



**Westfälische
Hochschule**

Gelsenkirchen Bocholt Recklinghausen
University of Applied Sciences

Business School, Gelsenkirchen

Modules in English

Westfälische Hochschule Gelsenkirchen, Bocholt, Recklinghausen

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Overview

Winter term

Semester	Modul	Title	hours/week	ECTS
3	B 1053	Economics III -Economic Policy	4	5
3	B 1072	Business Statistics	4	5
3	B 65xx	Financial Reporting	4	5
5	B 65xx	Development and institution of the European Union	2	5
5	B 1150	Management Decisions	4	5
5	B 1160	International Management	4	5
x		Languages, e.g. German as foreign language, Spanish, French, English	4	5

Summer term

Semester	Modul	Title	hours/week	ECTS
4	B 65xx	Business Simulation Logistics	4	5
4	B 3090	International Marketing	4	5
4	B 3075	European Studies	4	5
4	B 4030	International Accounting	2	5
4	4xxx	Management of Business Process Modelling	2	5
x		Languages, e.g. German as foreign language, Spanish, French, English	4	5

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Languages, e.g. German as foreign language, Spanish, French, English

Economics III - Economic Policy

Module number: B 1053	Workload: 150 h	Credits: 5	Semester: 3	Frequency: Winter	Length: 1 Semester
Course: Economic Policy			Contact hours: 72h	Self-study: 78h	Group size: 10-20
Learning outcomes / Competence: Students					
<ul style="list-style-type: none"> - know about goals and problems of economic policy measures - can distinguish between different concepts of economic policy - can explain economic policy measures in different fields of action - know about relevant effects and side effects of selected instruments of economic policy - know about the nature, direction and effects of international economic integration and about the relevance of international aspects for the (national) economic development 					
Contents:					
<ul style="list-style-type: none"> - Theory of economic policy (agents, goals, limitations) - Public finance (financial policy) - Growth- and structural policy - Stabilisation policy (especially: fiscal policy and monetary policy) - International economic policy (especially: trade policy and policy with respect to exchange rates) 					
Teaching methods: Lecture					
Prerequisite for participation:					
None. Knowledge in microeconomic and macroeconomic theory is, however, helpful.					
Form(s) of assessment:					
Exam					
Prerequisite for awarding credits:					
Passed exam					
Portion of grade for final grade: 5/167 (3%)					
Lecturer responsible:					
Prof. Dr. Ricarda Kampmann, Prof. Dr. Johann Walter					
Other information:					
Literature:					
Parkin, M., Powell, M, Matthews, K.: Economics, 9 th edition, London 2014.					
Kampmann, R., Walter, J. Makroökonomie: Wachstum, Beschäftigung, Außenwirtschaft, München 2010.					
Special feature:					
Integration of national and international aspects					

Business Statistics

Module number: B 1072	Workload: 150 h	Credits: 5 CP	Semester: 3 rd semester	Frequency: Winter	Length: 1 semester
Course: Business Statistics (4 SWS)			Contact hours: 72 h	Self-study: 78 h	Group size: 50 – 70
Learning outcomes / Competence:					
<p>Students ...</p> <ul style="list-style-type: none"> - ... know different statistical methods and analysis concepts and can apply them independently. - ... are able to compress and present variety of data sets, so that they become manageable. - ... are capable to interpret data by using statistical measures. - ... are able to assess and control the related uncertainties of an empirical study by using the methods of statistical inference. - ... know how to interpret the results of statistical evaluations and analysis economically. 					
Contents:					
<ul style="list-style-type: none"> - statistical basics - descriptive statistics - probability theory and inductive statistics 					
Teaching methods:					
lecture, exercises, class discussion					
Prerequisite for participation:					
none					
Form(s) of assessment:					
exam					
Prerequisite for awarding credits:					
passed exam					
Portion of grade for final grade:					
5/167 (3%)					
Lecturer responsible:					
Prof. Dr. Simon					
Other information:					
Lecture notes					
Additional literature:					
<ul style="list-style-type: none"> - Anderson, Freeman Shoemith, Sweeny, Williams; Statistics for business and economics; 2nd Edition; Cengage Learning 2010 - Black; Applied business statistics; 7th Edition; John Wiley and Sons 2013 - Bowerman, O'Connell, Murphree; Business statistics in practice; 6th Edition; McGraw-Hill 2011 - Francis, Mousley; Business mathematics and statistics; 7th Edition; Cengage Learning 2014 - Fry, Groebner, Shannon, Smith; Business statistics; 8th Edition; Pearson 2011 					
Connections to other courses:					
Basic statistical knowledge is a prerequisite for the understanding of empirical science.					

Financial Reporting

Module number: B 6500	Workload: 150h	Credits: 5	Semester: 5	Frequency: Winter	Length: 1 Semester
Course: Financial Reporting			Contact time: 72h	Self-study: 78h	Group size: 10-20
Learning outcomes / Competence:					
<p>The primary objective of Financial Accounting is to develop a sound understanding and appreciation of major current issues in financial accounting, especially with regard to International Financial Reporting Standards (IFRS). Students will also investigate other reports published by companies and get a sound understanding of sustainability reporting and corporate governance. By preparing a written research project and presenting the results, students increase their independent research and presentation skills.</p>					
Contents:					
<p>Reasons for financial reporting in accordance with IFRS and why it is regulated will be explored, especially regulation of intangible assets, leasing, financial instruments, impairment on assets and accounting for provisions.</p> <p>Also topics with a wider focus, i.e. sustainability reporting, management reporting and corporate governance will be investigated in greater detail. Students will be able to connect e.g. financial and sustainability reporting and get a sound understanding of the concept of corporate communication.</p> <p>Lectures include discussions in class regarding the contents of the current topic. Participation in discussions is mandatory.</p> <p>Students will select one topic from the list of course topics for their research presentation. Students are required to research this topic and prepare a written research project to be marked by their lecturer. The research project shall be provided at the class on the nominated presentation week.</p> <p>On the selected week, students will present their research project to the class based.</p> <p>Five questions about the student's research topic must be prepared for discussion in class after the presentation. Participation in these discussions is also mandatory.</p>					
Teaching methods: Lecture, students' research projects and presentation, class discussion					
Prerequisite for participation: none					
Form(s) of assessment: 50 % research project, 30% presentation of research project, 20 % class participation in discussions					
Prerequisite for awarding credits: Active contribution in class					
Portion of grade for final grade: 5/167 (3%)					
Lecturer responsible: Prof. Dr. Julia Lackmann					
Other information:					

Development and Institutions of European Union

Modulnumber: 6500	Workload: 90	Credits: 2,5 CP 5 CPs with excursion	Term:	Frequency: Winter	Length: 1 Semester
Lecture: Development and Institutions of European Union			Time of contact: 32	Time of study: 58	Size of groupe: 15
Student outcomes/Competences: Students are able <ul style="list-style-type: none"> - to distinguish the different stages of the process of European integration - to define the scope of national and European responsibilities in economic policies - to evaluate the current state of European integration and to identify the resulting problems 					
Content <ul style="list-style-type: none"> ▪ aims and stages of European integration ▪ main principles of European Union ▪ institutions of EU ▪ process of creating a European Constitution ▪ Multiannual Financial Framework and annual EU-Budget 					
Teaching methods: Lecture with active parts of students					
Prerequisites for attending: none					
Test format: presentation					
Preconditions for CPs:: regular attendance and presentation					
Importance of grades for bachelor grade: : 3/171					
Responsible for the modul / Lecturer: Prof. Dr. Ricarda Kampmann					
Additional information: Literature: <ul style="list-style-type: none"> ▪ Weidenfeld, W., Europa von A-Z, 11. Aufl., Bonn 2009 ▪ Senior Nello, Susan, The European Union : economics, policies and history, 3.ed., London 2012 Special feature <ul style="list-style-type: none"> ▪ Jean.Monnet-Europazertifikat ▪ excursion to a European Institution (2,5 further CPs) 					

Management Decisions

Module number: B 1150	Workload: 150 h	Credits: 5	Semester: 5	Frequency: Winter	Length: 1 Semester
Course: Management Decisions			Contact hours: 72h	Self-study: 78h	Group size: 30-50
<p>Learning outcomes / Competence:</p> <p>After module participation, students when taking business decisions are able to take into account the interdependencies between the functional and design areas of an international company and to justify these. The students will know the significance and content of business information systems (cost accounting, financial statement and balance sheet). In addition they will take these for the planning and decision process into consideration. The students are able to formulate strategic objectives and to consider these in the context of repeated operational decisions. The participants can identify interactions between corporate and non-corporate influences and consider these in their decision process. Participants have to take decisions in teams and they have to present their results to the class. In addition they act in management meetings in different roles (eg. CEO, CFO, CMO) and by this technical and personal skills that are important for their later working life. Finally students have to write minutes and prepare presentations.</p>					
<p>Contents:</p> <ul style="list-style-type: none"> - Moderate and monitor group meetings (= Management meetings)- - Interdependence of decisions and performance measures - Different accounting systems - Development of a planning and control system using a spreadsheet program - Strategic planning and control - Operational planning and control - 					
<p>Teaching methods: Business simulation; Self-organized team meetings; Lectures on individual decision areas of the business simulation; Conferences for presentation of results and discussion</p>					
<p>Prerequisite for participation: Eligible to enter inter 3rd year of Bachelor studies</p>					
<p>Form(s) of assessment: Minutes and presentations in class; concept for mid- and long term business plan</p>					
<p>Prerequisite for awarding credits: All written work will be grade das well as presentations. Active participation in class is required. Minimum grade for passing: 50% out of 100%</p>					
<p>Portion of grade for final grade: 5/167 (3%)</p>					
<p>Lecturer responsible: Prof. Dr. K. Kampmann/Prof. Dr. K. Kampmann (DE); Prof. Dr Opgenhoff (GB)</p>					
<p>Other information: The TOP SIM business simulations TopSIM Euro or TopSIM General Management are used as basis for the business simulation. The business simulation runs over 8 to 9 periods and each period equals one financial year.</p>					

International Management

Module number: B 1160	Workload: 150 h	Credits: 5	Semester: 5	Frequency: Winter	Length: 1 Semester
Course: International Management			Contact hours: 72h	Self-study: 78h	Group size: 20-50
<p>Learning outcomes / Competence:</p> <p>The learning objectives for the module are, that the students get</p> <ul style="list-style-type: none"> - acquainted with the effects of Globalization in everyday business management - introduced to the importance of intercultural competencies in the international business environment - an overview of the most important market entry strategies and can evaluate the pros and cons for international corporations - an understanding that qualified staff are crucial to the success of an international corporation - used to study a topic in English and therefore get more self-confident when being exposed to situations in which they are required to interact in English - used to working in teams with non-native speakers of English and with the help of (Mini-)case Studies test their own team skills <p>All in all the goal is to prepare the students for working in an international working environment</p>					
<p>Contents:</p> <p>The global manager's environment</p> <ul style="list-style-type: none"> - Assessing the Environment - Political, Economic, Legal, Technological - Managing Interdependence: Social Responsibility and Ethics <p>The cultural context of global management</p> <ul style="list-style-type: none"> - Understanding the Role of Culture - Communicating across Cultures - Cross-cultural Negotiation and Decision Making <p>Formulating and implementing strategy for international and global operations</p> <ul style="list-style-type: none"> - Formulating Strategy - Global Alliances and Strategy Implementation 					
Teaching methods: Lecture, students' research projects and presentation, class discussion					
Prerequisite for participation: Eligible to enter inter 3 rd year of Bachelor studies					
Form(s) of assessment: Written 60 minute examination					
Prerequisite for awarding credits: Examination passed with 50% out of 100%					
Portion of grade for final grade: 5/167 (3%)					
Lecturer responsible: Prof. Dr. Ludger H. Opgenhoff / Prof. Dr. Ludger H. Opgenhoff					
<p>Other information:</p> <p>The following book is mandatory:</p> <p>Deresky, Helen: International Management – Managing Across Borders and Cultures, 6th Edition, Pearson-Prentice Hall, 2008</p> <p>Daily reading of the international press (e.g. Financial Times) and using the script of the module</p>					

Business Simulation Logistics

Module number: B 6501	Workload: 150h	Credits: 5	Semester: 4	Frequency: summer	Length: 1 Semester
Course: Business simulation logistics			Contact time: 72h	Self study: 78 h	Group size: 10-20
Learning outcomes / Competence:					
<p>After having attended the module students will be able to make logistic decisions in the context of an international operating company. They will understand logistic and general interrelation within the company. They will know the contents of different business departments and subareas such as storage, supplier evaluation, finance and accounting. They will be able to reach target-oriented economic decisions</p> <p>The students will learn to formulate strategic aims and deduce operational decisions. They will be able to identify internal and external influences on the decision process.</p> <p>The students will work in teams and defend their decisions against outsiders.</p> <p>The students will create minutes and short presentations.</p> <p>The course will be in English so that students will learn technical terms of business English.</p>					
Contents:					
<ul style="list-style-type: none"> • Organization of groups, chairing and recording of group meetings • Interdependence between decision and performance data • Identification of logistic interrelations • Strategic planning and control • Operative planning and control • Use of English technical terms 					
Teaching methods: Business simulation, autonomous group meetings, instructive discourse on specific decisions, meetings for presentation and discussion					
Prerequisite for participation: None					
Form(s) of assessment: without marking					
Prerequisite for awarding credits: Regular and active attendance, preparing of meeting minutes and presentation, successful participation in the business simulation					
Portion of grade for final grade: none					
Lecturer responsible: Prof. Dr. Susanne Hohmann					
Other information: Used business simulation: Topsim Logistics					

International Marketing

Modulnumber: B 3090	Workload: 150 h	Credits: 5	Semester: 4.	Frequency: summer	Length: 1 Semester
Course: International Marketing			Contact hours: 72 h	Self study: 78 h	Group size 20-30
Lernergebnisse/Kompetenzen: Students are expected to <ul style="list-style-type: none"> - Reflect about the effects of Globalisation on the marketing decisions for companies (Mulinational as well as SMC) - Evaluate different Marketing Approchaes in International Markets - Experience difference working in German vs. English - Apply their English Business knowledge - Foster their team work capability, by working in small groups on Case-Studies Overall the aim is to give a first insight into working in an international environment.					
Contents: <ul style="list-style-type: none"> - The decision whether to internationalize <ul style="list-style-type: none"> o Global marketing in the firm o Development of the firm's international competitiveness - Deciding which markets to enter / Market entry strategies <ul style="list-style-type: none"> o Global marketing research o International market selection process o Choice of entry of mode o Global e-marketing - Designing the global marketing programme <ul style="list-style-type: none"> o Product decisions o Pricing decisions and terms of doing business o Place decisions o Promotion decisions - Implementing and coordinating the global marketing programme 					
Teaching methods: students' presentation and class discussion, guest lectures					
Prerequisite for participation: Recommendation: : Introduction Courses Management and Econmoicy, Business Englisch I and II Wirtschaftsenglisch I und II					
Prerequisite for awarding credits: Active contribution in class and presentatio. Final grade: 50% Individual part of presentation / Individual Essy (max. 3,000 words) in English					
Portion of grade for final grade: 5/167 (3%)					
Lecturer responsible: Prof. Dr. Ludger H. Opgenhoff					
Other information: Mandatory Reading: Hollensen, Svend: Global Marketing – A Decision-Oriented Approach, 4th edition, FT-Prentice Hall, 2010 Current Press clippings and Business Press (Financial Times)					

European Studies					
Module number: B3075	Workload: 150 h	Credits: 5	Semester: 4	Frequency: summer	Length: 1 Semester
Course: Part I: European economic and monetary union Part II: European structural Policies			Contact hours: 72h	Self-study: 78h	Group size: 10-20
Learning outcomes / Competence: Students <ul style="list-style-type: none"> • learn about European Competencies and measures in different areas of European Economic Policy • are able to judge the effects of European Economic Policy for enterprises on the basis of selected examples • can analyse the interdependencies of national and European Economic Policy by selected areas of economic policy 					
Contents: <ul style="list-style-type: none"> • Development of European single market • Development of monetary union • Selected structural policies like regional and industrial policy, transport policy, social policy and employment policy 					
Teaching methods: students' presentation and class discussion					
Prerequisite for participation: none					
Form(s) of assessment: presentation					
Prerequisite for awarding credits: Active contribution in class and presentation					
Portion of grade for final grade: 5/167 (3%)					
Lecturer responsible: Prof. Dr. Ricarda Kampmann, Prof. Dr. Johann Walter					
Other information: Literature: Susan Senior Nello, The European Union. Economics, Policies and History, 3.Ed., London and others 2012 Special feature: compulsory for the Jean-Monnet-Europazertifikat					

International Accounting

Module number: B 6501	Workload: 150h	Credits: 5	Semester: 4	Frequency: summer	Length: 1 Semester
Course: International Accounting			Contact time: 36h	Self-study: 114h	Group size: 10-20
Learning outcomes / Competence:					
<p>This course is an English version of course B4030 but leaves out all German GAAP (HGB) related topics and statement analysis. Accordingly, this course focuses on international accounting under International Financial Reporting Standards (IFRS).</p> <p>The objective of “International Accounting” is to develop a sound understanding and appreciation of major current issues in context of IFRS. By preparing a written research project and presenting the results, students increase their independent research and presentation skills.</p>					
Contents:					
<p>Students get to know the reasons for financial reporting in accordance with IFRS. It is explored why international accounting is regulated and how, especially the regulation of intangible assets (IAS 38), property, plant and equipment (IAS 16), leases (IAS 17), impairment on assets (IAS 36) and accounting for provisions (IAS 37). Exercises during class will deepen the understanding of IFRS regulations.</p> <p>Prior to a few selected classes, students receive academic papers on current issues in accounting that are discussed in class to widen the knowledge of international research in IFRS accounting.</p> <p>Students will select one IFRS-related topic for their research project and presentation (list of topics is given by lecturer or student’s choice). Students are required to research this topic and prepare a written research project as well as a presentation on this project that is to be marked by their lecturer.</p> <p>Within the last weeks of this course, students will turn in their research project and present it to the class.</p>					
Teaching methods: Lecture, students’ research projects and presentation, class discussion					
Prerequisite for participation: none					
Form(s) of assessment: 50 % research project, 30% presentation of research project, 20 % class participation in discussions					
Prerequisite for awarding credits: Active contribution in class					
Portion of grade for final grade: 5/167 (3%)					
Lecturer responsible: Prof. Dr. Julia Lackmann					
Other information:					

Management of Business Process Modelling

Module number: B 6500	Workload: 150 h	Credits: 5	Semester: ?	Frequency: summer	Length: 1 Semester
Course:			Contact hours: 28h	Self-study: 122h	Group size: 5-10
<p>Learning outcomes / Competence: Students will get insight into some of the best practice modelling techniques and tools. Students are asked to execute small case studies with specific techniques in corresponding tools. Students are getting an insight into the interdependencies between techniques and tools. So they will gather knowledge about the applicability. This is important in all future organizational change and IT projects. It is also essential for knowledge management within projects. Furthermore, basics of change management are as well stressed as project calculation techniques. Seminar papers will focus selected topics of this area.</p>					
<p>Contents:</p> <ol style="list-style-type: none"> 1. Introduction into selected Modelling Technique 2. Introduction into tools: Visio, ARIS Express and IGrax 3. Case Studies 4. Comparison and Discussion of Case Studies 5. Comparison of Tools 6. Theory: definitions, procedure model, change management, project organization, project calculation 7. Presentation of seminar papers, discussion 					
<p>Teaching methods: Lecture, students' case studies and presentation, class discussion, studies, e-learning and –discussion within Moodle</p>					
<p>Prerequisite for participation: none</p>					
<p>Form(s) of assessment: Seminar paper and assessed case studies (at least 8 have to be finished and presented to class)</p>					
<p>Prerequisite for awarding credits: Active contribution in class, at least 6 completed case studies and a seminar paper or presentation – depending on the selected topic</p>					
<p>Portion of grade for final grade: -</p>					
<p>Lecturer responsible: Prof. Dr. Karin Küffmann</p>					
<p>Other information: English and internet literature. Learning Guide for ARIS in German</p>					