

Expected Business Courses in English (Bachelor level) | Summer Term 2018

Each course = 5 ECTS Credits

Courses from the Business Studies program

1. Business Taxation (72017)
2. Finance (73112)
3. Ludus (Business Management Simulation) (75103)
4. Operations Management (74110)
5. Marketing (73110)
6. Microeconomics (73113)

Courses from the Global Business and Economics program

7. Statistics for Business and Economics (72801)
8. Business Ethics and Intercultural Management (72802)
9. Business Research Methods & Academic Writing (72803)
10. Financial Accounting (72804)
11. Macroeconomics (74107)

1. Business Taxation (72107)

Learning Outcomes:

The students are able to recognize problem- and application-oriented central fiscal parameters, configuration potentials and consequences of business decisions and furthermore, to analyze them, to challenge them and to judge them, as well as to transform the main areas of taxation law into business specific issues. They possess the required tax-based knowledge and practical skills that are expected of alumni in Business Studies.

Description of Content:

In this module the central basics of business taxation law are communicated by analyzing and working out the relevant fiscal basic conditions and the basic types of taxes as well as the legal and economic consequences for companies and their investors. Essentially, there is a focus on the following types of taxes and areas of taxation law: Procedural Tax Law, Forms of Doing Business and General Aspects of their Taxation, Transactional Taxes (Value Added Tax, Real Estate Transfer Tax), Income Taxes (Individual Income Tax, Trade Income Tax, Corporate Income Tax, Fiscal determination of taxable income and tax accounting law), other Business Taxes.

2. Finance (73112)

Learning Outcomes:

The students understand the role of financial management in value creation of a company. They know the relevant financial terms. They know how to set up a financial plan and how to analyze the financing behavior of a company using financial ratios and cash flow statements. They are able to apply the relevant methods of capital budgeting and know which method is appropriate for which decision situation. The students know the relevant basic financial instruments and are able to select the right financial instruments for given financing needs.

Description of Content:

1. Introduction
2. Financial Statements
 - 2.1. Cash Flow
 - 2.2. Financial Statement Analysis and Long-Term Planning
3. Capital Budgeting
 - 3.1. Discounted Cash Flow Valuation
 - 3.2. Net Present Value and Other Investment Rules
 - 3.3. Capital Investment Decisions
4. Financial Instruments and Financing Decisions
 - 4.1. Financial Leverage
 - 4.2. Long-Term Financing: An Introduction
 - 4.3. Issuing Securities to the Public
 - 4.4. Long-Term Debt
 - 4.5. Leasing
 - 4.6. Short-Term Finance and Planning
5. Financial Distress

3. Ludus (Business Management Simulation) (75103)

Learning Outcomes:

Students learn to combine knowledge and experience from different business and management lectures to strategic and operations management decisions in teams.

Description of Content:

The lecture about Business Management encloses parts of studying and parts where the knowledge will be employed. In the study parts the students have to work with literature and have to prepare presentations about the things they learn in teams. During the other parts they play a business game. Looking at the content we find Strategic Management combined with methods of Operations and Controlling.

Parts of the business game are:

- > Introduction (Introduction to the Business Game, Learning Process, Team Development)
- > Strategic Planning (Environmental Analysis, Company Analysis, Company Targets)
- > Strategic Options (Evaluation and Selection, Strategy Control)
- > Operational Planning - (Marketing / Sales, Purchasing / Production / logistics, Human Resources, Finance, Organisation / Rationalisation)

4. Introduction to Operations Management (74110)

Description of Content:

Operations Management is the share of every company with highest cost. OM refers to the part where value for the customers is created.

Operations Management consists of three parts:

- Supply management: Providing your company with goods and services
- Production management and: Production of goods and services according to the customer's needs
- Logistics management: Physical transport and storage leads to flow-management of goods and services

The lectures describe the basic strategies and tools, e.g. Concept of added value, Harvard Principles in Negotiations, Lean Management and the Toyota Production System, Just-in-Time Concepts, 3PL/4PL.

5. Marketing (73110)

Learning Outcomes:

- > Understanding Marketing as a philosophy for management.
- > Knowledge to examine and understand markets and to use strategies and mix instruments. The module emphasizes professional competence.

Description of Content:

- > Basics of Marketing
- > Buying Behavior
- > Market Research
- > Marketing mix
- > Marketing goals
- > Marketing strategies
- > Concept of Marketing and Decisions

6. Microeconomics (73113)

Learning Outcomes:

The course imparts basic knowledge of the principles of market economies and price formation on markets. These principles are fundamental prerequisites to understand recent topics in economic policy. The students will learn to understand and to evaluate the implications of policy measures. This enables them to develop strategic business options for companies.

Description of Content:

Introduction to microeconomics

Private households: Why do people buy things?

Private firms: Why do firms produce?

Markets: What do prices tell me?

Game theory: Strategic thinking and acting

7. Statistics for Business and Economics (72801)

Learning Outcomes:

The students are able to create and interpret the most important, descriptive statistics with regard to given populations. The focus is on the ability to use statistics as a decision-making tool for practical problems. In particular, students will recognize, understand and evaluate the problem of risk and incomplete information using basic concepts of probability theory.

The module serves as the basis for almost all subjects of the course "Global Business and Economics" and mainly imparts methodological competence

Description of Content:

- > Empirical distributions and their graphical representation,
- > Bivariate and conditional distributions (contingency tables),
- > Location parameters (median, mode, arithmetic mean, harmonic mean),
- > Dispersion parameters (range, mean deviation, variance and standard deviation),
- > Random variables and distribution functions,
- > Expectation, variance, covariance and correlation,
- > Binomial distribution and normal distribution.

8. Business Ethics and Intercultural Management (72802)

Learning Outcomes:

1. Business Ethics

Students are able to understand the meaning of business ethics and its significance in both economic and business terms. They know the ethical issues at stake and are equipped with the tools to analyze these issues.

They:

- > Are conversant with subject of business ethics.
- > Know key ethical concepts and ideas which can be applied to the experiences of countries and corporations.
- > Have a deeper understanding of what business ethics is about.
- > Learn about current policy challenges in business ethics and the impact of various policies.
- > Identify and understand the ethical issues that arise in business.
- > Become aware that ethical behavior is the best long-term business strategy for a company.

2. Intercultural Management

Apart from a basic sensitisation for the complexity of the subject “differences and similarities between different cultures” the graduates of this module will also be in the position to handle intercultural aspects in a positive way. With other words, they learn to avoid the potential problems and to make use of the differences.



Description of Content:

1. Business Ethics

A. Ethics in the World of Business

- > The Meaning of Business and Ethics
- > Moral and Ethical Reasoning
- > Ethics, Economics, and Law
- > Corporations and Social Responsibility

B. Ethical Principles in Economics and Business

- > Ethical Aspects of the Market System
- > Ethics in Free Market Economies
- > Models of Market Competition
- > Ethical Conflicts in Business

2. Intercultural Management

- > What do we mean by "culture" within the context of this module?
- > What is the significance of cultural and inter-cultural aspects for businesses, regardless of whether they operate mainly domestically or largely on an international level?
- > Practical examples
- > Case studies

9. Business Research Methods & Academic Writing (72803)

Learning Outcomes:

Business Research Methods

The students develop basic knowledge of business research methods, which are used in a large number of disciplines in business, as for example marketing research. They know alternative research approaches and basic techniques of data collection and analysis. Thus they are able to conduct small research projects and to take part in larger ones.

Academic Writing and Presentation Skills

Students are able to write an academic paper by correctly applying the appropriate/required citation technique. They, furthermore, know how to prepare and conduct a professional presentation, using a range of means of presentation.

Description of Content:

Business Research Methods

- > Concepts and approaches of business research
- > Design of research projects
- > Data Collection and analysis

Academic Writing

Introduction to academic writing, including how to find, select and use the right literature sources; how to structure an academic paper, including time management and the correct use of a citation technique. Also: how to prepare and deliver a professional presentation.

10. Financial Accounting (72804)

Learning Outcomes:

The students can explain the purpose as well as essential concepts and principles of accounting. They know the needs of the various users of financial statements. On this basis, they can explain the fundamental differences between different accounting systems, in particular between IFRS and HGB.

The students have understood the double-entry bookkeeping system and can depict ongoing business transactions. In addition, they are able to make the necessary closing bookings at the end of the period and draw up financial statements with the core elements according to IFRS.

Description of Content:

- > Purpose and concepts of accounting
- > Users of financial statements
- > Accounting principles
- > Basic differences between different accounting systems, in particular between IFRS and HGB
- > Recording of selected business transactions within the scope of ongoing business activities
- > Simple closing entries

Create simple profit and loss accounts and simple balance sheets (in conformity with IFRS) by closing all individual accounts

11. Macroeconomics (74107)

Learning Outcomes:

Problems and can derive adequate policy strategies. Students can assess the repercussions of both monetary and fiscal policy measures on the business environment and the business sector. They are able to decide which theory covers a given economic theory best.

Description of Content:

1. Introduction

2. Fiscal Policy

- > National Income Accounting
- > Short Term Keynesian Policies
- > Long Term Supply Side Policy

3. Monetary Theory and Policy

- > Monetary Theory
- > The ECB's Monetary Policy

Further information about all business courses:

<http://www.campus.fh-aachen.de>

Expected Business Courses in English (Bachelor level) | Winter Term 2017/2018

Each course = 5 ECTS Credits

1. Business Taxation (72017)
2. Finance (73112)
3. Ludus (Business Management Simulation) (75103)
4. Introduction to Operations Management (74110)
5. Marketing (73110)
6. International Management Training (75644)
7. Financial Markets and Financial Services (75618)
8. Financial Markets and Financial Services (*in French language)
9. Corporate Finance (75617)
10. EU Business / EBM - The Management Practice (75611)
11. Principles of Business and Economics (71801)
12. Human Ressource Management (70802)
13. Information Technology (73109)
14. Mathematics for Business and Economics (71804)
15. Principles of Business Law (71803)
16. International Business Law (75668)

1. Business Taxation (72107)

Learning Outcomes:

The students are able to recognize problem- and application-oriented central fiscal parameters, configuration potentials and consequences of business decisions and furthermore, to analyze them, to challenge them and to judge them, as well as to transform the main areas of taxation law into business specific issues. They possess the required tax-based knowledge and practical skills that are expected of alumni in Business Studies.

Description of Content:

In this module the central basics of business taxation law are communicated by analyzing and working out the relevant fiscal basic conditions and the basic types of taxes as well as the legal and economic consequences for companies and their investors. Essentially, there is a focus on the following types of taxes and areas of taxation law: Procedural Tax Law, Forms of Doing Business and General Aspects of their Taxation, Transactional Taxes (Value Added Tax, Real Estate Transfer Tax), Income Taxes (Individual Income Tax, Trade Income Tax, Corporate Income Tax, Fiscal determination of taxable income and tax accounting law), other Business Taxes.

2. Finance (73112)

Learning Outcomes:

The students understand the role of financial management in value creation of a company. They know the relevant financial terms. They know how to set up a financial plan and how to analyze the financing behavior of a company using financial ratios and cash flow statements. They are able to apply the relevant methods of capital budgeting and know which method is appropriate for which decision situation. The students know the relevant basic financial instruments and are able to select the right financial instruments for given financing needs.

Description of Content:

1. Introduction
2. Financial Statements
 - 2.1. Cash Flow
 - 2.2. Financial Statement Analysis and Long-Term Planning
3. Capital Budgeting
 - 3.1. Discounted Cash Flow Valuation
 - 3.2. Net Present Value and Other Investment Rules
 - 3.3. Capital Investment Decisions
4. Financial Instruments and Financing Decisions
 - 4.1. Financial Leverage
 - 4.2. Long-Term Financing: An Introduction
 - 4.3. Issuing Securities to the Public
 - 4.4. Long-Term Debt
 - 4.5. Leasing
 - 4.6. Short-Term Finance and Planning
5. Financial Distress

3. Ludus (Business Management Simulation) (75103)

Learning Outcomes:

Students learn to combine knowledge and experience from different business and management lectures to strategic and operations management decisions in teams.

Description of Content:

The lecture about Business Management encloses parts of studying and parts where the knowledge will be employed. In the study parts the students have to work with literature and have to prepare presentations about the things they learn in teams. During the other parts they play a business game. Looking at the content we find Strategic Management combined with methods of Operations and Controlling.

Parts of the business game are:

- > Introduction (Introduction to the Business Game, Learning Process, Team Development)
- > Strategic Planning (Environmental Analysis, Company Analysis, Company Targets)
- > Strategic Options (evaluation and selection, strategy control)
- > Operational Planning - (marketing / sales, purchasing / production / logistics, Human Resources, Finance, Organisation / Rationalisation)

4. Introduction to Operations Management (74110)

Description of Content:

Operations Management is the share of every company with highest cost. OM refers to the part where value for the customers is created.

Operations Management consists of three parts:

- Supply management: Providing your company with goods and services
- Production management and: Production of goods and services according to the customer's needs
- Logistics management: Physical transport and storage leads to flow-management of goods and services

The lectures describe the basic strategies and tools, e.g. Concept of added value, Harvard Principles in Negotiations, Lean Management and the Toyota Production System, Just-in-Time Concepts, 3PL/4PL.

5. Marketing (73110)

Learning Outcomes:

- > Understanding Marketing as a philosophy for management.
- > Knowledge to examine and understand markets and to use strategies and mix instruments. The module emphasizes professional competence.

Description of Content:

- > Basics of Marketing
- > Buying Behavior
- > Market Research
- > Marketing mix
- > Marketing goals
- > Marketing strategies
- > Concept of Marketing and Decisions

6. International Management Training (75644)

Learning Outcomes:

On successful completion of this subject students are able to: 1. Demonstrate an understanding of the application of various theoretical frameworks in leadership skills and of brain-friendly learning 2. Identify, develop and demonstrate self-leadership capabilities 3. Apply a range of techniques and theoretical frameworks to develop their individual skills in the area of management and leadership 4. Understand and appreciate the role of self-reflection in effective skill development 5. Assess their own thinking, feeling and behaviour on core leadership capabilities 6. Demonstrate increased self-awareness and competence in nominated skill areas 7. Plan, control and continue their individual process of skill development 8. Take over full responsibility for their future personality and skill development.

Description of Content:

“Leadership is an art not a science”. Inter-personal skills and Intra-personal skills (self-leadership) have continued to be acknowledged as critical skill requirements for leadership effectiveness. This subject is aimed at students seeking to develop their own capabilities in leading and managing people. The core belief of this module is that leadership can be learned. It is about understanding and about behaviors and actions. Leadership is not an inherent set of traits such as charisma. The underlying philosophy is that “manager control, but leaders inspire”. This module develops an understanding of the nature of self-leadership competencies (intrapersonal skills) and competencies to lead other people (interpersonal skills), and their relevance to leadership practice in contemporary organisations. It explores behavioural skill learning in order to establish a platform for continued development on the part of the student. Topics covered include the nature

of intrapersonal and interpersonal competence; theoretical underpinnings of behavioural skill learning; self-leadership skills; basic interpersonal communications skills; assertion and influence skills; applied skills of small group management, change management and teambuilding skills; presentations skills; negotiation and conflict resolution skills; leadership skills.



7. Financial Markets and Financial Services (75618)

Learning Outcomes:

The students get to know the financial market institutions , the components of the different market places and their act together. They learn how to evaluate the risky financial instruments in light of the capital market theory. The students understand why the real market structures exist by learning the economics of institutions. The students realize the importance of financial intermediaries for the financial management. Thy understand stucture and function of the essential financial branches and learn to choose the right partner for financial transactions.

Description of Content:

- > Financial Markets (International financial markets , capital asset pricing model)
- > Economics of Institutions (Transaction-cost-approach , property-rights-theory , moral hazard; credit rationing and self-selection)
- > Financial Services (Credit institutions , building societies, insurance , all-finance-concepts)

8. Financial Markets and Financial Services (*in French language)

Learning Outcomes:

The students get to know the financial market institutions , the components of the different market places and their act together. They learn how to evaluate the risky financial instruments in light of the capital market theory. The students understand why the real market structures exist by learning the economics of institutions. The students realize the importance of financial intermediaries for the financial management. Thy understand stucture and function of the essential financial branches and learn to choose the right partner for financial transactions.

Description of Content:

- > Financial Markets (International financial markets , capital asset pricing model)
- > Economics of Institutions (Transaction-cost-approach , property-rights-theory , moral hazard; credit rationing and self-selection)

Financial Services (Credit institutions , building societies, insurance , all-finance-concepts)

9. Corporate Finance (75617)

Learning Outcomes:

The students understand the complex tasks of modern financial management. They are accustomed with the major determinants of a financing policy. They are able to calculate market based cost of capital and to provide market based valuations of companies. They know how to derive a meaningful financial leverage. The students master the basics of modern portfolio theory and risk management.

Description of Content:

1. Introduction

1.1. A short tour through Corporate Finance

1.2. The valuation of bonds and stocks

Special topic: Financial information in the internet

2. Capital market theory

2.1. Basics

2.2. Portfolio theory and the CAPM

2.3. Factor models

2.4. Risk, cost of capital, and capital budgeting decisions

2.5. Corporate Finance and the efficient market hypothesis

3. Financing the corporation

3.1. Capital structure

3.1.1. Basics

3.1.2. Limits to the use of debt

3.2. Capital budgeting decisions in the levered firm

3.3. Dividend policy and stock repurchase plans

3.4. Options

4. Mergers & Acquisitions

10. EU Business / EBM - The Management Practice (75611)

Learning Outcomes:

Students have learnt how to apply what they have been taught so far to concrete business situations. They have gained an insight into the practical impact of the European unification process and the increasing globalization of the economy on small and medium-sized companies (SMEs) and how the parties involved handle respective risks and opportunities.

Description of Content:

The focus of this lecture is laid on the company itself. In other words which specific advantages and disadvantages result from the European unification process and the increasing economic globalization for SMEs? And which methods of resolution have been developed by respective companies? Professionals and other experts will give lectures on these topics. In a group exercise, students have to work on case studies, for instance, analyze the cultural situation in one country or a number of countries, and present their findings to their peers.

10. Principles of Business and Economics (71801)

Learning Outcomes:

Business

The students understand Business Studies as a science in its own right and are able to explain the basic ideas behind it. They know of the main functional areas of a business, the principal legal forms for businesses, and the reasons for and forms of co-operation between companies - and they can competently discuss respective issues. The students are able to collect information independently and scientifically prepare the material so they can respond to concrete question in an informed way without having to conduct their own primary research.

Economics

The students learn elementary knowledge of microeconomics and macroeconomics, both of which are in general the base of economic-political discussions. Based on a certain acquaintance of macroeconomic facts (like GDP) students are able analyse central microeconomic and macroeconomic issues (like market equilibrium and unemployment). This makes them capable to follow daily economic reports as well as to classify and analyse economic-political positions of parties and organisations. They can derivate micro- and macroeconomic implications of economic-political measures and discuss the consequences for the economic environment of a company.

Description of Content:

As part of Principles of Business Management, the following topics are being taught:

- > Business Studies as a science;
- > The various business functions;



- > The business as a closed system;
- > The company life cycle, from being set up till its closure;
- > The most important legal forms of companies;
- > Co-operation between companies

As part of Principles of Economics, the following topics are being taught:

- > Principles of Economics
- > Foundations of Microeconomics
- > Foundations of Macroeconomics
- > Social Economics

11. Human Ressource Management (70802)

Learning Outcomes:

This module provides the students with progressive thinking about organizations today. It is about creating organizations and managing people. It helps future managers thoroughly prepare for the challenges of today's business world. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concept

Description of Content:

This module provides students with the daily tools and skills they need to function as successful managers - in both human resources and organizational business. With a practical approach, the module explores the evolution of the field, highlighting the introduction of revolutionary new technologies and social media platforms. This module focuses on emerging industry trends, it prepares students with everything they need to be successful managers of organizations and HR personnel in the 21st century.

12. Information Technology (73109)

Learning Outcomes:

The students are familiar with the basics of information technology (IT) and the impact of IT towards business. They are able to explain (e.g. using the theory of transaction costs), how digitalization changes business processes. Students know chances and risks of ecommerce. They know about the increasing threats of data security and data privacy.

The students are able to prepare scientific papers using word processing (e.g. MS Word). They are able to utilize the functionality of word processing. They are able to use spreadsheet software (e.g. MS Excel), they know the most important built-in functions and are familiar with data analysis techniques.

Description of Content:

Digitalization, History and architecture of computers, Internet, eCommerce, Data security and data privacy

Preparation of scientific papers using word processors. Functions like formats, table of contents, footnotes, cross-references, introduction of figures and tables, header and footer, Data analysis using spreadsheet-calculation. Simple functions like SUM, LOOKUP, QUARTILE, INTEREST, DBSUM. Nesting of functions, usage of the \$-sign. Advanced analysis using Solver, pivot-tables, database-functions.

13. Mathematics for Business and Economics (71804)

Learning Outcomes:

The students are familiar with the basic techniques and methods of mathematics (such as (one-dimensional) functions and their derivations, equations, equation systems, etc.) and are able to use these methods to transform, analyze and optimize verbally formulated quantitative economic facts and contexts into a mathematical model. Students can successfully apply the basic concept of financial mathematics to concrete practical problems. The module serves as the basis for most subjects of the course "Global Business and Economics" and mainly imparts methodological competence.

Inhaltsbeschreibung

Description of Content:

>Functions containing a single independent variable, economic functions
>Limits and continuity
>Fundamentals and techniques of differential calculus
>Economic applications of (one-dimensional) differential calculus
Classical methods of financial mathematics

14. Principles of Business Law (71803)

Learning Outcomes:

Students will acquire knowledge of various fundamental areas of civil law and domestic and international business law with a focus on contracts, companies, cartel law and international sales contracts. The students will be able to identify important legal issues in these areas and relate them to various typical real-life situations. The students will be enabled to argue simple cases regarding frequently recurring situations. The students will also be able to act as an intermediary for the legal profession.

Description of Content:

Main topics to be covered include:

- >Basic terms and concepts of civil law, such as persons and things.
- >Contracts, in particular conclusion, termination, remedies, and special types of contracts, e.g. purchase contract, rental contract, building/repair contract and legal remedies of the buyer/lessee/customer under the statutory
- >German law relating to these types of agreements
- >Property, in particular transfer of title to movable and immovable property encumbrances, pledges and transfers serving as collateral

15. International Business Law (75668)

Description of Content:

This module intends to familiarize you with the key legal issues that market player encounter in transnational commercial practice. One of the most important question in this area is to define the applicable national law. This question is answered by the Private International Law (PIL), also called The Conflict of Laws. Fortunately, these rules of conflict of laws are unified within the area of the EU since some years (Rome I and Rome II Convention) what makes it easier within the EU to determine the national law which is applicable on international situations. In this way the first step will be to get the knowledge of the principles of PIL and Rome I and II.

Certain aspects of substantive law have been unified in EU as well by some EU Directives, e.g. the area of consumer protection. To get a rough idea of the content of these Directives will be a second topic in this module.

As far as sale contracts between entrepreneurs are concerned (b2b), there is a worldwide unification of some issues concerning sale contract rules (Convention of International Sale Contracts - CISG) with very detailed regulations on the question how to conclude an international contract. To know the basics of this CISG will be the third topic of this module.

Further information about all business courses:

<http://www.campus.fh-aachen.de>