




Undergraduate Exchange Semester (UES) Course Catalog – FALL and 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.

While some courses are exclusively taught to UES students (**marked 4xx**), others are regular bachelor courses Munich Business School students take during their 5th or 6th semester (**marked 5xx/6xx**). This provides visiting students the opportunity to meet and to study alongside degree-seeking students at MBS.

Key Facts

Application Deadline:	<u>Fall: June 1</u> <u>Spring: October 1</u>
Semester Dates:	<u>Fall: Early September through mid-December</u> <u>Spring: Mid of January through end of April</u>
Orientation Days:	<u>Fall: End of August</u> <u>Spring: Mid of January</u>
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





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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">• Analysis of the external Marketing environment• Strategic Product Management• Strategic Price Management• Communication Strategy• Strategic Decision in Distribution
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, 7th ed., McGrawHill, 2012 Additional references and supplemental readings are provided during lectures.





MKT 490 Global Marketing Strategy and Brand Management (Fall) – 3 ECTS

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

Course Code	MKT 490
Course Name	Global Marketing Strategy and Brand Management
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">• Generally understanding marketing (strategic and operational aspects) in an international environment• Understand the importance to develop a brand strategy• Gain knowledge of techniques and insights needed to plan, create and keep a healthy purpose-led brand alive.
Contents	<ul style="list-style-type: none">• Introduction to international marketing: learning to understand the global marketing environment• Identifying and analyzing international opportunities• International strategic planning• International brands and brand management• Brand positioning and values• Choosing brand elements to build brand equity
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.





MKT 600 International Marketing and Sales II – (Spring) 6 ECTS

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

Course Code	MKT 600
Course Name	International Marketing and Sales II
Semester	Exchange Students can study integrated with the 6 th semester students.
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 4-5 semesters of business studies. This is a very advanced and demanding course.
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	Final exam 120 minutes
Learning Objectives	<ul style="list-style-type: none">• Detailed strategic and operational marketing in an international environment• Product management / category management• Detailing the marketing and sales interfaces in the whole value added chain• International challenges for the marketing and sales organization• Better understanding and applying relevant marketing instruments and methods (marketing mix) globally
Contents	<ul style="list-style-type: none">• Social and cultural environments, customer behavior – introduction• International product management• Establishing overall marketing concepts• Developing global innovations• Managing global brands• Cooperations and co-promotions• Online marketing and social media – introduction• CRM (customer relationship management) – detailing• The international marketing mix• International market research• Key account management – detailing• Interface with SCM / demand management
Teaching and Learning Methods	Seminar type lectures with applications/case studies presenting the results in small groups, role plays, self-studies
Special Aspects (e.g. online parts, site visits, guest speakers etc.)	1 - 3 guest lectures by specialists from the industry planned





BCOM 410 Negotiation and Influencing (Fall) – 3 ECTS

Course Code	BCOM 410
Course Name	Managerial Communication in a Global Context
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 your• Pre-negotiation preparation, setting objectives• The negotiation cycle• Diplomatic negotiation in a cross-cultural environment• The role of non-verbal communication in a cross-cultural context
Teaching and Learning Methods	Various including Brainstorming, Discussion, Exponential Activities, Independent Study, Q&A, Lecture, Presentation, Video feedback, Role-Play, Self-Awareness Exercises, Case Studies
Readings	To be announced in class.





ENTR 420 Gamification for Entrepreneurs – (Fall and Spring) 3 ECTS

Course Code	ENTR 420
Course Name	Gamification for Entrepreneurs
Semester(s) Offered	Fall and Spring Semester
Duration of the Course	1 Semester
Prerequisites	3 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	To be announced in class.
Course Outline	<p>For entrepreneurs, their success is defined at the earliest stage, for example when strategizing business development or market entry. This is true not only for external business practices, but also for internal affairs.</p> <p>And as a business is growing, it becomes more and more crucial for future business success to lead employees and to wow customers and fans.</p> <p>In this lecture, we will tackle the many dimensions of being an entrepreneur and how to use Gamification as a 'path to mastery' for long-term engagement of employees and customers.</p> <p>Gamification stands for reverse-engineering what makes games successful and transferring this into a business environment. So, after this course you will know better why you are so engaged in games and how to benefit from this even at your workplace.</p>
Teaching and Learning Methods	A combination of lecture, case discussion, class discussion, and student presentation will be used.
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	<p>The course offers an introductory survey of the following key subjects:</p> <ul style="list-style-type: none">• Money and the Financial Markets• Banks: their origin and their function in the economy<ul style="list-style-type: none">◦ Types of banks and other financial intermediaries• Comparative financial systems, focusing on the Anglo-Saxon, German and Japanese systems• Characteristics of bank financial statements<ul style="list-style-type: none">◦ Analyzing Bank Performance• Banking supervision and regulation, including central banks and the Basel Accords• Core banking products, e.g.: credit, deposits, investment and private banking, and international banking• The Transformation of Banking – 1970 to the present<ul style="list-style-type: none">◦ Recent banking innovations, e.g. hedging interest rate risk through derivatives◦ Roots of the 2007 – 2009 Financial Crisis• Bank Management<ul style="list-style-type: none">◦ Liquidity◦ Interest Rate Risk◦ Funding Operations◦ Credit Risk◦ Equity
Teaching and Learning Methods	Lectures, Group Work, Case studies
Readings	Relevant articles, academic papers and other literature covering issues relating to bank financial management will be supplied by the lecturer in electronic form via the MBS intranet





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 Semester
Duration of the Course	1 Semester
Class Type	Advanced business exchange students can take this course and study alongside MBS bachelor students.
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





HRM 600 International Human Resources Management II – (Spring) 6 ECTS

Course Code	HRM 600
Course Name	International Human Resource Management II
Semester	6 th semester bachelor
Semester(s) Offered	Spring Semester
Duration of the Course	1 Semester
Class Type	Advanced business exchange students can take this course and study alongside MBS bachelor students. This is a VERY advanced courses and demanding!
Prerequisites	<ul style="list-style-type: none">• Minimum of 4 semesters of business studies• Minimum of one HR course• Basics of microeconomics and macroeconomics
Instructor's Name	Prof. Dr. Arnd Albrecht
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	Paper, Presentation, examinations
Learning Objectives	<ul style="list-style-type: none">• Detailing the strategic component "human being" as a resource• International challenge of using modern HR instruments• Better understanding the strategic significance of the HR• Management for the entire company in the international context• International team leading and leadership / personnel management
Contents	<ul style="list-style-type: none">• Personnel consulting• Coaching / mentoring concepts• Detailing employer branding• Cultural change• Attendance change management (HRM)• Reorganization• Employability• Virtual teams
Teaching and Learning Methods	Seminar type lectures with applications/case studies presenting the results in small groups, role plays, self-studies
Special Aspects	1-3 guest lectures by specialists from the industry planned
Readings	To be announced in class





IM 420 International Management (Fall) – 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) – 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





MEMA 500 International Media Management I (Fall) – 3 ECTS

Course Code	MEMA 500
Course Name	International Media Management I
Semester	5th semester bachelor program
Semester(s) Offered	Fall Semester
Duration of the Course	1 Semester
Prerequisites	3 semesters of business or media related studies including principles of marketing courses.
Language of Instruction	English
Number of ECTS-Credits	3 ECTS
Total Workload and Composition (e.g. self-study, contact hours)	30 hours of instruction and 60 hours of self-study/assignments
Assessment / Requirements for Assignment of Credits	Will be announced in class.
Course Objectives	Introductory media business course. To give the student an overview and enable him to understand the general principles and methods of international media business & strategic management and its importance to business decisions. This course explores the structure and potential of media business and its strategic management possibilities by lecturing, by analyzing case studies and by creating an individual strategic media business plan (Case study). Special emphasis will be placed on one hand on giving the student a broad range of information about the nature of media business and on the other hand on the strategic planning aspect in media business at management level (situation analysis, media strategies, marketing programs, corporate strategies). Students will become familiar with media business itself and the management plan tool as a strategic “road map” for the media business manager throughout the business year.
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	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 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	<p>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.</p> <p>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.</p> <p>Further, based on a comprehensive analysis, the students will present future predictions.</p>
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).





MGMT 421 International Business Project (Fall) – 6 ECTS

Course Code	MGMT 421
Course Name	International Business Project
Semester(s) Offered	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 Elective I or Elective II (Spring) – 3 ECTS

The information concerning this course will be send out separately at the end of October. This course which is taught integrated in our Bachelor program 6th semester. It is a selective course and depending on which courses our Bachelor students chose we will be able to send out further information on the specific course.

As the course registration form is necessary for your application you are kindly asked to fill in the course registration form and tick this course if you might be interested. You still have the chance to change after the official information has been send out.

Courses could range from Innovation Management, Project Management, Luxury Brand Management etc.







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 politics and the history of Europe in the 19 th and 20 th century. In order to enhance the understanding, we will always look for parallels in other countries, mainly in Europe, regarding the political structure, history and also society in general.
Course Outline/Contents	This course is to give an overview over current issues of Europe's culture and society. We will look deeper into the peculiarities which will probably be realized first from outside: punctuality, order, thoroughness etc., and will go into the historical backgrounds. There won't be final answers, but it is astonishing, which answers history can give from this perspective. We will look closer at the current political landscape, cultural issues which move the public, the social structure, regional issues taking Germany as an example, but also the situation of Germany within the EU. EU Regionalism - Federalism - Political structure and current situation - Demography - Migration - Current issues regarding the political structure, history and also society in general.
Teaching and Learning Methods	- 40 %: written report on an excursion (short personal report) plus presentation - 60 %: final exam at the end of the lectures
Readings	To be announced in class





LAS 411 A Journey through Visual Arts – (Spring) 3 ECTS

Course Code	LAS 411
Course Name	A Journey through Visual Arts
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	Participation in the course activities, a presentation about one of the museums (parts of the museum, a special exhibition etc.) and a final exam reviewing the course content
Course Objective	This course takes students on a journey through visual arts and explores the cultural and historic background of different movements. The objective is to gain a deeper understanding of culture and society as much as it can be taught by arts and to develop both an objective and subjective evaluation of art.
Course Outline	<p>The course contains the following elements:</p> <ul style="list-style-type: none">• The fundamentals of art (colour, perspective, lighting etc.)• How to read the 'message' of art• A journey through the significant movements in art history taking into consideration the socio-cultural background and incorporating not only art in the classical sense but also literature, religion and politics.• The spread of art into other aspects of society (architecture, photography, design – company logos, websites, body art etc.)• The relevance of art history to cinematography including a class excursion to the local Bavaria Film Studios
Teaching and Learning Methods	<ul style="list-style-type: none">• Interactive lectures focusing on group work and students' own subject discovery of art• Mini feedback presentations alongside the assessed presentation• Excursions to Bavaria Film Studio and (time permitting) a city tour of Munich
Readings	<ul style="list-style-type: none">• <i>Art: The Definitive Visual Guide</i>, Andrew Graham Dixon, Dorling Kindersley, 2008, 978-1405322430• <i>The Book Of Symbols: Reflections on Archetypal Images</i>, The Archive for Research in Archetypal Symbolism, TASCHEN GmbH, 2010, 978-3836514484• <i>Art History for Filmmakers</i>, Gillian McIver, Fairchild Books, 2016, 978-1472580658





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 politics and the history of Germany in the 19 th and 20 th century. In order to enhance the understanding, we will always look for parallels in other countries, mainly in Europe, regarding the political structure, history and also society in general.
Course Outline	This course is to give an overview over current issues of Germany's culture and society. We will look deeper into the peculiarities which will probably be realized first from outside: punctuality, order, thoroughness etc., and will go into the historical backgrounds. There won't be final answers, but it is astonishing, which answers history can give from this perspective. We will look closer at the current political landscape, cultural issues which move the public, the social structure, regional issues taking Bavaria as an example, but also the situation of Germany within the EU. "German Nation" - Regionalism - Federalism - Political structure and current situation - Demography - Migration - Current issues in countries, mainly in Europe, regarding the political structure, history and also society in general.
Teaching and Learning Methods	- 40 %: written report on an excursion (short personal report) plus presentation - 60 %: final exam at the end of the lectures
Readings	Fulbrook, Mary (2004): A Concise History of Germany, second edition, Cambridge University Press. Blackbourn, David (2007): History of Germany 1780 - 1918. The Long Nineteenth Century, Blackwell Publishing Clay. Large, David (1996): Where Ghosts Walked: Munich's Road to the Third Reich, W. W. Norton & Company





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 & 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 from the differences intercultural interactions- Analyze intercultural interactions and evaluate situation 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, Q&A, Presentations
Readings	To be announced in class





Foreign Language Course

GER 100 or 200 or 300 German (Fall & Spring) – 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	There are no requisites but MBS cannot guarantee that the exact level you'll need is available at the semester you study at MBS.
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





Course Selection

Procedures

1. Please have a look at the course overviews on the next page
2. For the application procedure please download the course registration form under www.munich-business-school.de/exp-downloads
3. Don't forget to write your first and last name on the course selection form and to sign it at the end.
4. 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.
5. At Munich Business School exchange students must enroll in courses with a minimum of 15 ECTS.
6. It is not possible to add courses from a different study program. You can only choose the courses listed on the course registration form.
7. Please check the pre-requisites to ensure you have the necessary background to take the course.
8. 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.
9. There will be a two week "add and drop"-period at the beginning of each semester, where students can still change their course choices.
10. Once enrolled in classes, attending lectures is mandatory and students must submit assignments and write exams.
11. Not participating in exams will result in a grade FAILED.
12. Deadlines to hand in your course selection form:
Fall Semester: With your online application: **June 1st or June 15th**
Spring Semester: With your online application: **October 1st or October 15th**
13. If you hand in your course selection after the deadline your choice cannot be guaranteed.
14. The course selection form has to be send with your application.
15. Due to German law we have to offer students the possibility to participate in repeat exams in case that an exam will be failed. However repeat exams, which are held a few months after the semester, have to be taken at Munich Business School. It is **NOT** possible to take the repeat exam at your home university. You therefore would have to travel to Germany again.
16. Please fill in the Advising Sheet on page 15 and upload it during the process of your online application.





Overview of Courses Offered in the Fall Semester

For your application:

Please download the complete course registration form for the fall semester under: www.munich-business-school.de/exp-downloads

			Hrs/ semester	ECTS credits
BUSINESS COURSES				
	<u>Choose only ONE Marketing Course</u>			
	MKT 420	Strategic Marketing	30	3
<i>check prerequisites</i>	MKT 490	Global Marketing Strategy and Brand Management	30	3
	BCOM 410	Negotiation and Influencing	30	3
	ENTR 420	Gamification for Entrepreneurs	30	3
	FIN 420	Introduction to Bank Management	30	3
	HRM 420	International Human Resources Management	30	3
	IM 420	International Management	30	3
<i>check prerequisites</i>	INNO 490	Innovation and Digital Business	30	3
<i>check prerequisites</i>	MEMA 500	International Media Management	30	3
	MGMT 420	Business in Germany	30	3
	MGMT 421	International Business Project	60	6
NON BUSINESS COURSES				
	LAS 420	German Culture, Politics & Society	30	3
	LAS 421	Cinema & Media Culture	30	3
	LAS 423	Cross-Cultural Awareness & Communication	30	3
FOREIGN LANGUAGE COURSE				
	GER 100/200/300	German I/II/III	30	3





Overview of Courses Offered in the Spring Semester

For your application:

Please download the complete course registration form for the fall semester under: www.munich-business-school.de/exp-downloads

			Hrs/ semester	ECTS credits
BUSINESS COURSES				
Choose only ONE Marketing Course				
<i>check prerequisites</i>	MKT 420	Strategic Marketing	30	3
	MKT 600	International Marketing and Sales II	60	6
Choose only ONE HRM Course				
<i>check prerequisites</i>	HRM 420	International Human Resources Management	30	3
	HRM 600	International Human Resources Management II	60	6
	ENTR 420	Gamification for Entrepreneurs	30	3
	FIN 420	Introduction to Bank Management	30	3
	MGMT 410	Business in Europe	30	3
	MGMT 411	European Business Project	60	6
	IB 600	Elective I	30	3
	IB 600	Elective II	30	3
* The exact courses and pre-requisites will be announced at the end of October				
NON BUSINESS COURSES				
	LAS 410	Western European Culture, Politics & Society	30	3
	LAS 411	A Journey through Visual Arts	30	3
	LAS 423	Cross-Cultural Awareness & Communication	30	3
FOREIGN LANGUAGE COURSE				
	GER 100/200/300	German I/II/III	30	3

