



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

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
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 October 2024. 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

Please note that you can only choose one Marketing class in fall due to class schedule conflicts.

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	<p>Jobber, David/Ellis-Chadwick, Fiona: Principles and Practices of Marketing, 9th ed., McGrawHill, 2019</p> <p>Additional references and supplemental readings are provided during lectures.</p>



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

Course Code	MKT 491
Course Name	Digital Marketing
Semester(s) Offered	Fall 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

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">• A confident approach to represent yourself in future negotiations• Awareness of different negotiation styles• Awareness of how people influence each other and how to respond• Learn how to manage difficult relationships within business relations
Contents	<ul style="list-style-type: none">• Learn about your own existing communication and influencing style• Get a broad insight on existing communication and influencing styles and choose an approach that works for you• Pre-negotiation preparation, setting objectives• Negotiations in cross-cultural environments• The role of trust and emotions in negotiations
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

Please note that you can only choose one Finance class in Fall due to class schedule conflicts.

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• Introduction to the Value-at-risk (Var) method5) Banking Regulation



	<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</i> (8th ed.). USA: Cengage Learning. Casu, B., Girardone, C., and Moplyneux, P. (2021) <i>Introduction To Banking</i> (3rd Ed.). 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

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

Course Code	IM 420
Course Name	International Management
Duration of the Course	1 Semester, fall
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

Course Code	INNO 490
Course Name	Innovation and Digital Business
Duration of the Course	1 Semester, fall
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

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

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)	60 hours of instruction plus 120 hours of self-study/assignments
Assessment / Requirements for Assignment of Credits	Will be announced in class.
Course Outline	Within the framework of the project, students will deal with the comparison of a business element or aspect and compare this to the certain European markets and their home countries. This will require that the students take the specific macroeconomic, legal, political, and cultural conditions of selected EU markets into account, and where applicable, compare them with the conditions of their home country. Further, based on a comprehensive analysis, the students will present future predictions.
Teaching and Learning Methods	Lectures, research, paper, presentation



MGMT 420 Business in Germany (Fall) – 3 ECTS

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 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).
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MGMT 421 International Business Project (Fall) – 6 ECTS

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	Will be announced in class.
Course Outline	<p>Within the framework of the project, students will deal with the comparison of a business element or aspect and compare this to the German market and their home countries.</p> <p>This will require that the students take the specific macroeconomic, legal, political, and cultural conditions of the German market into account, and where applicable, compare them with the conditions of their home country.</p> <p>Further, based on a comprehensive analysis the students will present future predictions.</p>
Teaching and Learning Methods	Lectures, research



IB 600-I1 Ökologische Nachhaltigkeit | Ecological Sustainability (Spring) – 3 ECTS

Course Code	IB 600-I1
Course Name	Ökologische Nachhaltigkeit Ecological Sustainability
Semester(s) offered	Start in the summer semester: 5 Start in the winter semester: 6
Duration of the course	1 Semester
Class Type	Wahlpflicht Elective
Prerequisites	-
Language of Instruction	Englisch
Number of ECTS-Credits	3
Total Workload and Composition (e.g. self-study, contact hours)	90 hours total workload
Assesement / Requirements for Assignment of Credits	portfolio exam (100%)
Learning Objectives	<p>After successfully completing this module the students are able to</p> <ul style="list-style-type: none">• Differentiate between sustainability concepts (ecology), such as circular economy concepts/"cradle to cradle"• Recognize issues and limitations of environmental values in company's strategy also including conventional product development strategy• Investigate alternatives of product development / Supply Chain / and selling concepts (CRM) to gain for "green approach"• Screen for impacts of conventional product development regarding environment, society, climate change and health
Contents	<p>After successfully completing this module the students are able to</p> <ul style="list-style-type: none">• Sustainability on environment, society, climate and health• "Green" innovation and product development and integration into SCM and CRM• Critical view on limitation and reduction of waste, recycling of products and recycling industry• Ecological sustainability concepts such as "Cradle to Cradle", "No Waste", "Circular Economy"• Alternatives to support concepts of environmental sustainability



	<ul style="list-style-type: none"> • Critical review on CO2-calculation
Teaching and Learning Methods	Interactive lecture given by the lecturer, discussions, case studies, group exercises, presentations.
Special Aspects (e.g. online parts, site visits, guest speakers etc.)	Guest lecturers from industry as appropriate
Reading (required, additionally recommended)	<ul style="list-style-type: none"> ▪ Altmeppen, K.-D., Zschaller, F., Zademach, H.-M., Böttigheimer, C., Müller M., (2017), Nachhaltigkeit in Umwelt, Wirtschaft und Gesellschaft: interdisziplinäre Perspektiven, Springer VS ▪ Braungart, M., McDonough, W. , (2014), Cradle to Cradle: Einfach intelligent produzieren, Piper Verlag, 4. Auflage ▪ Braungart, M., McDonough, W. , (2014), Intelligente Verschwendung: The Upcycle: auf dem Weg in eine neue Überflusgesellschaft, oekom Verlag ▪ Endres, H.-J., Mundersbach, M., Behnsen, H., Spierling, S., (2020), Biokunststoffe unter dem Blickwinkel der Nachhaltigkeit und Kommunikation: Status quo, Möglichkeiten und Herausforderungen, Springer Vieweg ▪ Franco-Garcia, M.-L., Carpio-Aguilar, J. C., Bressers, H., (2019), Torwards Zero Waste: Circular Economy Boost, Waste to Resources (Greenin of Industry Networks Studies, Band 6), Springer ▪ Gosh, S. K., (2020), Waste Management as Economic Industry Towards Circular Economy, Springer ▪ Hofmann, H., Spindler, J., (2019), Aktuelle Werkstoffe: Neue Materialien für innovative Produkte, Springer Vieweg ▪ Knippers, J., Schmid, U., Speck, T., (2019), Bionisch bauen: Von der Natur lernen, Birkhäuser Verlag ▪ Mayer, K., (2020), Nachhaltigkeit: 125 Fragen und Antworten: Wegweiser für die Wirtschaft der Zukunft, Springer Gabler, 2. Auflage ▪ Scholz, U., Pastoors, s., Becker, J. H., Hofmann, D., Van Dun, R., (2018), Praxishandbuch Nachhaltige Produktentwicklung: Ein Leitfaden mit Tipps zur Entwicklung und Vermarktung nachhaltiger Produkte, Springer Gabler ▪ Wanieck, K., (2019), Bionik für technische Produkte und Innovation: ein Überblick für die Praxis (essentiels), Springer Spektrum



IB 600-S12 Social Media | Social Media (Spring) – 3 ECTS

Course Code	IB 600-S12
Course Name	Social Media Social Media
Semester(s) Offered	Start in the summer semester: 5 Start in the winter semester: 6
Duration of the course	1 Semester
Prerequisites	-
Language of Instruction	Englisch
Number of ECTS-Credits	3
Total Workload and Composition (e.g. self-study, contact hours)	90 hours total workload
Assessment / Requirements for Assignment of Credits	portfolio exam (100%)
Learning Objectives	<p>After successfully completing this module the students are able to</p> <ul style="list-style-type: none">• Effective Social Media Marketing: To acquire the skills and knowledge needed to use social media platforms effectively for marketing purposes.• Personal Branding: To establish and enhance one's personal brand on social media building a strong online presence.• Digital Literacy: To become digitally literate and proficient in using various social media platforms, understanding their features, and staying up-to-date with technological advancements.• Community Building: To learn how to build and engage with online communities for business networking.• Online Reputation Management: To understand how to manage and protect online reputation, respond to feedback, and handle potential online crises or controversies.
Contents	<p>Focus may lay on of the subjects discussed per group:</p> <ul style="list-style-type: none">• Social Media Marketing: Strategies and techniques for businesses to promote products, or services on social media platforms.



	<ul style="list-style-type: none">• Content Creation and Strategy: Techniques for creating and sharing engaging and relevant content.• Community Management: Building, engaging, and managing online communities.• Social Media Advertising: Paid advertising campaigns on social media platforms, including ad targeting, budgeting, and optimization.• Social Media Analytics: Measuring the success and impact of social media efforts through metrics such as engagement rates, reach, and conversions.• Influencer Marketing: Collaborating with individuals with large followings on social media to promote products or services.• Social Media Trends and Strategies: Staying updated on the latest trends, algorithms, and best practices on different social media platforms.• Crisis Management: Strategies for handling negative publicity, online crises, and reputation management on social media.• Privacy and Security: Understanding user privacy, data protection, online security, and compliance with regulations on social media.• Social Media Ethics and Responsibility: Examining ethical considerations, responsible content sharing, and addressing issues like fake news and online harassment.
Teaching and Learning Methods	Lecture with applications/case studies worked out in a Scrum environment, developed in an agile group work advised by the professor as Scrum Master and Project Owner
Special Aspects (e.g. online parts, site visits, guest speakers etc.)	"Sprint Elective": agile format, gamification, bar camp - style
Reading optional (additionally recommended)	Recent media publications not limited to www and social media. Will be announced in the course.



Non-Business Courses

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

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	<ul style="list-style-type: none">- 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

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

Course Code	LAS 421
Course Name	Cinema & Media Culture
Semester(s) Offered	Semester, fall
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	<p>At the end of this course, you will be able to:</p> <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

Course Code	LAS 423
Course Name	Cross-Cultural Awareness & Communication
Semester(s) Offered	Semester, Fall and Spring
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 (Spring and Fall 2022) – 3 ECTS

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	<p>There are no prerequisites but MBS cannot guarantee that the exact level you'll need is available at the semester you study at MBS.</p> <p>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</p>
Offered Levels	<p>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</p> <p>For the spring semester we plan 1 group: same procedure as in fall</p>
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	<p>Depending on your personal level you will be assigned to the different levels.</p> <p>There will be a German assessment test at MBS every semester on Orientation Day.</p>
Readings	To be announced in class



GER A1.1 Course description

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

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 (GEFR), 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 clothes • 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.



	<ul style="list-style-type: none">• Practicing listening comprehension: using audio texts.• 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 2
Examination	written exam (about 30 minutes) = FLK = 100% of the overall grade