selfassessments	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 50 h
		Selbststudium:	ca. 70 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 30 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: They are familiar with the particularities to be taken into account in international business transactions (including the European legal framework). They are able to assess the possibilities of hedging risks in foreign business transactions and are familiar with the corporate legal forms of selected countries.
- Methodological Competence: They are able to apply the acquired knowledge in a variety of scenarios. They possess the ability to recognize the interrelationships of legal regulations and to solve problem cases even under changed legal conditions. The ability to present independently researched topics is strengthened.
- Personal Competence / Soft Skills (Social Competence and Self Competence): They improve competences in team behavior, verbal expression, self-organization and logical thinking.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Fundamentals of

- European law
- private international law
- corporate law
- UN sales law
- arbitration

Internationality (content): International business law is the subject of this module		
Lehrmaterial und Literatur:		
Course Material and literature		
Relevant legal texts, textbooks, case collections, commentaries and specialist journals		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	<ul style="list-style-type: none"> Exam: 90 min. Weighting: 100% Depending on the teaching methods used and the underlying didactic concept, up to 100% of the knowledge can be examined using online multiple/single-choice testing. This is the only examination method that allows methodological competence to be tested with regard to understanding the functioning of complex case constellations in international business law without the students having to answer the questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught. Bonus System: It is possible to improve grades through voluntary work. A maximum bonus of 20% of the total number of points achievable in the written examination can be obtained by developing and presenting a given topic. These points will be added to the points actually achieved in the written examination in the same semester. The grade calculation is then based on the total number of points, whereby no more than a grade of 1.0 can be achieved. The bonus points are only valid in the semester in which they are awarded. If the written exam as a whole is not passed, the bonus is cancelled at the end of the semester. The offer is only available in semesters in which the course is offered by the lecturer. There is no individual claim for students to be offered a "voluntary work" by the lecturer. 	The written examination assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

International HR Management

International HR Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Ruhul Amin Noel

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

- **Professional Competence:** Students learn to understand the role of human resources management as managers in multinational companies. They understand the importance of selection, preparation, personnel development, remuneration, and reintegration with regard to international assignments as well as the appreciative treatment of employees in an international and intercultural working world characterized by diversity.
- **Social Competence:** Students are trained in diversity management and acquire competences in the areas of teamwork, taking and expressing criticism, and constructive discussion.
- **Methodological Competence:** Students acquire knowledge and skills in dealing with suitable methods and tools for shaping human resource leadership and management. Students are encouraged to adopt a global approach to deal with dynamic global and regional issues. Comprehensive understanding of the theory and current research in international human resource management/on a global level is provided.
- **Personal Competence:** Students know which competences and attitudes HRM practitioners need to have/develop in order to increase the sustainability, effectiveness and acceptance of their HRM activities.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

An advanced course in international and intercultural human resource management and the review of significant trends and issues that challenge the executive in human resources, in particular:

- Organizational, multinational and global context
 - The organizational context
 - Global leadership and communication
 - Leadership in an environment of cultural change
 - Multicultural teams
- International work assignments
 - Managing relocations and transfers
 - Recruitment and selection of personnel for foreign assignments
 - Human resource development
 - Remuneration
 - Return and career planning
- Global issues of human resource management
 - Human resource management within host country context (discussion through examples)
 - Employment relationships (employer/employee)
 - International HR management trends/future challenges
 - Intercultural situations are assessed from the perspective of interpersonal relations in the diverse domestic and foreign environment and in the context of emerging global developments. Strategic planning and negotiation are examined by defining important tasks within international organizations, e.g. defining the organizational structure and staffing. Ensuring staff diversity is approached from both culture-based and culture-comparative perspectives.

Internationality (Content):

A strong international character is given throughout the entire module. Case studies, integration of guest speakers (also in English).

Lehrmaterial und Literatur:

Course Material and literature

Mandatory reading

- Teaching materials (almost exclusively in English)
- Dowling, P. J., Festing, M., & Engle, A. D. Sr. (2013). International Human Resource Management. (6th ed.) London: Cengage Learning EMEA.

Additionally recommended reading:

- Adler, N. (2007). International Dimensions of Organizational Behavior. (5th ed.) Cincinnati, OH: South-Western
- Harris, P. R., Moran, R. T. & Moran, S. V. (2014). Managing Cultural Differences. (9th ed.) Burlington, MA: Elsevier Butterworth-Heinemann

ADDITIONAL MATERIALS:

On request, the lecturer will provide a list of relevant human resource journals and other recommended publications (as well as formatting and style manuals - according to APA) in their latest edition

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Classwork and group exercises - 50% Final submission of paper or presentation - 50%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

International Management

International Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only summer term	30

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Denise Fischer	Prof. Dr. Denise Fischer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

Principles of Economics; Introduction to Management

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Applicability in the further course of the study Part of the specialisation 'International Business', Bachelor's degree BW, and specialisation module for the Bachelor's degree IB University-wide applicability: - Betriebswirtschaft (B.A.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.) If necessary, case-by-case examination in other courses of study	Lecture, exercises, self-study, free class discussion, small group work, presentations, project work	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 60 h ca. 40 h ca. 0 h ca. 50 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Expertise: Understanding internationalisation processes; building up application-oriented knowledge of international management through case studies

Competence of Methods: Case study work, presentation, teamwork

Personal competence (social competence and self-competence): Sensitization for the complexity of international business management

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Framework conditions for international business activities: globalization, digitization, political risks
- Internationalisation processes: market entry and market development; de-internationalization
- Organizational structures of international companies
- Corporate Social Responsibility in an international context

Internationalit (Content): Given by the subject		
Lehrmaterial und Literatur: Course Material and literature		
<ul style="list-style-type: none"> • Cavusgil, S. T., Knight, G. A., & Riesenberger, J. R. (2017). International business: The new realities (Global edition, fourth edition). Always learning. Boston et al.: Pearson. • Christopher, E. M. (2012). International Management: Explorations Across Cultures. London: Kogan Page. • Doh, J. P., & Luthans, F. (2018). International management: Culture, strategy, and behavior (Tenth edition). New York, NY: McGraw-Hill Education. • Morschett, D., Schramm-Klein, H., & Zentes, J. (2015). Strategic international management: Text and cases (3rd ed. 2015). Wiesbaden, s.l.: Springer Fachmedien Wiesbaden. • Schmid, S. (2018). Internationalization of Business. Cham: Springer International Publishing. 		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	Project work (100 %) Each part of the exam (written and/or oral presentation) must be taken/passed within the same semester.	The entire learning content and competence profiles are checked via the project work.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

International Marketing Communication

International Marketing Communication

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	30

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Anna Grimm	Dr. Günther Greven

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

Basic Marketing or Principles of Marketing

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lecture, class room discussions, case studies, presentations, written and oral exercises, project work	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Understanding of the global and digital communication environment ; knowledge of the basics of international brand and marketing communications; understanding of international communication management in connection with the other Ps of marketing (price, product management and distribution management); knowledge of the various cultural influential factors; learning about intercultural contexts and case studies.
- Methodological Competence: Practice of the acquired knowledge through case studies, project work, and exercises.
- Social Competence: Teamwork, speech and presentation techniques

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Course Content:

- Basic concepts and theories of international brand and marketing communications
- Design of the (international) marketing communications mix
- Marketing communications in a global and digital world
- International communication management in connection with the other Ps of marketing (price, product management and distribution management)
- Cultural influential factors, intercultural contexts and case studies

Internationality (Content):

The lecture is completely dedicated to the challenges of internationally operating or emerging companies with regard to the design of marketing activities with a clear focus on communication. In this context, cultural differences are also addressed.

Lehrmaterial und Literatur:

Course Material and literature

- Lecture notes and various material (e.g. case studies) on the learning platform

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Oral performance test: 50 % Written performance test: 50 % For multiple partial grades, the final grade is calculated as the weighted arithmetic mean of the partial grades. A partial performance assessed 5.0 can therefore be compensated.	Analysis competence, application competence, professional competence, intercultural competence, communication competence, see above

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

International Taxation

International Taxation

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Thomas Schiller	Tim Helmes

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Professional Competence:

- Tax law with and without double taxation agreements, foreign transaction tax act, international transfer pricing

Methodological Competence:

- Application of international tax law to specific practical scenarios

Personal Competence / Soft Skills (Social Competence and Self Competence):

- Group work

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- International tax law
- International transfer pricing

Providing knowledge in:

- Unlimited and limited tax liability
- Double taxation problem and solution through unilateral measures and bilateral measures (double taxation agreement)
- Foreign transaction tax act
- International transfer pricing (national and international law on transfer pricing and documentation)

Lehrmaterial und Literatur:		
Course Material and literature		
Reading: Wilke/Weber: Lehrbuch Internationales Steuerrecht, 12th ed.: Präsentationen zu Verrechnungspreisen		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur 90 min.	2 x 45 min.; weighting 50% each Each part of the exam must be passed (with at least 4.0) and taken/passed within the same semester.	The written examination assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Intro to Management Consulting

Intro to Management Consulting

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Laura Stoussavljewitsch

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

Course prerequisites: students should have a basic understanding of business concepts such as finance, marketing, and organizational behaviour as well as with some analytical tools and techniques, such as data analysis and project management.

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
This course is compatible with the further course of study	Seminars and Lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

This course introduces students to the world of management consulting, including the role of consultants, the consulting process, and various consulting tools and techniques. The course will also focus on the specific challenges and opportunities of consulting in an international business context.

Course Objectives: By the end of this course, students will be able to:

1. Explain the role and function of management consultants in organizations.
2. Understand the consulting process, including problem definition, data gathering, analysis, and recommendation.
3. Develop and apply a range of consulting tools and techniques
4. Analyse and evaluate consulting cases and apply problem-solving skills to address complex business challenges.
5. Understand the role of strategy and project management in international consulting projects.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Week 1: Introduction to Management Consulting
 Week 2: Consultant Professionals: Types, Skills, Career Progression
 Week 3: The Consulting Process - Problem Definition & Workplan
 Week 4: The Consulting Process - Frameworks and Approaches
 Week 5: The Consulting Process - Data Gathering
 Week 5: Case Study
 Week 6: Consulting Tools and Techniques I

Week 7: Consulting Tools and Techniques II
 Week 8: Consulting Project Management (Managing Engagements)
 Week 9: Consulting Ethics and Professionalism
 Week 10: Consulting Communication Skills
 Week 12: Consulting Industry and Trends
 Week 13: Case Study
 Week 14: Final Project

Lehrmaterial und Literatur:

Course Material and literature

1. Lectures: to gain insight into key theoretical aspects of each course theme
2. Case Studies: to develop critical thinking and decision-making skills (individual and group work)
3. Case cracking exercises and simulation: to solve a business problem.
4. Guest Speakers (TBC): provide students with real-world examples of leadership in action.
5. Team-building exercises: to practice effective communication, collaboration, and leadership skills.
6. Leadership assessment exercise: to gain feedback on strengths and areas for improvement as leaders.
7. Leadership Development Plan: to develop a personal leadership development plan to include goals, strategies, and actions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Leadership Development

Leadership Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Laura Stoussavljewitsch

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

Basic knowledge of business concepts (finance, marketing, management, and operations), good communication skills, critical thinking skills and good self-awareness.

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatible with the further course of studies	Seminars and lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

This course is designed to introduce students to the necessary skills and knowledge to become effective leaders in the global business environment. It introduces topics such as key theories, practices, and tools that are essential for leadership development in international business.

Course objectives: By the end of this course, students will be able to

1. Understand the different leadership styles and their relevance in international business contexts
2. Practice the ability to influence and negotiate with stakeholders, including clients, partners, and employees, in a global business environment.
3. Apply effective communication and conflict resolution strategies in international business settings.
4. Analyse case studies and real-world examples of successful and unsuccessful leadership in international business.
5. Develop a personal leadership development plan.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Week 1: Introduction to Leadership in International Business
 Week 2: Leadership Styles and Strategies
 Week 3: Leadership Traits and Skills
 Week 4: Cultural Differences in Leadership
 Week 5: Ethics and Leadership in International Business
 Week 6: Political and Legal Factors in International Business Leadership

Week 7: Gender and Diversity in International Business Leadership
 Week 8: Communication and Conflict Resolution in International Business
 Week 9: Leading Virtual Teams
 Week 10: Leading Innovation and Change
 Week 11: Leading with Emotional Intelligence
 Week 12: Leadership Assessment
 Week 13: Leadership Development Plan
 Week 14: Review and exam prep

Lehrmaterial und Literatur:

Course Material and literature

1. Lectures: to gain insight into key theoretical aspects of each course theme
2. Case Studies: to develop critical thinking and decision-making skills (individual and group work)
3. Role-playing: simulate real-world leadership situations, allowing students to practice leadership skills in a safe and controlled environment
4. Guest Speakers (TBC): provide students with real-world examples of leadership in action.
5. Team-building exercises: to practice effective communication, collaboration, and leadership skills.
6. Leadership assessment exercise: to gain feedback on strengths and areas for improvement as leaders.
7. Leadership Development Plan: to develop a personal leadership development plan to include goals, strategies, and actions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Organizational Behavior

Organizational Behavior

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Campus Weiden	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof.Dr. Stephanie Schmitt-Rüth	Prof.Dr. Stephanie Schmitt-Rüth

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	SU/Ü - Seminaristischer Unterricht mit Übungen	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

After attending this course, students should understand: individual behavior in organizations (motivation, emotions, decision making)

- group behavior (leadership, power, teams)
- organizational systems (structure, work design)
- organizational dynamics (organizational culture, organizational development)
- Professional Competence:
 - Relating theoretical concepts of organizational behavior to practical applications
- Methodological Competence
 - Transfer of knowledge and skills in behavior modification approaches concerning individuals, groups, and organizations
- Personal Competence / Soft Skills (Social Competence and Self Competence)
 - Advancement of team abilities, leadership skills, presentation techniques, and self-organization

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Emphasis of this course will be on relating theoretical concepts to practical applications. Self-assessments and analysis of available

options along with behavior modification approaches are the focus of this hands-on seminar
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Internationalität:

Emphasis on intercultural and international projects, diversity issues

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes

Recommended Readings: Stephen Robbins, Organizational Behavior

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	Project work on a selected topic of business psychology, based on the development and presentation of a workshop (WS) and a case study.	The project work assesses the entire course contents and competence profiles including presentation competences. The discussion contributions assessed serve to deepen the understanding of the course contents.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Organizational Development

Organizational Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Ruhul Amin Noel

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Students will be able to learn the process that applies a broad range of behavioural science knowledge and practices to help organisations build their capability to change and to achieve greater effectiveness, including increased employee performance, satisfaction and environmental sustainability

Students will be able to learn broad background and concept of Organisational development, how and why OD expanded rapidly in the past 60 years

Students will be able to learn when one or more managers or administrators works or gets the opportunity to work with OD what are the issues and processes are associates with it

Students will be able to learn the issues associated with interpersonal relations and groups dynamics intervention when it comes to OD

Students will be able to learn common organisational structures, their strength and weakness and restructuring organisation for OD

Students will be able to learn the components of performance management, talent management system concerning OD

Inhalte der Lernveranstaltung / Internationalität:

Course Content

course content:

<ol style="list-style-type: none"> 1. Overview of Organisational development 2. Process of Org. Development 3. Human process Interventions 4. Technostructural interventions 5. Human resource Interventions 6. strategic change interventions 7. Application of OD 		
Lehrmaterial und Literatur: Course Material and literature		
<p>No special ones</p>		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	40% multiple mini tasks + their presentations 60% final written report + oral performance	The seminar paper is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation. The paper and its oral performance serves to test the theoretical content. Both parts need to be passed with at least the grade of 4.0 individually.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Product and Project Management with an agile approach

Product and Project Management with an agile approach

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Tamer Güner

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lecture, exercises, self-study, discussion, project work, presentations.	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Professional Competence: Students will gain fundamental understanding of user centric product management with a digital focus and get a wide overview regarding methods and routines to ensure product development

Methodological Competence: understand the differences between agile methods and learn how to adapt and apply them

Personal Competence: Ability to work in a agile team setup and be prepared for changing requirements

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Course Content:

1. Introduction to digital product management
2. User-centric product visions
3. Product discovery
4. Validation of product ideas in the market
5. Best practices

Learning outcome:

1. Defining a real business problem
2. Sketch competing solutions on (digital) paper
3. turning the ideas into a testable hypothesis
4. developing a representative prototype (click dummy, .ppt, paper, mock up)
5. Finally test it with others via interviews for purposes of reflection

Lehrmaterial und Literatur:

Course Material and literature

Course material provided by the lecturer

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Method of assessment: Practical, oral performance (100%)	None

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Social Media Marketing

Social Media Marketing

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mohammadi Marzieh Baradaran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

Basic Marketing

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Marketing tool	Seminar, Presentations	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

This course lays the foundation of Social Media Marketing including what social media marketing entails, the history and the different social media channels that exist out there, how to select a social media channel that fits the business needs, set goals and success metrics, and determine who the target audience is.

Learners who have basic internet navigation skills and are eager to participate and connect in social media will know more about marketing campaigns and how marketers set performance goals. They will also explore media planning and practice creating their own media plan.

Course learning outcomes:

- Understand the landscape of traditional, digital, and social media marketing
- Understand the major social media platforms, how they function, and what role they play in marketing
- Define SMART goals, KPIs, target audience and their customer journey
- Define media planning and strategies
- Choose the right social media platforms
- Learn about social media policies and content management
- Learn how to plan marketing campaigns and measure the success of the campaigns
- Demonstrate social media marketing plan in a real-world project

Inhalte der Lernveranstaltung / Internationalität:**Course Content**

1. Introduction to Social Media Marketing
 - Introduction to Marketing, Digital Marketing and Social Media Marketing
 - Advantages and disadvantages of Social Media Marketing
 - Social Media mistakes
 - Social Media and Businesses
2. Social Media Landscape
 - The Social Media Landscape overview
 - Categorizing Social Media
 - Major Social Media platforms
3. Goals and Planning for Success
 - Social Media plan and Social Media strategy
 - Benchmarking & Social Media audits
 - Social listening reputation management
4. Understand Your Audience
 - Target audience and target persona
 - Customer's journey
5. Choose Your Social Media Channels
 - Map Your Audience to the Right Platform
 - Managing Social Media Policies
6. Social Media content management
 - Identify what to post
 - What Makes Content Viral?
 - Interacting and Moderating on Social Media
7. Evaluate your effort
 - Media plan for campaigns
 - Performance goals
 - Measure the success of marketing campaigns

Lehrmaterial und Literatur:**Course Material and literature**

No special ones

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)**Method of Assessment**

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Start-Ups and Green Transition

Start-Ups and Green Transition

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Dr. Jens Löbus	Dr. Jens Löbus

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of studies. Sustainable Innovation and Green Entrepreneurship.	Seminars and lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

The course provides the breeding ground for starting and sustaining a green economy by providing green products and services.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

1. Introduction, finding a group, querying the state of knowledge
2. Concept: Innovation and Sustainability
3. Innovation Methods I
4. Innovation Methods II
5. Innovation Methods III
6. Innovation Methods IV
7. Intermediate Presentation
8. Collaboration/Lecture Start-Up Sustainable Innovation I
9. Collaboration/Lecture Start-Up Sustainable Innovation II
10. Visit to Sustainable Innovation Units
11. Evaluation Methods
12. Final presentation I
13. Final presentation II

Lehrmaterial und Literatur:		
Course Material and literature		
Seminars, Lectures, Visiting innovative companies and Start Ups.		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	Final presentation (60%) and project documentation (40%)	The project assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Statistics and Neuronal Networks and AI

Statistics and Neuronal Networks and AI

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Dr. Jens Löbus	Dr. Jens Löbus

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

Business Statistics

Interest in AI

Readiness to understand complex problems

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study	Seminar and lectures	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

In times of the rise of Artificial Intelligence (AI) through NLP (natural language models) and LLM (large language models) it is essential to understand what the background of these models is, in order to judge what they can be used for, especially in a business context.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

1. Introduction to Stochastic and Probability Theory
2. Introduction to Neuronal Networks I
3. Introduction to Neuronal Networks II
4. Introduction to Fitting Algorithm I
5. Introduction to Fitting Algorithm II
6. Monte-Carlo Simulation I
7. Monte-Carlo Simulation II
8. Reinforced learning and Backpropagation I
9. Reinforced learning and Backpropagation II
10. Construction of a Neuronal Network I

11. Construction of a Neuronal Network II 12. Construction of a Neuronal Network III 13. Construction of a Neuronal Network IV		
Lehrmaterial und Literatur: Course Material and literature		
No special ones		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur	100%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Strategic Management

Strategic Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lecture, exercises, self-study, discussion, project work, presentations	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successful completion of the module, students possess the following professional, methodological and personal competencies:

Professional competences:

- analyze corporate environments and develop strategies for an organization based on SWOT analysis
- audit internal and external capabilities

Methodological competences:

- Conduct different types of analyses (SWOT, GAP, etc.)
- Develop Business/Strategy Plans

Personal competences:

- Further develop team, communication, and conflict abilities

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Part 1. Strategic Management Overview
- Part 2. Corporate Governance

- Part 3. The External Environment
- Part 4. Internal Capability
- Part 5. Business-level Strategy
- Part 6. Formulating Strategy
- Part 7. Corporate-level Strategy
- Part 8. Analysis and Reporting

Lehrmaterial und Literatur:

Course Material and literature

<https://open.oregonstate.education/strategicmanagement/>

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform * ¹ Examination Method	Art/Umfang inkl. Gewichtung * ² Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	<p>Project work with interim and final presentation. Weighting: 66 % (Elaboration 33%, Final Presentation 23%, 2x Interim Presentation each 5%)</p> <p>Critical questioning of the presented concepts and case studies with discussion Weighting: 34</p> <p>Each sub-performance must be passed individually (with at least 4.0) Each sub-performance must be passed and can only be brought forward 1 year at a time</p>	<p>The project work is used to test the entire learning content and competency profiles, including the competencies for presentation.</p> <p>The assessed discussion contributions serve to deepen the understanding of the material content.</p>

*¹) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*²) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Sustainable Business Development

Sustainable Business Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Ruhul Amin Noel

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar style lecture, workshops, guest lecture, case studies	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Goals:

Subject-Matter Competencies:

At the end of the semester the students should be familiar with different management systems related to compliance and sustainability:

- Management Auditing
- Controlling documentation in organizations
- Process management
- GAP Analysis
- Continual improvement in organizations from a managerial perspective
- Risk-based approach

Social Competencies: Team and project work, conflict management

Personal Competencies: self-organization, reflection of work processes, self-learning

Inhalte der Lernveranstaltung / Internationalität:

Course Content

At the end of the semester the students should be familiar with different types of management systems related to compliance and sustainability:

- Management Auditing
- Controlling documentation in organizations
- Process management
- GAP Analysis
- Continual improvement in organizations from a managerial perspective
- Risk-based approach

Lehrmaterial und Literatur:

Course Material and literature

ISO Website sdgs.un.org
 Course documentation and script by lecturer in moodle

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Performance in class work and case studies - 40% Final presentation - 60%	The practical performance (Übungsleistung) is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Sustainable Innovation and Applied Artificial Intelligence

Sustainable Innovation and Applied Artificial Intelligence

Zuordnung zum Curriculum: Classification	SPO-Nr.: 3	Art des Moduls Kind of Module Vertiefungsmodule	Umfang in ETCS-Leistungspunkte Number of Credits ECTS: 5
Ort Location	Sprache Language Deutsch	Dauer des Moduls Duration of Module 1 Semester	Vorlesungsrhythmus Frequency of Module nur Sommersemester
Modulverantwortliche(r) Module Convenor Dr. Jens Löbus		Dozent/in Professor / Lecturer Dr. Jens Löbus	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)			
Pflicht Voraussetzungen: Keine			
Empfohlene Voraussetzungen: Keine			
Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Keine	Angeleitetes Selbststudium	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 47 h ca. 103 h ca. 0 h ca. 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes			
Noch zu bestimmen			
Inhalte der Lernveranstaltung / Internationalität: Course Content			
Noch zu bestimmen			
Lehrmaterial und Literatur: Course Material and literature			
Keine Besonderen			
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment			
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed	
Klausur	100%	All	

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Trends in Innovation

Trends in Innovation			
Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Sommersemester	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Dr. Jens Löbus	Dr. Jens Löbus

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)
Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:
Keine

Empfohlene Voraussetzungen:
Keine

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Keine	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:
Learning Outcomes

Noch zu bestimmen

Inhalte der Lernveranstaltung / Internationalität:
Course Content

Noch zu bestimmen

Lehrmaterial und Literatur:
Course Material and literature

Keine Besonderen

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)
Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur	100%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

6.3 Interkulturelle Handlungskompetenz

Intercultural Competence - Belarus & Ukraine & Poland

Intercultural Competence - Belarus & Ukraine & Poland

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	4	Interkulturelle Handlungskompetenz	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Joanna Michalska M.A.

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
This module also conveys basics for further lectures in advanced modules (Intercultural Communication), key qualifications (Foreign Languages), soft skills (Meeting, Negotiations & Conflict) practical phase (Practical Module & International Field Trip) by integrating intercultural competences and basic scientific knowledge. Universitywide compatibility: Accreditation through individual case examination for other programs.	Seminar with exercises, practical exercises, presentations	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 60 h ca. 90 h ca. 0 h ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.
- Methodological Competence: Development and promotion of intercultural thinking and action concepts.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Target-oriented handling of interculturality determined action situations and actors.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Country-specific:

- Scientific foundations of intercultural competence - development of intercultural competence.
- Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturality disturbed country relations.
- (Recent) historic developments, politics and economics

- Poetry, films and literature
- Analysis of intercultural competence using examples of own intercultural experiences.
- Analysis of culturally determined differences
- Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.

Internationality:

Extended knowledge regarding intercultural activities in international action fields.

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	Oral presentation 60% Seminar Paper 40%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Intercultural Competence - Czech Republic & Slovakia

Intercultural Competence - Czech Republic & Slovakia

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	4	Interkulturelle Handlungskompetenz	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Sigrid Gruen

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
This module also conveys basics for further lectures in advanced modules (Intercultural Communication), key qualifications (Foreign Languages), soft skills (Meeting, Negotiations & Conflict) practical phase (Practical Module & International Field Trip) by integrating intercultural competences and basic scientific knowledge. University-wide compatibility: Accreditation through individual case examination for other programs.	Seminar with exercises, practical exercises, presentations.	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 47 h ca. 103 h ca. 0 h ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.
- Methodological Competence: Development and promotion of intercultural thinking and action concepts.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Target-oriented handling of interculturality determined action situations and actors.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Country-specific:

- Scientific foundations of intercultural competence - development of intercultural competence.
- Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturality disturbed country relations.
- (Recent) historic developments, politics and economics
- Poetry, films and literature

- Analysis of intercultural competence using examples of own intercultural experiences.
 - Analysis of culturally determined differences
- Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.
- Internationality (Content):
Extended knowledge regarding intercultural activities in international action fields.

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	<ul style="list-style-type: none"> • Oral presentation 60% • Seminar paper 40% 	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Intercultural Competence - Hungary & Romania

Intercultural Competence - Hungary & Romania

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	4	Interkulturelle Handlungskompetenz	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Englisch	1 semester	only winter term	40

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Denise Fischer	Mag. Cornelia Oszlonyai; Prof. Dr. Denise Fischer

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
This module also conveys basics for further lectures in advanced modules (Intercultural Communication), key qualifications (Foreign Languages), soft skills (Meeting, Negotiations & Conflict) practical phase (Practical Module & International Field Trip) by integrating intercultural competences and basic scientific knowledge. University-wide compatibility: Accreditation through individual case examination for other programs.	Lecture, class room discussions, case studies, presentations, written and oral exercises, project work	Gesamtaufwand: Kontaktzeit: Selbststudium: Leistungsnachweise: Prüfungsvorbereitung:	ca. 150 h ca. 60 h ca. 50 h ca. 0 h ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.
- Methodological Competence: Development and promotion of intercultural thinking and action concepts.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Target-oriented handling of interculturally determined action situations and actors.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Country-specific:

- Scientific foundations of intercultural competence - development of intercultural competence.
- Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations. (Recent) historic developments, politics and economics

- Poetry, films and literature
- Analysis of intercultural competence using examples of own intercultural experiences.
- Analysis of culturally determined differences

Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.

Internationality (Content):

Extended knowledge regarding intercultural activities in international action fields.

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes (slides), educational video, various specialist articles and books, additional reading, revision questions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Intercultural Competence - Russia

Intercultural Competence - Russia

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	4	Interkulturelle Handlungskompetenz	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Prof. Dr. Katrin Boeckh

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
This module also conveys basics for further lectures in advanced modules (Intercultural Communication), key qualifications (Foreign Languages), soft skills (Meeting, Negotiations & Conflict) practical phase (Practical Module & International Field Trip) by integrating intercultural competences and basic scientific knowledge. University-wide compatibility: Accreditation through individual case examination for other programs	Seminar with exercises, practical exercises, presentations	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 90 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.
- Methodological Competence: Development and promotion of intercultural thinking and action concepts.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Target-oriented handling of interculturality determined action situations and actors.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Country-specific:

- Scientific foundations of intercultural competence - development of intercultural competence.
- Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturality disturbed country relations.
- (Recent) historic developments, politics and economics Poetry, films and literature

- Analysis of intercultural competence using examples of own intercultural experiences.
- Analysis of culturally determined differences
- Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper

Internationality (Content):

Extended knowledge regarding intercultural activities in international action fields.

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Intercultural Competence Germany & Austria & Switzerland

Intercultural Competence - Germany & Austria & Switzerland

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	4	Interkulturelle Handlungskompetenz	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Bianca Preis; Mag. Cornelia Oszlonyai; Laura Stoussavljewitsch

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

Skills in writing and presenting in English

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
This module also conveys basics for further lectures in advanced modules (Intercultural Communication), key qualifications (Foreign Languages), soft skills (Meeting, Negotiations & Conflict) practical phase (Practical Module & International Field Trip) by integrating intercultural competences and basic scientific knowledge.	Seminar with practical exercises and presentations.	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 50 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 40 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- ☑ Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.
- ☑ Methodological Competence: Development and promotion of intercultural thinking and action concepts.
- ☑ Personal Competence / Soft Skills (Social Competence and Self Competence): Target-oriented handling of interculturally determined action situations and actors.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Country-specific:

- Scientific foundations of intercultural competence - development of intercultural competence.
- Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.
- (Recent) historic developments, politics and economics
- Poetry, films and literature ☑ Analysis of intercultural competence using examples of own intercultural experiences.
- Analysis of culturally determined differences

- Dealing with intercultural competence through direct contact with representatives (legal entity,

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes (slides), educational videos, various specialist articles, additional reading, check questions, revision questions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	A seminar paper (15 to 20 pages as a presentation document) with an oral presentation (a total of 10 to 20 minutes)	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Intercultural Competence Serbia & Croatia

Intercultural Competence Serbia & Croatia

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	4	Interkulturelle Handlungskompetenz	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminaristischer Unterricht	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.
- Methodological Competence: Development and promotion of intercultural thinking and action concepts.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Target-oriented handling of interculturally determined action situations and actors.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Country-specific:

- Scientific foundations of intercultural competence - development of intercultural competence.
- Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.
- (Recent) historic developments, politics and economics
- Poetry, films and literature
- Analysis of intercultural competence using examples of own intercultural experiences.
- Analysis of culturally determined differences

Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.

Internationality:

Extended knowledge regarding intercultural activities in international action fields.

Lehrmaterial und Literatur:

Course Material and literature

Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	<ul style="list-style-type: none"> • Oral presentation 60% • Written paper 40% 	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

6.4 Schlüsselqualifikationsmodule

Agile Project Management

Agile Project Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Upon successful completion of the module, students will possess the following professional, methodological and personal competencies:

- Professional competence:

Students know the roles, processes and the manifesto of agile project management. The SCRUM Guide is understood and can be applied. Students are aware of the importance and necessity of the agile approach to create ideal customer value and in consideration of current trends, including changing social values, globalization and digitalization.

- Methodological competence:

Students learn to assess basic methods in agile project management and know the difference to classical approaches in project management.

- Personal competence (social competence and self-competence):

Students learn how to deal with agile project processes in small groups, reflect on themselves and discuss team processes in a constructive and solution-oriented manner. The application is trained on practical examples, work is done in project groups and presentation techniques are applied.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Introduction to agile project management, in particular SCRUM, and the distinction from classic project management approaches.
- Introduction to agile project roles and the agile project process using sprints and stakeholder management
- Recognizing the need for vision work, requirements analysis and reviews to create ideal customer value
- Become familiar with and experience agile methodologies (including persona, KANBAN, KANO model, vision work, design thinking, lean management)
- Understanding the agile manifesto and the connection to servant leadership
- Experiencing team development and personal reflection processes as well as recognizing the need for retrospectives
- Notes on agile project tools

Lehrmaterial und Literatur:

Course Material and literature

Script, simulations, group work

- The Scrum Guide™: <https://www.scrumguides.org/docs/scrumguide/v2017/2017-Scrum-Guide-US.pdf>
- Praxisbuch Agilität - inkl. Augmented-Reality-App: Tools für Personal- und Organisationsentwicklung (Haufe Fachbuch), by André Häusling, Esther Römer, Nina Zeppenfeld (2017)
- Coaching Agile Teams: A Companion for ScrumMasters, Agile Coaches, and Project Managers in Transition, Lyssa Adkins (2010)

The lecture is based on "The Scrum Guide™".

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Klausur + Übungsleistung	<p>Exercise performance part I: on a selected topic of agile project management Weighting: 40%</p> <p>Exercise performance part II: Learning Journal (personal reflection on the agile mindset and the personal development process) Weighting: 20%</p> <p>Written partial performance (60 min) Weighting: 40%</p> <p>Each sub-performance must be passed individually (with a minimum grade of 4.0). Each sub-performance must be passed and can only be presented for 1 year.</p> <p>Weighting: 100%</p>	The entire learning content and competence profiles are tested via the exercise performance and written partial performance.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Communication and Presentation Skills

Communication and Presentation Skills

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module		Umfang in ETCS-Leistungspunkte Number of Credits										
	6	Schlüsselqualifikationsmodule		ECTS: 5										
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants										
	Englisch	1 semester	only winter term											
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer											
Mag. Cornelia Oszlonyai			Marion Nitsche											
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)														
Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)														
Pflicht Voraussetzungen: None														
Empfohlene Voraussetzungen: None														
Verwendbarkeit Availability		Lehrform Teaching Methods		Workload										
None		Seminar, Presentations		<table border="1"> <tr> <td>Gesamtaufwand:</td> <td>ca. 150 h</td> </tr> <tr> <td>Kontaktzeit:</td> <td>ca. 47 h</td> </tr> <tr> <td>Selbststudium:</td> <td>ca. 103 h</td> </tr> <tr> <td>Leistungsnachweise:</td> <td>ca. 0 h</td> </tr> <tr> <td>Prüfungsvorbereitung:</td> <td>ca. 0 h</td> </tr> </table>	Gesamtaufwand:	ca. 150 h	Kontaktzeit:	ca. 47 h	Selbststudium:	ca. 103 h	Leistungsnachweise:	ca. 0 h	Prüfungsvorbereitung:	ca. 0 h
Gesamtaufwand:	ca. 150 h													
Kontaktzeit:	ca. 47 h													
Selbststudium:	ca. 103 h													
Leistungsnachweise:	ca. 0 h													
Prüfungsvorbereitung:	ca. 0 h													
Lernziele / Qualifikationen des Moduls: Learning Outcomes														
Enable students to communicate effectively.														
Inhalte der Lernveranstaltung / Internationalität: Course Content														
<ul style="list-style-type: none"> - Different models of communication psychology - Various forms of communication - Communication depending on different settings such as job interview, presentation or group discussion - Non-discriminatory communication - Basics of communication in the context of various presentations - Strategies for overcoming nervousness/anxiety during presentations 														
Lehrmaterial und Literatur: Course Material and literature														
Slide sets and articles/ book excerpts														
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment														
Prüfungsform *1	Art/Umfang inkl. Gewichtung *2		Zu prüfende Lernziele/Kompetenzen											

Examination Method	Type/scope incl. weighting	Learning outcomes / competences to be assessed
Seminararbeit	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Creativity & Innovation

Creativity & Innovation

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Dr. B. Olive Strawberry

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar style lecture, exercises, self-reflection, simulations, presentations, etc.	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

The practical focus of this course will be the four step Creative Problem-Solving (CPS) process, and students will learn the skills of Creative Problem-Solving. As well as understanding a framework to support creative problem solving, we need to understand how people operate in that process, and in any project we work in. In tandem with the CPS model, students will take the FourSight Thinking Preference and take part in a FourSight workshop to explore their creative thinking preferences that can be applied not only to innovation and creative problem solving, but any process, project or collaborative endeavor.

The course will be split between virtual/online and in person classes and workshops. There will be a minimum of a weeklong in person program of instruction which will include a FourSight Thinking profile workshop and the Creative Problems Solving (CPS) model workshop, where students will work through the four phase/6 step Creative Problem Solving model. Learning and doing at the same time.

The in person practical focus will be supported with online and virtual instruction building an understanding of creativity and innovation, and putting practical skills into practice.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

The practical focus of this course will be the four step Creative Problem-Solving (CPS) process, and students will learn the skills of Creative Problem-Solving. As well as understanding a framework to support creative problem solving, we need to understand how people operate in that process, and in any project we work in. In tandem with the CPS model, students will take the FourSight Thinking Preference and take part in a FourSight workshop to explore their creative thinking preferences that can be applied not only to innovation and creative problem solving, but any process, project or collaborative endeavor.

The course will be split between virtual/online and in person classes and workshops. There will be a minimum of a weeklong in person program of instruction which will include a FourSight Thinking profile workshop and the Creative Problems Solving (CPS) model workshop, where students will work through the four phase/6 step Creative Problem Solving model. Learning and doing at the same time.

The in person practical focus will be supported with online and virtual instruction building an understanding of creativity and innovation, and putting practical skills into practice.

Lehrmaterial und Literatur:

Course Material and literature

Literature will include

Professor guided content on creativity research (at an introductory level), to include content/ideas from the following two texts which are recommended reading for the students (students are encouraged to get the books).

a) Create in a Flash: A Leader's Recipe for Breakthrough Innovation Paperback – October 21, 2019 by Dr Roger Firestien (Author) https://www.amazon.com/Create-Flash-Leaders-Breakthrough-Innovation/dp/069203627X/ref=monarch_sidesheet

b) Creativity Rising: Creative Thinking and Creative Problem Solving in the 21st Century by Gerard J. Puccio , Marie Mance , et al. | Dec 22, 2013 https://www.amazon.com/Creativity-Rising-Creative-Thinking-Problem-ebook/dp/B009ADZT7C/ref=sr_1_4?crd=2CQP8YESQSA6U&keywords=gerard+puccio#svhs#amp##qid=1684781775#svhs#amp##s prefix=Gerard+Pucc%2Caps%2C87#svhs#amp##sr=8-4

In addition there will be student guided research

FourSight assessment cost is per student .

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Lernportfolio	Grading will use a) Instructor will use a 5 element rubric with 5 phased areas of accomplishment In addition students will use self-reflection and self-management for future development b) Students will use a self-reflection on progress focusing on basic skills and understanding of the topic (knowledge before and after the course, and next steps to gain more mastery of the topic) c) Students will use a group reflection focusing on group project work, basic skills, understanding of the topic (knowledge before and after the course, navigating FourSight thinking profile and learning about self and others	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Design Science and Design Thinking

Design Science and Design Thinking

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Weekly Lectures Case Studies Groupworks Readings and Discussion Rounds	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successfully completing this module, students will have the following professional, methodological, and personal competences:

- Professional Competences:
 1. Design Thinking Understanding: Students will develop a deep understanding of design thinking and its application in professional contexts.
 2. Problem-Solving Skills: They will be able to identify complex problems and develop creative solutions using design methods.
 3. Innovation Capability: Students will be able to generate innovative ideas and implement them in real projects.
 4. Interdisciplinary Collaboration: They will develop the ability to collaborate in interdisciplinary teams to incorporate diverse perspectives into the design process.
 5. User-Centric Approach: Students will learn to place the user at the center of the design process and tailor solutions to the needs of the target audience.
 6. Prototyping: They will be able to create prototypes to test and refine design concepts.
 7. Project Management: Students will acquire basic project management skills to efficiently plan and execute design projects.
- Methodological Competences:
 1. Design Methods: Students will master various design methods and tools to support creative processes.
 2. Research Skills: They will be able to conduct user research to gain insights into the needs and behavior of the target audience.
 3. Prototyping Techniques: Students will master various prototyping techniques to visualize ideas quickly and effectively.
 4. Design Process: They will understand and apply the design process from ideation to implementation.

- Personal Competences:
 1. Creativity: Students will further develop their creativity and innovation capability.
 2. Communication: They will learn to effectively communicate their design ideas and inspire others.
 3. Teamwork: Students will strengthen teamwork and collaboration in creative projects.
 4. Self-Reflection: They will reflect on their own design processes and continuously improve.
 5. Adaptability: Students will be able to adapt to various design requirements and contexts.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

1. History of Design Thinking, its Present and Future
2. Philosophy of Design and Phenomenology: A Necessary Synergy
3. Introduction to Design Science
4. Introduction to Design Thinking
5. Model-Based Management: A Safari of Design Thinking Models
6. Introduction to Cybernetics
7. Introduction to Artificial Intelligence, Machine Learning and Deep
8. Learning for Product and Ecosystem Design
9. Bibliography of foundational literature in the field

Lehrmaterial und Literatur:

Course Material and literature

- "Design Thinking: Understanding How Designers Think and Work" by Nigel Cross
 - This book provides a comprehensive overview of design thinking and its application in various contexts. It explores the mindset and methodologies of designers and how they can be applied to problem-solving.
- "The Design of Everyday Things" by Don Norman
 - Don Norman's classic work delves into the principles of user-centered design and how design impacts our daily lives. It's a foundational text for understanding the importance of usability and user experience in design.
- "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation" by Tim Brown
 - Tim Brown, CEO of IDEO, offers insights into how design thinking can drive innovation and transform organizations. The book provides real-world examples and case studies to illustrate its principles.
- "Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days" by Jake Knapp, John Zeratsky, and Braden Kowitz
 - This book introduces the concept of design sprints, a time-constrained and highly focused approach to solving complex problems. It's a practical guide for teams looking to implement design thinking in a structured way.
- "The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm" by Tom Kelley and Jonathan Littman
 - This book explores the innovation culture at IDEO and offers valuable insights into fostering creativity and design thinking within organizations.
- "Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation" by Patrick Van Der Pijl, Justin Lokitz, and Lisa Kay Solomon
 - This book provides a toolkit for applying design thinking to business strategy and innovation. It offers practical methods and templates for teams and organizations.
- "Creative Confidence: Unleashing the Creative Potential Within Us All" by Tom Kelley and David Kelley
 - The Kelley brothers, founders of IDEO, emphasize the importance of creative confidence and how it can be nurtured. The book encourages readers to overcome barriers and embrace their creative abilities.
- "Thinking, Fast and Slow" by Daniel Kahneman
 - While not specific to design thinking, this book provides valuable insights into how people think and make decisions, which can be essential for understanding user behavior and designing effective solutions.

These books cover a range of topics related to design thinking, innovation, and problem-solving. They can serve as foundational literature for students studying "Design Science and Design Thinking", however we will also cover additional essential philosophical dimension regarding design science and design philosophy.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1	Art/Umfang inkl. Gewichtung *2	Zu prüfende Lernziele/Kompetenzen
Examination Method	Type/scope incl. weighting	Learning outcomes / competences to be assessed

Projektarbeit	<ul style="list-style-type: none"> • The exam in this class is a case study based term paper • To fulfill the assignment, you will have to conduct additional desk research beyond the content of the case study <p>When writing the case study, please also use models and frameworks discussed in the lecture.</p>	<p>See above list on:</p> <ul style="list-style-type: none"> • Professional Competences • Methodological Competences • Personal Competences
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*¹⁾ Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*²⁾ Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Event & Project Management

Event & Project Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Tamer Güner

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After successful completion of the course students have gained the following competences:

Event & Project Management serves to actively involve students in organizing events and projects in IB and to develop their social and personal abilities.

Subject Matter Skills:

Project & event management skills

Methodological competence:

Facilitation, presentation and organization of events

Personal competence (Social and self-competences)

Teamwork, conflict management, self-reflection

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Students plan events for the degree program, WEBIS or the entire university.

Attention: This module is taught over two consecutive semesters.

After successful completion of both semesters, the 5 ECTS are awarded.

Students, who successfully completed both semesters are eligible to enroll in the course "Coaching in Event & Project Management," where they will coach students in Event #svhs#amp## Project Management.

Lehrmaterial und Literatur:

Course Material and literature

No special ones

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	60% of Grade: Students will be evaluated based on exercise performance on projects generated by students or provided by the lecturer. 40% of Grade: 2-page documentation report on projects participated in.	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

How to Create a Startup

How to Create a Startup

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module		Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule		ECTS: 5
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Sommersemester	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Dr. Jens Löbus			Dr. Jens Löbus	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
Pflicht Voraussetzungen: Keine Empfohlene Voraussetzungen: Keine				
Verwendbarkeit Availability		Lehrform Teaching Methods		Workload
Keine		Angeleitetes Selbststudium		Gesamtaufwand: ca. 150 h Kontaktzeit: ca. 47 h Selbststudium: ca. 103 h Leistungsnachweise: ca. 0 h Prüfungsvorbereitung: ca. 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
Noch zu bestimmen				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
Noch zu bestimmen				
Lehrmaterial und Literatur: Course Material and literature				
Keine Besonderen				
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment				
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting		Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed	
Klausur	100%		All	

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

How to Study Successfully

How to Study Successfully

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module		Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule		ECTS: 5
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Sommersemester	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Dr. Jens Löbus			Dr. Jens Löbus	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
Pflicht Voraussetzungen: Keine Empfohlene Voraussetzungen: Keine				
Verwendbarkeit Availability		Lehrform Teaching Methods		Workload
Keine		Angeleitetes Selbststudium		Gesamtaufwand: ca. 150 h Kontaktzeit: ca. 47 h Selbststudium: ca. 103 h Leistungsnachweise: ca. 0 h Prüfungsvorbereitung: ca. 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
Noch zu bestimmen				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
Noch zu bestimmen				
Lehrmaterial und Literatur: Course Material and literature				
Keine Besonderen				
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment				
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting		Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed	
Präsentation	100%		All	

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*²⁾ Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Introduction to Academic Research

Introduction to Academic Research

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Anna Grimm	Prof. Dr. Anna Grimm

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lectures, exercises, team projects, student presentations	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 90 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

Empirical economics as a social science makes it possible to research people and their actions on markets and thus better understand them. Why do consumers make which purchasing decisions? What trends will shape a particular industry in the coming years? How does the investment behavior of venture capital firms differ from the one of private investors? All of this and much more can be investigated within the framework of academic research – for example in Bachelor's or Master's theses or dissertations. In this course, students learn how to approach, conduct, and present an academic research project and how peer-reviewed academic research works. They will learn how to formulate research questions and hypotheses, apply different research methods, and write up and evaluate findings in a clear academic manner. This prepares them for term papers and final theses during their studies.

After completing this course, students will have achieved the following learning outcomes:

- **Professional Competence:** Students understand what academic research is and how it works. They are familiar with relevant terms as well as research methods and can independently develop research designs. They are furthermore able to assess the quality of academic research.
- **Social Competence / Soft Skills:** Students learn time management, teamwork, and a structured approach to projects.
- **Methodological competence:** Students can apply their knowledge to work independently on academic research projects and present their results appropriately in various ways (e.g., poster, talk, written term paper).
- **Personal Competence:** Students strengthen their critical analysis skills as well as their ability to self-organize and ethically reflect on their actions.

Inhalte der Lernveranstaltung / Internationalität:**Course Content**

- Definition of academic research and relevant terminology
- Identification of research questions
- Literature research, the literature review process and correct citation
- Formulation of research hypotheses based on literature
- Overview of academic research methods: understanding of qualitative, quantitative and mixed methods research designs
- Definition of a research design and research plan
- Academic writing for term papers and research papers
- Scientific communication: presenting research ideas and results in various forms such as posters or talks
- Research ethics: recognizing and reflecting on ethical challenges in academic research
- Critical analysis of published research: quality criteria of research

Students continuously apply the theory they learn in exercises and a group project during the semester. The knowledge acquired can later be applied in term papers and final theses.

Lehrmaterial und Literatur:**Course Material and literature**

Lecture Slides as well as further readings and materials not accessible via the library will be made available via Moodle.

Literature:

- Abu Sayed Toyon, M. (2023). Introduction to research: Mastering the basics. <https://doi.org/10.31219/osf.io/jz4wn>
- Bailey, S. (2018). Academic writing: A handbook for international students (5th ed.). London, New York: Routledge.
- Cozby, P. C., & Bates, S. (2015). Methods in behavioral research (Twelfth edition). New York NY: McGraw-Hill Education.
- Creswell, J. W., & Creswell, J. D. (2023). Research design: Qualitative, quantitative, and mixed methods approaches (Sixth edition). Thousand Oaks, California: SAGE Publications, Inc.
- Day, T. (2023). Success in academic writing (Third edition). Bloomsbury study skills. London, New York: Bloomsbury Academic.
- Schutt, R. K. (2019). Investigating the social world: The process and practice of research (Ninth edition). Thousand Oaks, California: SAGE Publications, Inc.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)**Method of Assessment**

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	<ul style="list-style-type: none"> • Written research report (70%) • Poster-supported oral presentation (30%) 	The students identify a relevant research question and carry out an academic study independently in small groups during the semester. The group projects are presented in the form of a term paper and a poster presentation.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Künstliche Intelligenz in Kreativen Prozessen und Projekten

Artificial Intelligence in Creative Processes and Projects

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Sommersemester	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Simon Preis	Prof. Dr. Simon Preis

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

Keine

Empfohlene Voraussetzungen:

Keine

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
Keine	Seminaristischer Unterricht	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 47 h
		Selbststudium:	ca. 103 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

In diesem Kurs beschäftigen sich Studierende fachübergreifend mit zeitgemäßen Technologien der Künstliche Intelligenz (KI). Dabei erforschen die Teilnehmer*innen insbesondere die Einsatzmöglichkeiten der KI zur Unterstützung kreativer Prozesse und Projekte. Der Kurs kann dabei ein Rahmenthema vorgeben.

Studierende wenden KI-Werkzeuge in individuellen Projekten bei den verschiedenen Phasen des kreativen Prozesses an. Projektziel ist die Vorlage und ggf. Veröffentlichung eines neu entwickelten Artefakts (z.B. Video, Webseite, App, Podcast). Begleitend zur Projektdurchführung werden die Potentiale und Grenzen der KI empirisch untersucht. Studierende dokumentieren ihre Ergebnisse in Form einer wissenschaftlichen Seminararbeit und präsentieren Ihre Ergebnisse am Semesterende.

- Fachkompetenz: Ausgewählte KI-Technologien können theoretisch erläutert und praktisch eingesetzt werden zur Unterstützung kreativer Prozesse und Projekte.
- Methodenkompetenz: Anwendung empirischer Forschungsmethoden zur systematischen Untersuchung der Potentiale und Grenzen Künstlicher Intelligenz in kreativen Prozessen und Projekten.
- Persönliche Kompetenz: Teamarbeit, kritische Reflexion von Technologien und Ergebnissen, selbständige Entscheidungsfindung beim technischen und künstlerischen Design, Ergebnispräsentation

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Grundlagen zu ausgewählten KI-Technologien und Übungen mit zeitgemäßen Werkzeugen.
- Hintergründe zum Rahmenthema, z.B. Geschäftsmodelle, digitale Wertschöpfungsprozesse, fachliche Anforderungen

- Spezifikation und Planung des Projekts
- Kreativitätsmethoden zur Ideengenerierung
- Software-Werkzeuge, Prozesse und Verfahren zur Medienproduktion und -Veröffentlichung
- Eigenständige Projektbearbeitung und empirische Untersuchung
- Ergebnispräsentation

Lehrmaterial und Literatur:

Course Material and literature

Skript, ausgewählte Fach-Literatur, Online-Dokumentationen, digitale Werkzeuge u.a.

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	Semesterbegleitende Projektarbeit mit Dokumentation der Ergebnisse in Form einer wis-senschaftlichen Seminararbeit (Gewichtung 70%) und Präsentation (Gewichtung 30%)	Sämtliche Kompetenzen werden über die Projektarbeit geprüft.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

MS Office Expert

MS Office Expert

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Jawadur Rahman

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Angeleitetes Selbststudium	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing the course, students will have acquired the methodological skills to work effectively with MS Office applications, in particular with MS Word, MS Excel, and MS PowerPoint.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Word processing with Word

- Basics of text input and processing
- Character, paragraph, page and document formatting
- Using style sheets
- Using tables, graphics and forms
- Saving, printing and protecting documents
- Creating mail merge letters
- Revision and correction functions
- Design page layout and multi-page documents

Spreadsheet calculation with Excel

- Basics of spreadsheet editing
- Working with formulas and functions
- Formatting cells, editing and printing tables
- Filling, moving and copying
- Calculating with date and time
- Creating and editing charts
- Use individual print settings
- Manage workbooks
- Use chart format templates and chart layouts
- Using Excel templates
- Sorting and filtering data

Presentations with PowerPoint

- The desktop
- First steps with PowerPoint
- Basics of working with presentations
- Editing placeholders with text content
- Copying and moving elements
- Using the PowerPoint help function
- Using views in PowerPoint effectively
- Working with different slide elements
- Screen presentations
- Basic text design
- Working with your own templates
- Printing and managing presentations
- Creating and designing drawing objects
- Using graphics and media clips
- Placing and aligning objects
- Organigrams and other SmartArt graphics
- Create and design diagrams

Lehrmaterial und Literatur:

Course Material and literature

No special ones

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Individual assignment for MS Word - 30% Group assignment for MS Excel - 30% Group assignment and presentation for MS PowerPoint - 40%	All

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Meetings, Negotiations & Conflict

Meetings, Negotiations & Conflict

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mohammad Saeid Matinfar

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Exercises, simulations, group work, role-plays, discussions, presentations	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences: Communicating in English in international or intercultural encounters and engaging in typical job-specific conversations.

Professional Competence: Consolidation and improvement of existing English language skills (speaking and listening) with a focus on job-specific topics

Methodological Competence: Conducting meetings and negotiations effectively, presentation techniques

Personal Competence / Soft Skills (Social Competence and Self Competence): Improvement of verbal social competence and intercultural communication

Inhalte der Lernveranstaltung / Internationalität:

Course Content

The focus of this course is to practice the following typical situations in professional life in English

Block 1: attending meetings and leading meetings

Block 2: conducting negotiations

Block 3: application documents

Block 4: job interviews Block 5: conflict discussions Internationality:		
Lehrmaterial und Literatur: Course Material and literature		
No special ones		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Projektarbeit	Modul Task 1 (verbal): group presentation (25 Min.) 50%. Module Task 2 (written): group project paper 25% Module Task 3 (verbal): case studies 25%	The examination assesses the entire learning contents and competence profiles.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Negotiating Globally

Negotiating Globally

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	50

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran	Prof. Dr. Dr. MBA-GM, MBA, P Qeis Kamran

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminaristen lessons, role plays, simulations, games, etc.	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 60 h
		Leistungsnachweise:	ca. 30 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing the course, students will have acquired the following competences:

Professional competences:

- elaborate and develop options
- know about the differences of negotiating style depending on cultural background

Methodological Competences:

- know about the structure and approaches to successful negotiations

Personal Competences:

- communicating and negotiating in cultural contexts

Inhalte der Lernveranstaltung / Internationalität:

Course Content

- Review of the various contexts and building blocks of negotiation strategy
- Explain how and why negotiation may be practiced differently in different cultures and how to modify strategy when confronted with different cultural approaches
- Explore the three primary cultural prototypes negotiators should understand

Lehrmaterial und Literatur:		
Course Material and literature		
Documents will be provided in moodle.		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)		
Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Übungsleistung	Up to 10 individual exercises, simulations, or role plays etc. will be graded per participant.	The exercises are used to test the entire learning content and competency profiles, including the competencies for presentation. The assessed discussion contributions serve to deepen the understanding of the material content.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Professional Writing and Communication Skills

Professional Writing and Communication Skills

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

None

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Seminar, Presentations	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 40 h
		Leistungsnachweise:	ca. 50 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

The main aim of this course is to retain the career-oriented features that will help students to recognise the methods that are required in communicating at workplace through presentations.

Students will also explore the importance of being crystal clear about their content, the effectiveness of simplicity, incisive writing and speaking techniques, the use of logic and emotion in order to influence and persuade and how to adopt a positive body language to help command an audience.

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Upon successful completion of this course, students would be able to:

- Communicate with a clear goal
- Create open honest channel of communication
- Repair damaged relationships
- Develop rapport
- Read body language
- Actively listen
- Prepare and deliver interesting and interactive presentations
- Design and deliver an impactful, professional presentation
- Overcome anxiety when presenting

<ul style="list-style-type: none"> • Become a confident, professional communicator 		
Lehrmaterial und Literatur: Course Material and literature		
No special ones		
Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a) Method of Assessment		
Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Writing and Presentations

Writing and Presentations

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Englisch	1 semester	winter and summer term	25

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
MA, M.H.R. Simone Orłowski	NN

Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

Pflicht Voraussetzungen:

*Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO

Empfohlene Voraussetzungen:

None

Verwendbarkeit Availability	Lehrform Teaching Methods	Workload	
None	Lectures, video analysis, practical exercises, student presentations	Gesamtaufwand:	ca. 150 h
		Kontaktzeit:	ca. 60 h
		Selbststudium:	ca. 90 h
		Leistungsnachweise:	ca. 0 h
		Prüfungsvorbereitung:	ca. 0 h

Lernziele / Qualifikationen des Moduls:

Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Knowledge and Understanding The core learning objective is students understanding that successful communication puts the audience, its values and needs in the center. Students also become acquainted with the concept of style and stylistic requirements in different settings. Thirdly they familiarize themselves with the core elements of academic writing.

Applying knowledge and understanding Students practice all rules taught and prove their understanding in application tasks.

Making judgements: Students learn to analyze situations and choose rhetoric and linguistic tools appropriately

Communication: Results obtained are discussed in class. The exam for part II (Writing skills) is an academic assignment.

Learning skills: Students are able to apply the expertise gained in class in other academic and professional contexts

Inhalte der Lernveranstaltung / Internationalität:

Course Content

Presentations:

1. Essential factors for successful presentations
2. The SUCCEs formula
3. Ancient rhetoric (IDEMP A)
4. Modern rhetoric
5. Tips & Tricks

Writing:

1. Good Writing in English
2. Academic writing Basics (Goal – Research methods) Linguistic features Structure #svhs#amp## Techniques (Commenting, Qualifying, Summarizing, Referencing)
3. Business writing Essential types (Emails, Memos, Letters, Proposals, Reports)

Internationality:

Formal English writing in different national contexts

Lehrmaterial und Literatur:

Course Material and literature

No special ones

Modulprüfung (ggf. Hinweis zu Multiple Choice – APO §9a)

Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
Seminararbeit	The exercises will be carried out through a writing assignment (50%) and a presentation (50%).	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms.

*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.