



UNDERGRADUATE EXCHANGE SEMESTER (UES) COURSE CATALOGUE – FALL & SPRING

PROGRAM DESCRIPTION

This advanced undergraduate business program is offered during fall and spring semesters and intended for students enrolled in a business-related major. Applicants must have completed a minimum of 3 semesters at their home university by the time they begin their studies at Munich Business School.

KEY FACTS

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| Semester Dates: | Fall: Early September through mid-December Spring: Mid-January through end of April |
| Orientation Days: | Fall: End of August Spring: Mid-January |
| Language of Instruction: | English |
| English Requirements: | IELTS 6.0/TOEFL 83 for courses in English Alternative: Letter of home university confirming the English level |
| Number of ECTS credits: | 15-30 ECTS |
| Tuition: | Please check our website. Students from MBS partner institutions may receive a tuition waiver in the frame of cooperation agreements on student exchange. |
| Website: | www.munich-business-school.de/international |
| Contact: | incoming@munich-business-school.de |

Information as of February 2026. Please note that information and course availability may change.



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Important Information and Procedures for course registration

1. Please always check with your university about the classes and the number of ECTS you have to choose and the credits you have to transfer back to your university.
2. At Munich Business School exchange students must enroll in courses with a minimum of 15 ECTS.
3. It is not possible to add courses from a different study program. You can only choose the courses listed on the course registration form.
4. Please check the pre-requisites to ensure you have the necessary background to take the course.
5. **There is no guarantee that all courses listed in this guide will be offered each semester due to the fact that the minimum number of participants for each course (6 participants) is required to take place.**
6. There will be a two week “add and drop”-period at the beginning of each semester, where students can still change their course choices.
7. Once enrolled in classes, attending lectures is mandatory and students must submit assignments and write exams.
8. Not participating in exams will result in a grade FAILED.



Business Courses

MKT 420 Strategic Marketing (Fall and Spring) – 3 ECTS

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| Course Code | MKT 420 |
| Course Name | Strategic Marketing |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | Principles of Marketing or other marketing related course |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | Team case studies (80%) and quiz |
| Course Outline | <ul style="list-style-type: none">• Introduction• The Strategic Marketing Process• Vision, Mission, Goals• Environmental Analysis• Internal Analysis• Strategy Formulation and Selection• Strategy Implementation• Product Strategies• Pricing Strategies• Promotion Strategies• Distribution Strategies |
| Teaching and Learning Methods | This lecture is being taught primarily in the form of an interactive seminar. To be prepared for class, students are expected to have read the material referenced before class. Course content comprises suggested readings as well as additional materials presented during instruction. Students will prepare practical case study problems and present their solutions in class. The class will then critically discuss the suggested solutions and challenge the team presenting. |
| Literature | Jobber, David/Ellis-Chadwick, Fiona: Principles and Practices of Marketing, 9th ed., McGrawHill, 2019 Additional references and supplemental readings are provided during lectures. |



MKT 491 Digital Marketing (Fall and Spring) – 3 ECTS

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| Course Code | MKT 491 |
| Course Name | Digital Marketing |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | Students need to have at least two marketing courses and must have completed 4 semesters of business studies. |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | Will be announced in class. |
| Learning Objectives | <ul style="list-style-type: none">• What is digital marketing and how important is digital marketing• Understand the difference between traditional and digital marketing• Gain knowledge of the recent trends and current scenario of the industry |
| Contents | <ul style="list-style-type: none">• Introduction to digital marketing: learning to understand the basics of digital marketing• Identifying how digital marketing has been a tool of success for companies• Analyzing how digital marketing measures can be successfully implemented on the web and which tools are required for this• Learning to understand how the use of digital marketing can increase sales• Case studies on digital marketing strategies |
| Teaching and Learning Methods | Seminar type lectures with applications/case studies presenting the results in small groups, role plays, self-studies |
| Readings | To be announced in class. |



BCOM 410 Negotiation and Influencing (Fall) – 3 ECTS

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| Course Code | BCOM 410 |
| Course Name | Negotiation and Influencing |
| Semester(s) Offered | Fall Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Learning Objectives | <ul style="list-style-type: none">• Develop a toolkit of useful negotiation skills, strategies, and approaches.• Prepare effectively for different negotiation situations and counterparts.• Adapt negotiation strategies across cultural contexts.• Apply principles of influencing and communication techniques in negotiation contexts.• Identify and evaluate the essential elements that contribute to successful negotiations. |
| Contents | <ul style="list-style-type: none">• Apply negotiation theories and methods to improve your negotiation effectiveness.• Compare different negotiation styles and understand key terms such as BATNA and ZOPA.• Prepare systematically for negotiations and recognize how approaches differ across cultures - and why there is no one-size-fits-all approach.• Practice and refine your skills through class exercises and simulations.• Understand the role of trust and ethics in shaping negotiation outcomes. |
| Teaching and Learning Methods | Various including Lecture, Role-Plays, Group Works, Discussion, Self-Awareness Exercise |
| Readings | To be announced in class. |



FIN 420 Introduction to Bank Management (Fall and Spring) – 3 ECTS

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| Course Code | FIN 420 |
| Course Name | Introduction to Bank Management |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies, preferably in business |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Course Outline | <ol style="list-style-type: none">1) Banking Environment<ul style="list-style-type: none">• The risk-taking nature of banks• The EU banking sector• Money creation through banks, and reserve requirements• Classification of banks – central and commercial banks, FinTech and social banks (MFI)2) Banking Business Model<ul style="list-style-type: none">• Money as a commodity• Basic ingredients of the banking business model – leverage, maturity gap, liquidity, and risk• Banking strategy (asset-liability management ALM) and regulation (Basel III/CRD IV/CRR)3) Performance Analysis<ul style="list-style-type: none">• KPI for performance evaluation of banks (equity cushion, off-balance sheet items, trading-book at fair value, risk-adjusted performance)• Analysis of the balance sheet of banks• Analysis of the income statement of banks• Performance indicators (net interest income NII) and ratios (ROE, ROA, cost/income ratio)4) Risk Management<ul style="list-style-type: none">• Regulatory and economic capital• Expected and unexpected losses• Credit risk, market risk, and operational risk |



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| | <ul style="list-style-type: none">• Introduction to the Value-at-risk (Var) method <p>5) Banking Regulation</p> <ul style="list-style-type: none">• Overview of the Basel III banking regulation• Pillar 1 - Capital requirements• Pillar 2 - Supervision• Pillar 3 - Disclosure |
| Teaching and Learning Methods | Lectures, Group Work, Case studies |
| Readings | <p>Koch, T.W. and MacDonald, S.S. (2021) <i>Bank Management (8th ed.)</i>. USA: Cengage Learning. Casu, B., Girardone, C., and Moplyneux, P. (2021) <i>Introduction To Banking (3rd Ed.)</i>. Pearson education Limited.</p> <p>Rose, P.S. and Hudgins, S.C. (2013) <i>Bank Management & Financial Services USA</i>: McGraw-Hill.</p> |



HRM 420 International Human Resources Management (Fall and Spring) – 3 ECTS

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| Course Code | HRM 420 |
| Course Name | International Human Resource Management I |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies, preferably in business |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Learning Objectives | <ul style="list-style-type: none">▪ Better understanding the strategic meaning of HR management for the whole company in an international context▪ Awareness that employees have become a critical success factor for most of the companies and of how interesting, but at the same time difficult it is to work with people, respectively to lead them▪ Better understanding of all sections of the HR life cycle with its characteristics▪ Knowing and using modern HR instruments |
| Contents | <ul style="list-style-type: none">▪ Paradigm change to modern HR management▪ Strategic HRM▪ External and internal drivers for the HR management▪ Employer branding setting / loyalty▪ Task analysis▪ International recruitment▪ HR development▪ Motivation / payment▪ Performance management▪ Leadership▪ Diversity Management |
| Teaching and Learning Methods | Seminar type lectures with applications/case studies presenting the results in small groups, role plays, self-studies |
| Readings | To be announced in class |



IM 420 International Management (Fall and Spring) – 3 ECTS

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| Course Code | IM 420 |
| Course Name | International Management |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies, preferably in business |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Course Outline | <ul style="list-style-type: none">• Globalization• Political and Economic Differences between Nations• Cultural differences• Ethics in Int'l Business• Int'l Trade Theory• Economics of Int'l Trade• Foreign Direct Investment• Regional Economic Integration• The FX Market• The Int'l Monetary System• Strategy & Structure of Int'l Business• Int'l Business Organization• Export; Import & Counter-trade• Entry Strategy & Alliances• Global Production, Outsourcing & Logistics• Global Capital Markets• Financial Mgt in Int'l Business• Global HR Management |
| Teaching and Learning Methods | Lectures, Group Work, Case Studies |
| Readings | Required Text: International Business; 8th edition Author: Charles W. L. Hill Publisher: McGraw Hill International (International Edition) Plus case studies and hand-outs |



INNO 490 Innovation and Digital Business (Fall and Spring) – 3 ECTS

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| Course Code | INNO 490 |
| Course Name | Innovation and Digital Business |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies in business and one Marketing course |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Learning Objectives | <ul style="list-style-type: none">• Understanding the digital and social media revolution• Recognizing central points in business that are influenced by digital technologies• Understanding the distinctions between traditional business strategies and digital business strategies• Understanding the use of digital and social technologies: External versus Internal– benefits and disadvantages• Learning how to implement digital technology strategies• Understanding the principles of cybersecurity |
| Content | <p>In a world of technology and social media, businesses shift from the traditional mode of operation to modern and technology-oriented approaches.</p> <p>This course helps students to understand the fundamentals of Digital Business and the importance of staying innovative towards today's technology.</p> |
| Teaching and Learning Methods | Lectures, Group Work, Case Studies |
| Readings | To be announced in class |



MGMT 410 Business in Europe – (Spring) 3 ECTS

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| Course Code | MGMT 410 |
| Course Name | Business in Europe |
| Semester(s) Offered | Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | Will be announced in class. |
| Course Objectives | The course will provide information about selected European business industries and companies in order to give students an overview on major developments and characteristics of the German business environment. Both world reknown as well as other top performing companies and industries will be discussed. A company visit will also be planned. |
| Course Outline | The "Business in Europe" course will focus on the industries and companies that have become world class organizations. We will start with a brief overview of the countries and then discuss the different regions, their contributions to the EU market, the impact of globalization as well as developing trends. In the second phase of the course we will analyze several of the key historical and modern industries with the goal of creating recommendations for certain European countries. In the third phase we will analyze and discuss the competitive advantages of select companies as well as create and support future outlooks. |
| Teaching and Learning Methods | A combination of lecture, case discussion, class discussion, and student presentation will be used. |
| Readings | Mostly articles or parts of books. Many articles will be provided. |



MGMT 411 European Business Project – (Spring) 6 ECTS

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| Course Code | MGMT 411 |
| Course Name | European Business Project |
| Semester(s) Offered | Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies, preferably in business |
| Language of Instruction | English |
| Number of ECTS-Credits | 6 ECTS |
| Total Workload and Composition (e.g., self-study, contact hours) | 30 hours of instruction plus 120 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | The final project will include individual and group grades through business and status reports as well as presentations. |
| Course Outline | <p>This course provides students with a comprehensive introduction to international business project management through the development of a practical, research-driven market entry project. Working individually and in teams, students will analyze how an existing physical product or service from their home country can be successfully introduced into the German market, with emphasis on achieving a viable physical presence in Germany rather than relying solely on online market entry-driven market-entry project.</p> <p>Within the framework of the project, students will explore and compare key business elements, structures, or industry aspects across Germany, selected European markets, and their home countries. This comparative approach requires students to consider and critically evaluate the relevant macroeconomic, legal, political, and cultural conditions that influence business opportunities and constraints across different markets. Where applicable, students will contrast these conditions with those of their home country to build a well-rounded understanding of cross-border business environments.</p> <p>Throughout the course, students will apply essential analytical tools—such as PESTLE, SWOT, the Marketing Mix, and Porter’s Five Forces—to assess market attractiveness, competitive landscapes, and positioning strategies for the chosen product or service. They will analyze its current positioning in the home market and determine the ideal strategic positioning for the</p> |



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| | German market based on market research and industry analysis. |
| Course Objectives | <p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none">1. Understand key elements of international business project management and apply them in a real-world context.2. Analyze a specific German business sector or industry and compare it to the equivalent sector in their home country.3. Apply key analytical frameworks such as PESTLE, SWOT, the Marketing Mix, and Porter's Five Forces to evaluate a business opportunity or issue.4. Develop academic writing, research, and professional presentation skills.5. Work effectively in teams to design and implement a comprehensive market-entry project.6. Evaluate market positioning in both the home country and the German market, considering macroeconomic, legal, political, and cultural conditions.7. Identify suitable market entry modes, potential partners, and distribution channels within Germany.8. Prepare basic financial estimates, including cost projections and a marketing budget.9. Create a realistic implementation timeline with milestones and mid- to long-term strategic goals. |
| Teaching and Learning Methods | Lectures, research, paper, presentation |
| Readings | <ul style="list-style-type: none">• Armstrong, Gary and Kotler, Philip, Marketing: An Introduction, Pearson Education; 9th. ed. (2008) ISBN-13: 978-1408222003• Clements, Gido, Effective Project Management, South-Western Cengage Learning, 5th Revised International Edition 2011 ISBN-13: 978-1111824051• Hollensen, Svend, Global Marketing, 5th Ed. Prentice Hall, ISBN-13 978 0 273 72622 7• Kotler, Philip, Marketing 3.0; John Wiley & Sons, (2010), ISBN-13: 978-0470598825• Pinto, Jeffery (2020), Project Management Achieving Competitive Advantage, 5th Edition Pearson Education |



MGMT 420 Business in Germany (Fall) – 3 ECTS

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| Course Code | MGMT 420 |
| Course Name | Business in Germany |
| Semester(s) Offered | Fall Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | Will be announced in class. |
| Course Objectives | The course will provide information about selected German business industries and companies in order to give students an overview on major developments and characteristics of the German business environment. Both world reknown as well as other top performing companies and industries will be discussed. A company visit will also be planned. |
| Course Outline | The "Business in Germany" course will focus on the industries and companies that have become world class organizations. We will start with a brief overview of the country and then discuss the different regions, their contributions to the German market, the impact of globalization as well as developing trends. In the second phase of the course, we will analyze several of the key historical and modern industries with the goal of creating recommendations for Germany. In the third phase we will analyze and discuss the competitive advantages of select companies as well as create and support future outlooks. |
| Teaching and Learning Methods | A combination of lecture, case discussion and student presentation will be used. |
| Readings (mostly articles or parts of books. Many articles will be provided) | Dörrenbächer, Christoph (2004). Fleeing or Exporting the German Model? Porter, Michael (2003). Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press. Porter, Michael (1990). Competitive Advantage of Nations. Harvard Business Review. Doing Business with Germany. London: Kogan Page. Turner, Barry (Ed.) (1999). Germany Profiled. New York: Saint Martin's Press. Schroll-Machl (2005). Doing Business with Germans: Their Perception, Our Perception. Göttingen: Vandenhoeck & Ruprecht. Simon, Hermann (1996). You Don't Have to be German to be a Hidden Champion. London Business School, Business Strategy Review |



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| | <p>7(2), 1-13. Simon, Hermann (2009). Hidden Champions of the Twenty-First Century: The Success Strategies of Unknown World Market Leaders. Springer. Wever, Kirsten S. (1995). Human resource management and organizational strategies in German- and US-owned companies. The International Journal of Human Resource Management 6(3).</p> |
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MGMT 421 International Business Project (Fall) – 6 ECTS

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| Course Code | MGMT 421 |
| Course Name | International Business Project |
| Semester(s) Offered | Fall Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies, preferably in business |
| Language of Instruction | English |
| Number of ECTS-Credits | 6 ECTS |
| Total Workload and Composition (e.g., self-study, contact hours) | 60 hours of instruction plus 120 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | The final project will include individual and group grades through business and status reports as well as presentations. |
| Course Objectives | <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none">1. Master Analytical Tools: Successfully apply standard business frameworks to analyze complex international market issues.2. Execute Comparative Research: Contrast the German, home-country, and MINT-country business environments to identify competitive advantages or obstacles.3. Develop Market Entry Strategies: Design a viable market entry plan that includes partnership identification, distribution strategy, and financial forecasting.4. Forecast Business Outcomes: Present data-driven mid- and long-term goals and future predictions based on comprehensive market analysis.5. Refine Professional Soft Skills: Enhance academic business writing, high-level presentation skills, and the ability to collaborate effectively in a diverse team environment. |
| Course Outline | <p>This course provides a comprehensive framework for managing international business projects, with a specific focus on market entry and comparative analysis. Students will work in teams to develop a strategic project centered on introducing a physical product or service (B2B or B2C) into one of the MINT markets (Mexico, Indonesia, Nigeria, or Turkey).</p> <p>A core component of the course is the Comparative Market Analysis. Students will evaluate a business element or specific industry sector, comparing the conditions of their home</p> |



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| | <p>countries with those of the German market and their target MINT market.</p> <p>Strategic Scope & Requirements:</p> <ul style="list-style-type: none">• Physical Presence: Projects must focus on establishing a tangible physical presence in the chosen MINT market; an online-only strategy is insufficient.• Analytical Frameworks: Students will apply professional tools including PESTLE, SWOT, Porter's Five Forces, and the Marketing Mix to assess business opportunities.• Environmental Factors: Analysis must account for macroeconomic, legal, political, and cultural conditions, critically contrasting these across different geographical markets.• Market Entry & Logistics: Research will cover modes of entry, identification of potential business partners, and appropriate distribution channels.• Financials & Planning: Students are expected to produce basic financial cost calculations, a marketing budget, and a realistic project timeline with milestones. |
| Teaching and Learning Methods | <ul style="list-style-type: none">• In-Class: Lectures, case studies, and optional tutorials.• Independent Research: A significant portion of the course requires extensive individual and group work outside of class.• Guidance: Instructor office hours are integrated to provide iterative feedback and guidance during project development. |
| Readings | <ul style="list-style-type: none">• Armstrong, Gary and Kotler, Philip, Marketing: An Introduction, Pearson Education; 9th. ed. (2008) ISBN-13: 978-1408222003• Clements, Gido, Effective Project Management, South-Western Cengage Learning, 5th Revised International Edition 2011 ISBN-13: 978-1111824051• Hollensen, Svend, Global Marketing, 7th Ed. Prentice Hall, ISBN-13 978 0 273 72622 7• Kotler, Philip, Marketing 3.0; John Wiley & Sons, (2010), ISBN-13: 978-0470598825• Pinto, Jeffery (2020), Project Management Achieving Competitive Advantage, 5th Edition Pearson Education |



Non-Business Courses

LAS 410 Western European Culture, Politics & Society – (Spring) 3 ECTS

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| Course Code | LAS 410 |
| Course Name | Western European Culture, Politics & Society |
| Semester(s) Offered | Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g., self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments, excursion |
| Assessment / Requirements for Assignment of Credits | This course is to give an overview over European societies with a focus on culture, language, history and politics. In order to enhance the understanding, we will look for similarities in European countries, in contrast to other parts of the world, regarding the culture, history, political structure, and also society in general. There won't be final answers, but it is astonishing, which answers history can give from this perspective. |
| Course Outline/Contents | <ol style="list-style-type: none">1. Introduction to Western European Culture2. Western European Languages3. Western European History4. Western European Politics5. Western European Societies <p>+ Excursions</p> |
| Teaching and Learning Methods | - 40 %: presentation - 60 %: final exam at the end of the lectures |
| Readings | To be announced in class |



LAS 420 German Culture, Politics & Society (Fall) – 3 ECTS

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| Course Code | LAS 420 |
| Course Name | German Culture, Politics & Society |
| Semester(s) Offered | Fall Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments, excursion |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Course Objective | This course is to give an overview over Germany's society with a focus on culture, language, history, and politics. In order to enhance the understanding, we will always look for similarities and differences in other European and non-European countries, regarding the political structure, history and also society in general. There won't be final answers, but it is astonishing, which answers history can give from this perspective. |
| Course Outline | 1. Introduction to German Culture 2. German Language 3. German History 4. German Politics 5. German Society + Excursions |
| Teaching and Learning Methods | - 40 % presentation - 60 %: final exam at the end of the lectures |
| Readings | To be announced in class |



LAS 421 Cinema and Media Culture (Fall) – 3 ECTS

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| Course Code | LAS 421 |
| Course Name | Cinema & Media Culture |
| Semester(s) Offered | Fall semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Course Outline/Contents | At the end of this course, you will be able to: <ul style="list-style-type: none">• analyze film using a variety of models• compare different film cultures• discuss the role of women in film• debate modern media culture• utilize cinema, film and media as a medium for intercultural insight |
| Teaching and Learning Methods | Various including Brainstorming, Discussion, Exponential Activities, Independent Study, Q&A, Lecture, Presentation, Video analysis, Role-Play, and Self Awareness Exercises |
| Readings | Various articles and journals distributed within class |



LAS 423 Cross-Cultural Awareness & Communication (Fall and Spring) – 3 ECTS

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|---|--|
| Course Code | LAS 423 |
| Course Name | Cross-Cultural Awareness & Communication |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | 3 semesters of bachelor studies |
| Language of Instruction | English |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 60 hours of self-study/assignments |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Course Objective | <p>This course offers a unique opportunity for students to learn about the culture of their host country as well as other cultures in a face-to-face environment on campus.</p> <p>The course objectives are:</p> <ul style="list-style-type: none">- explore cultural self-awareness, other awareness, and the dynamics that occur- Understand how communication processes differ among cultures- Discover challenges that come up in intercultural interactions- Analyze intercultural interactions and evaluate situations using intercultural communication skills <p>The aim of this course is to provide students the opportunity to experience cultural differences as well as cultural similarities using simulations and role- play.</p> |
| Course Outline/Contents | <ol style="list-style-type: none">1. An Introduction to Culture2. Stereotypes and Culture Shocks3. Cultural Dimensions - Geert Hofstede4. Observation and Interpretation5. Communication I – Non-verbal Communication6. Communication II – Verbal Communication7. Communication III – High Context versus Low Context Communication |
| Teaching and Learning Methods | Various, including Brainstorming, Discussions, Simulations & Role Plays, Analysis of Critical Incidents, Q&A, Presentations |
| Readings | To be announced in class |



Foreign Language Course

GER 100 or 200 or 300 German (Fall and Spring) – 3 ECTS

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|---|---|
| Course Codes | GER 100 or 200 or 300 |
| Course Name | German |
| Semester(s) Offered | Fall and Spring Semester |
| Duration of the Course | 1 Semester |
| Prerequisites | There are no requisites but MBS cannot guarantee that the exact level you'll need is available at the semester you study at MBS. An exact course description for the respective level can be enquired for after arrival to MBS. The course catalogue only entails a course description of the level A1.1 and A1.2 |
| Offered Levels | For the fall semester we plan 3 groups: Students will take an assessment test so that MBS can plan the levels that need to be offered. We are unfortunately not able to guarantee that each required level can be offered For the spring semester we plan 1 group: same procedure as in fall |
| Language of Instruction | German |
| Number of ECTS-Credits | 3 ECTS |
| Total Workload and Composition (e.g. self-study, contact hours) | 30 hours of instruction plus 80 hours of self- study |
| Assessment / Requirements for Assignment of Credits | To be announced in class. |
| Course Outline/Contents | Depending on your personal level you will be assigned to the different levels. There will be a German assessment test at MBS every semester on Orientation Day. |
| Readings | To be announced in class |



GER A1.1 Course description

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|---------------------------|---|
| Course Codes | GER 100 (A1.1) |
| Duration of the Course | 1 Semester (30 academic hours in total) |
| Objectives | <ol style="list-style-type: none"> 1) The goal is to reach the first half of the A 1.1 level of the Common European Framework of Reference for Languages (GEFR), chapter 1, 2 and 3 (perhaps also 4) in the book "Ja genau! A 1 Band 1, Kurs- und Übungsbuch". 2) Writing skills: formulating very short texts with short and simple sentences about everyday situations. 3) Verbal skills: simple communication, asking and answering questions about everyday situations/ familiar topics. 4) Reading skills: understanding very short and simple texts, descriptions with pictures, short and simple orders. 5) Listening skills: understanding simple texts or conversations concerning oneself or well- known people and topics. |
| Content | <p>Linguistic content / grammar:</p> <ul style="list-style-type: none"> • Declension of the definite articles in Nominative and Accusative • Declension of the indefinite articles (positive/ negative) in Nominative and Accusative • The numbers • Verb conjugation in present tense (regular and irregular) • Preterite of the verb "sein" • Personal pronouns in Nominative (and Accusative – chap. 4) (• The different types of the plural of nouns – chap. 4) <p>Chapter 1:</p> <ul style="list-style-type: none"> • Simple sentences and questions • Introducing oneself <p>Chapter 2:</p> <ul style="list-style-type: none"> • Naming things in the class room • Talking about activities in the course <p>Chapter 3:</p> <ul style="list-style-type: none"> • General information about oneself • What information is in your passport? • Holiday checklist • Reading and talking about little job offers |
| Teaching/Learning methods | <ul style="list-style-type: none"> • Communicative lecture, group workshop/ group exercises, role plays, private study. • Practicing writing skills: formulating dialogues, postcards or little e-mails to friends, short and little texts about given topics. • Practicing speech abilities: making dialogues and role plays, asking and answering questions, holding mini presentations. • Practicing reading skills: using everyday examples, e.g. very short and simple newspaper articles, notes, advertisement, travel brochures, health tips in magazines etc. • Practicing listening comprehension: using audio texts. |
| Literature | Ja genau!, Deutsch als Fremdsprache, Kurs- und Übungsbuch Cornelsen Verlag, Niveau A 1 Band 1 . |
| Examination | written exam (about 45 minutes) = FLK = 100% of the overall grade |



GER A1.2 Course description

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|---------------------------|---|
| Course Codes | GER 100 (A1.2) |
| Duration of the Course | 1 Semester (30 academic hours in total) |
| Objectives | <ol style="list-style-type: none">1) The goal is to reach the first half of the A 1.2 level of the Common European Framework of Reference for Languages (CEFR), chapter 8, 9, 10 and 11 in the book "Ja genau! A 1 Band 2, Kurs- und Übungsbuch".2) Writing skills: formulating very short texts with short and simple sentences about everyday situations.3) Verbal skills: simple communication, asking and answering questions about everyday situations/ familiar topics.4) Reading skills: understanding very short and simple texts, descriptions with pictures, short and simple orders.5) Listening skills: understanding simple texts or conversations concerning oneself or well-known people and topics. |
| Content | <ul style="list-style-type: none">• Personal pronouns and in-/ definite articles in Dative, Nouns in Dative Plural, Changing prepositions plus Dative and Accusative, Perfect tense: repeating structures and all verbs, Preterite: "haben" and "sein", Personal pronouns in Accusative, Comparative structure of "to like", The modal verb "wollen", Prepositions plus Dative <p>Chapter 8:</p> <ul style="list-style-type: none">• Looking for/ living in an apartment• Naming rooms of the apartment• Address and general information about an apartment• Furniture and colors <p>Chapter 9:</p> <ul style="list-style-type: none">• Professional life and working places• Office routine, having simple everyday conversations with colleagues• Curriculum Vitae• Finding a job <p>Chapter 10:</p> <ul style="list-style-type: none">• All about "shopping"• Naming food and cloths• Finding your way in the supermarket/ shopping center• Personal preferences <p>Chapter 11:</p> <ul style="list-style-type: none">• Orientation in a city, asking for/ describing the way• The public transport system• Being at the office / asking and answering bureaucratic questions• Portrait of the city "Fürth" / "xy" |
| Teaching/Learning methods | <ul style="list-style-type: none">• Communicative lecture, group workshop/ group exercises, role plays, private study.• Practicing writing skills: formulating dialogues, postcards or little e-mails to friends, short and little texts about given topics.• Practicing speech abilities: making dialogues and role plays, asking and answering questions, holding mini presentations.• Practicing reading skills: using everyday examples, e.g. very short and simple newspaper articles, notes, advertisement, travel brochures, health tips in magazines etc.• Practicing listening comprehension: using audio texts. |



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|-------------|--|
| | <ul style="list-style-type: none">• Practicing reading skills: using everyday examples, e.g. very short and simple newspaperarticles, notes, advertisement, travel brochures, health tips in magazines etc.• Practicing listening comprehension: using audio texts. |
| Literature | Ja genau!, Deutsch als Fremdsprache, Kurs- und ÜbungsbuchCornelsen Verlag, Niveau A 1 Band 2 |
| Examination | written exam (about 30 minutes) = FLK = 100% of the overall grade |