



Examination Regulations for the Master's Degree Study International Business Management at Bielefeld University of Applied Sciences

Please note: The German version of this document is the legally binding version. The English translation provided here is for information purposes only.



FH Bielefeld
University of
Applied Sciences

Examination Regulations for the Master's Degree Study International Business Management (M.A.) at Bielefeld University of Applied Sciences

as of 30 May 2022 in the amended version of 1 December 2022

Pursuant to Section 22 (1) no. 3, 2 (4) and Section 64 (1) of the Higher Education Act of the State of North Rhine-Westphalia (*Hochschulgesetz – HG*) of 16 September 2014 (GV. NRW. p. 547) as last amended by Article 1 of the Act of 25 November 2021 (GV. NRW p. 1210a) in conjunction with the General Examination Regulations (MA-RPO) for Master's Degree Studies at Bielefeld University of Applied Sciences of 10 June 2016 (Announcement Bulletin of Bielefeld University of Applied Sciences – Official Notices – 2016, No. 24, pp. 292–312) in the version of the amendment dated 30 March 2022 (Announcement Bulletin of Bielefeld University of Applied Sciences – Official Notices – 2022, No. 14, pp. 163–166), Bielefeld University of Applied Sciences has issued the following Study Programme Examination Regulations (SPO):

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I. General Aspects

Section 1

Scope of the Study Programme Examination Regulations

These Study Programme Examination Regulations (*Studiengangsprüfungsordnung – SPO*) apply for the completion of a master's degree study in International Business Management at Bielefeld University of Applied Sciences. It specifies the General Examination Regulations for Master's Degree Studies at Bielefeld University of Applied Sciences (*Rahmenprüfungsordnung für die Masterstudiengänge der Fachhochschule Bielefeld – MA-RPO*). In areas not regulated individually, the General Examination Regulations apply.

Section 2

Focus, Qualification Goals, Academic Degree

- (1) After a first university degree qualifying for a professional career, the university studies leading up to a master's degree are intended to provide students with advanced skills in International Business Management, taking into account the general study objectives in accordance with Section 3 (1) and (2) MA-RPO. These skills are based on specialist and interdisciplinary competences that students are to develop during the course of their studies.
- (2) The objective of the studies is to qualify graduates for successful employment in International Business Management. Graduates master the scientific concepts of business administration and are able to apply the findings to practical design questions in companies and organisations operating on an international scale and to enhance their knowledge independently.
- (3) Thanks to the instrumental competence to use, apply and generate knowledge they have acquired during their studies, graduates are able to apply their knowledge, comprehension and skills for problem-solving in new and unfamiliar situations that are related to their study subject in a broader or multidisciplinary sense.
- (4) Through the competence that graduates have acquired in the use and transfer of knowledge, they can integrate existing and new knowledge in complex contexts, even if they only have limited information. They are able to make scientifically sound decisions and reflect critically on possible consequences. In doing so, they take into account social, scientific and ethical findings resulting from the application of their knowledge and their decisions. They can acquire new knowledge and skills independently and are further able to design, manage and/or autonomously carry out practice- or research-oriented projects.
- (5) Their communicative and cooperative competence enables them to exchange views on alternative, theoretically justifiable solutions to a problem on a factual, subject-related level with representatives from various academic and non-academic fields. They integrate concerned parties into tasks in a goal-oriented manner, taking into account the respective group situation, and identify potential conflicts in the cooperation with others and reflect on these against the background of conditions that transcend situations. In addition, graduates ensure the implementation of appropriate solution processes through constructive, conceptual actions.
- (6) As they understand themselves to be members of the scientific community, graduates develop a professional self-image that is based on the goals and standards of professional action in both science and the occupational areas outside of science.

They base their own professional actions on theoretical and methodical knowledge and reflect them with regard to alternative designs. Furthermore, they assess their own abilities, make use of their own freedom of action and decision-making independently and use guidance to develop them further. Graduates recognise the general conditions of professional conduct that are appropriate and applicable in the relevant situation and reflect on decisions in an ethical manner. They critically reflect their professional actions with regard to society's expectations and consequences and develop their professional actions further.

- (7) The degree "Master of Arts (M.A.)" is awarded as a result of the passed master examination.
- (8) If a relevant cooperation exists, an additional degree can be awarded by the partner university (double degree). The students are regular students at their respective home university. The specifics for acquiring a double degree are set out in an appendix of the SPO.

Section 3 Admission Requirements

- (1) For admission to studies, applicants must have completed bachelor's degree study in business or economics (e.g., Business Administration, Economics, Business Studies) or a business-related bachelor's degree study (e.g., Business Information Systems, Industrial Engineering and Management, Business Psychology, Business Law). They must also provide proof of 30 ECTS from bachelor's module examinations held in English (excluding practical modules and bachelor thesis) with relevance to business administration or their bachelor thesis must deal with relevant international questions from business administration in English. An English level of B2 is desirable. Applicants who neither have a German university entrance qualification nor a bachelor's degree from a German university must additionally demonstrate sufficient knowledge of the German language in accordance with level A2 of the Common European Framework of Reference for Languages. Proof must be provided in the form of a certificate or by passing a written language competence test.
- (2) As a rule, applicants must prove that they have completed the studies mentioned in (1) with an overall grade of 2.5 or better. The ranking in the selection of applicants is determined by the overall grade in sentence 1.
- (3) By derogation from (1), applicants are entitled to admission whose degree has not yet been completed on the application date. In this case, a maximum of 15 ECTS from the bachelor's degree study may still be outstanding. The bachelor's degree certificate and supplements must be submitted by 30 November.
- (4) In the case referred to in (3), the requirements of (1) must also be fulfilled. In the selection process, only prior learning that was rendered and provided proof of by the end of the application deadline is considered.

Section 4 Beginning of Studies, Standard Time to Degree, Scope of Studies, Structure of the Study Programme

- (1) The full-time study programme International Business Management starts in the winter semester.
- (2) The study programme's standard time to degree is four semesters. After a module examination has been passed, the corresponding credit points are recorded and reported separately from the grades achieved in the examinations. In accordance with the European Credit Transfer System, 30 credit points per semester are awarded. The modules and corresponding credit points are stipulated in Appendix 1 in the form of a course schedule; this also applies to the sequence of modules that must be taken, where appropriate.

The average workload for one credit point is 25 hours.

- (3) The modules' contents and permissible forms of assessment derive from the module descriptions in Appendix 2.
- (4) During their studies, students earn a total of 120 credit points, including the master thesis.
- (5) The master's degree study consists of nine modules with 6 ECTS each, a practical module on International Cases with 6 ECTS and the master thesis with 30 ECTS. In addition, a total of 30 ECTS must be earned in the semester abroad, preferably at a partner university. For more information, see the course schedule in the appendix. The rules for double degree programmes may differ (cf. appendices on double degree programmes).

Section 5

Academic Programme Director, Examinations, Examination Bodies, Study Committee

- (1) An Academic Programme Director is appointed by the dean. The Academic Programme Director advises students and coordinates the teaching contents, examination modalities etc. among the teaching staff. The Academic Programme Director is appointed for two years, with re-appointment being permitted.
- (2) An Examination Committee must be formed for the other tasks set out in these Examination Regulations.
- (3) In accordance with Section 11 (2) HG, the Examination Committee consists of:
 - a) Four members from among the professors, thereof one chair member and one deputy chair member,
 - b) One member from the non-professorial academic staff,
 - c) Two students.There must be a gender balance in the Examination Committee. Exceptions to this principle must be substantiated and documented in individual cases.
- (4) In matters of teaching and study, especially in matters of the study reform, the evaluation of study and teaching and the issuance or amendment of examination regulations, the faculty council and dean are advised by the faculty's study committee. Details on the study committee, especially on the weighting of votes, are set out in the Faculty Regulations.

Section 6

Recognition of Study Periods and Prior Learning

Prior learning cannot be recognised if the student has already taken the respective examination in the chosen study programme.

II. Content and Types of Module Examinations

Section 7

Objective, Scope and Form of Module Examinations

- (1) In addition to the forms listed in Section 14 MA-RPO, a module examination can consist of an oral or written presentation.
- (2) For modules that consist of various courses offered in parallel in one semester, a uniform examination covering all courses must be offered. Within this examination, an independent task may also be set for each parallel offer at the discretion of the examiner.

Examinees must be able to choose from the independent tasks.

- (3) If examinations are combined, each individual part must be passed. Individual passed parts of a combination examination cannot be transferred to the following semester. The grade of a previous combination examination must be published at least one week before offering the following combination examination.
- (4) Partial examinations pursuant to Section 14 (5) MA-RPO that have not been passed must be passed two semesters after taking the partial examination at the latest; otherwise, these will become forfeited.
- (5) Students are to take the module examinations accompanying studies at the time specified in the course schedule (Appendix 1).

Section 8 Term Papers

- (1) A term paper is a written work that usually does not exceed 15 pages and is prepared as part of a course. As a rule, term papers are assessed by an examiner.
- (2) The submission deadline is set by the lecturer and must be made known to the students.
- (3) Students must be notified of the term paper's assessment within six weeks from the submission date. Publication in the online portal of Bielefeld University of Applied Sciences is sufficient.

Section 9 Oral Presentations

- (1) Held within the course, oral presentations last approx. 15 minutes.
- (2) They are assessed by an examiner.
- (3) Students must be notified of the assessment within two weeks from the date of the oral presentation. Publication in the online portal of Bielefeld University of Applied Sciences is sufficient.

Section 10 Written Presentations

- (1) Written presentations consist of a written elaboration of normally up to 10 pages and an oral presentation of approx. 30 minutes.
The topics for the written presentations are set by the examiner at the beginning of the semester.
- (2) Written presentations can also be admitted as group work if a student's individual contribution that is to be recorded as an examination can be clearly distinguished and evaluated.
- (3) As a rule, written presentations are assessed by an examiner.
- (4) Students must be notified of the assessment within two weeks from the date of the oral presentation. Publication in the online portal of Bielefeld University of Applied Sciences is sufficient.

Section 11 Project Work

- (1) In project work, students demonstrate their competence to work in a team and, in particular, to develop, implement and present concepts. The purpose of a project work is to enable students to define goals in a larger practical task and to develop interdisciplinary approaches and concepts.

- (2) The results of the project work must be presented in a written project report of up to 15 pages per group member and an oral presentation of approx. 30 minutes.
- (3) The assessment is based on the project report and the oral presentation. The examinee's individual contribution that is to be assessed must be clearly distinguishable and independently assessable.
- (4) Project work is assessed by an examiner.
- (5) Students must be notified of the assessment within two weeks from the oral presentation of the project work. Publication in the online portal of Bielefeld University of Applied Sciences is sufficient.

III. Examination Procedures

Section 12

Conduct of Module Examinations

- (1) Written and oral examinations are conducted outside of courses. Presentations are held during the courses. Term papers and project work can be produced during or outside lecture periods.
- (2) Written and oral examinations are conducted during an examination period defined by the Examination Committee. The regular examination period is at the end of the semester and is announced at the beginning of the semester.
- (3) If the module description states that various options exist for the module examination in accordance with Section 14 MA-RPO and Section 7 (1) SPO, the Examination Committee determines the form of assessment and the weighting of individual performances for combination examinations in accordance with Section 14 (4) no. 5 MA-RPO for all candidates of the respective module examination in a uniform and binding manner at the beginning of the respective semester based on the first examiner's suggestion. In the case of a written examination, this also applies to the processing time. If ten or fewer students register for a module examination, the Examination Committee can, upon suggestion by the first examiner, define that an oral examination takes place instead of the designated form of assessment.

Section 13

Failure to Attend, Withdrawal, Cheating and Violation of Regulations

The regulations of Section 13 MA-RPO apply accordingly for partial performances in the case of combination exams pursuant to Section 14 (5) no. 5 MA-RPO.

If an examinee has withdrawn from a combination examination in accordance with the regulations, the module examination is not counted as a failed attempt.

IV. Semester Abroad

Section 14

Semester Abroad

- (1) In the master's degree study International Business Management, a semester abroad at a foreign university (preferably a partner university of Bielefeld University of Applied Sciences) must be completed. Changing the university during the semester abroad is not permitted.
- (2) The semester abroad prepares students for employment in international management through contact with a foreign culture as well as legal and economic system.

- (3) The semester abroad should take place in the second study semester. Students who have registered for all module examinations of the first semester are admitted upon request.
- (4) There is no entitlement to studying at a specific partner university. If there are more applications for a specific partner university than there are places, the Academic Programme Director decides on the allocation. Students are to write a motivation letter in which they state their reasons for choosing the foreign university.
- (5) Before the beginning of the semester abroad, a learning agreement is concluded from which the modules to be taken result. During the semester abroad, courses with a scope of at least 30 credit points must be completed successfully. Students must attend at least three modules, which should not have any significant overlaps in content with the modules that must be completed at Bielefeld University of Applied Sciences. At least one module must be selected from each of the areas of "Intercultural Competences," "Business Informatics/Intelligence" and "Economics."
- (6) The modules taken during the semester abroad are recognised in the extent of up to 30 credit points (see Appendix 1). If fewer than 30 ECTS are achieved abroad, the Academic Programme Director will define one or more modules for catching up at Bielefeld University of Applied Sciences.
- (7) For the opportunities to take a semester of leave, please refer to the *Einschreibungsordnung* (matriculation regulations) of Bielefeld University of Applied Sciences. The aforementioned rules do not apply to the recognition of university achievements in accordance with Section 11 MA-RPO.
- (8) In exceptional duly justified cases, students can apply to the Academic Programme Director to complete an in-company internship with international relevance instead of a semester abroad. The topic ensures that it is performed on master's level. For the internship with international relevance, three parts must be completed:
 - Three-month internship with international relevance (18 ECTS)
 - Graded term paper written in English on this topic with international relevance (6 ECTS)
 - Graded colloquium accompanying the term paper held in English (6 ECTS)The overall grade for the 30 ECTS is made up equally from the grades for the term paper and the colloquium.
The double degree cannot be awarded if an internship is completed instead of the semester abroad. A semester or year abroad must be completed (physically or digitally) at the respective partner university for a double degree.
- (9) Rules may vary for the double degree programmes (cf. appendices on the double degrees).

V. Master Thesis

Section 15 Master Thesis

- (1) The master thesis must demonstrate that the examinee is able to complete a practice-oriented task from their subject area within a specified period of time, both in its subject-specific details and in the interdisciplinary contexts, working independently and according to scientific methods. The master thesis is a written elaboration that must usually be prepared in cooperation with a company.
- (2) The master thesis can be issued and supervised by any person who fulfils the requirements in accordance with Section 10 MA-RPO. At the request of the examinee, the Examination Committee can appoint an honorary professor or lecturer with relevant assignments to supervise the thesis if the intended topic cannot be supervised by a professor who is responsible due to their subject.

- (3) On request, the dean ensures that students receive a topic for the master thesis in good time.

Section 16 Admission to the Master Thesis

- (1) Admission to the master thesis is open to all those who have passed all except for two module examinations.
- (2) The request for admission may be withdrawn in writing until the decision on the request has been made without counting towards the number of possible examination attempts.

Section 17 Setting of Topic and Completion of the Master Thesis

- (1) The examiner sets the master thesis's topic and thus defines the time for completion.
- (2) The time for completion (period from setting the topic to submission of the master thesis) is no more than 24 weeks. The topic and task must be such that the master thesis can be completed within the specified period. The master thesis should not exceed 80 pages of text as a rule. If the master thesis is not submitted on time, it will be graded as "insufficient" (5.0). In exceptional cases, the Examination Office may extend the time for completion by up to four weeks in response to a request made before the deadline expires. The request should be discussed with the person supervising the master thesis.

VI. Examination Result

Section 18 Certificate, Overall Grade, Master's Certificate, Diploma Supplement

In order to determine the overall grade for the master's degree study, the grades for each graded examination are multiplied by the respective credit points reported. The sum of the weighted grades is then divided by the total number of credit points included.

VII. Final Provisions

Section 19 Inspection of the Examination Files

- (1) An official inspection date for the inspection of the examination files relating to a module examination is set and published by the Examination Office after the respective examination has been completed. If the examination files cannot be inspected on the set date, a request for inspection can be made to the Examination Office within one month after the official inspection date.
- (2) Inspection of the examination files pursuant to Section 33 MA-RPO must be requested within one year from issuance of the examination certificate or the notice of the failed master's examination.

Section 32 of the Administrative Procedure Act for the State of North Rhine-Westphalia (*Verwaltungsverfahrensgesetz*) on the application for *restitutio in integrum* applies. The request must be made to the Examination Office.

Section 20 Entry into Force, Publication

These Examination Regulations for a master's degree shall be announced in the Announcement Bulletin of Bielefeld University of Applied Sciences – Official Notices (*"Verkündungsblatt der Fachhochschule Bielefeld – Amtliche Bekanntmachungen"*). It shall enter into force one day after its publication.

Issued due to the resolutions made by the Faculty of Business's Faculty Council on 23 March 2022 and 20 April 2022.

Bielefeld, 30 May 2022

The President of Bielefeld University of Applied Sciences

Prof. Dr. Ingeborg Schramm-Wölk

1st semester	2nd semester	3rd semester	4th semester
Entrepreneurship and Market Dynamics 4 SCH ECTS 6	<p>Semester Abroad (regulations may vary in double degree programmes, see appendices) consisting of master modules with a total of at least 30 ECTS. Students must attend at least three modules, which should not have any significant overlaps in content with the modules that must be completed at Bielefeld University of Applied Sciences. At least one module must be selected from each of the areas of "Intercultural Competences," "Business Informatics/Intelligence" and "Economics."</p>	Consumer Marketing 4 SCH ECTS 6	Master Thesis 0 SCH ECTS 30
Legal Aspects of International Business 4 SCH ECTS 6		Corporate Financial Management 4 SCH ECTS 6	
International Financial Reporting Standards 4 SCH ECTS 6		Digital Business 4 SCH ECTS 6	
Quantitative Research Methods 4 SCH ECTS 6		Supply Chain Management 4 SCH ECTS 6	
Corporate Learning and Innovation 4 SCH ECTS 6		Practical Module International Cases 4 SCH ECTS 6	
20 Total 30		Total 30	20 Total 30

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1st semester

Entrepreneurship and Market Dynamics								Module ID 5 VWL 62
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	1st sem.	Annual	Winter	1 sem.	compulsory	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Lecture		4 SCH/60 h	90 h	Lecture, case studies, presentations		30	English
2	Learning outcomes/competences On successful completion of this module, students will be able to: <ul style="list-style-type: none"> • explain characteristics and determinants of entrepreneurship, • sketch stylized facts of growth patterns of newly founded firms, • understand the entrepreneurial process within an established enterprise, • apply microeconomic models of market power to evaluate the effects of a range of competitive behaviors by firms, • use microeconomic models of market power to discuss recent topics of competition policy, review and evaluate public policies towards entrepreneurship. 							
3	Contents <ul style="list-style-type: none"> • Characteristics and Determinants of Entrepreneurship. • Taking Stock: New Business Formation in Germany. • Taking Stock: Investments in Innovation in Germany. • Theory Section: Strategic Behavior of Firms with Market Power. • Presentations: Competitive Strategies of (not so) Hidden Champions. • Evaluation of Public Policies towards Entrepreneurship. 							
4	Participation requirements /							
5	Form of assessment Written exam and presentation							
6	Condition for the award of credit points Passing the exam							
7	Application of the module (in the following study programmes): International Business Management (M.A.)							
8	Module coordinator Prof. Dr. Markus Pannenberg							
9	Other information /							

Legal Aspects of International Business								Module ID 5 RE 73
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	1st/3rd sem.	Annual	Winter	1 sem.	compulsory	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH (60 h)	90 h	Lecture, structured discussions, exercises, student presentations where appropriate		15	English
2	Learning outcomes/competences							
	<p>Upon successful completion of the module, students are expected to</p> <ul style="list-style-type: none"> - be able to identify potential legal issues of international business transactions and international business structures, - have an understanding of the main legal concepts to address the respective issue, and - be able to outline proposals for solving a particular legal problem on a national and cross-border level. 							
3	Content							
	<p>Doing International Business is subject to numerous legal requirements and restrictions. This holds true for the contractual and the regulatory level, both of them becoming increasingly complex and intertwined. As an example, international supply chains require sustainable and responsible corporate behavior throughout the global value chain as well as unambiguous and enforceable contract drafting.</p> <p>This class will identify and deal with selected issues in the context of international business. Examples may be</p> <ul style="list-style-type: none"> - anti-bribery, anti-fraud, antitrust and other compliance rules, - standards and concepts for the company-wide enforcement of such compliance rules, - regulatory requirements of digitalization such as data protection, e-privacy, legal responsibility for AI applications etc. - ESG responsibilities - Choice of jurisdiction and choice of law in cross-border contracts - General principles of contract drafting, including limitations resulting from Unfair Trade Terms Regulation <p>In the absence of binding international treaties or standards, the respective issue at hand will be discussed against the background of the rules applicable in selected jurisdictions of some importance in international trade.</p>							
4	Participation requirements							
5	Form of assessment							
	Written exam or oral exam or presentation or paper							
6	Requirement for the award of credit points							
	Passing the exam							
7	Application of the module							
	International Business Management (M.A.), Marketing and Sales (M.A.), Production and Logistics (M.A.), Human Resource Management and Organisation (M.A.), Controlling Finance Accounting (M.A.), Taxation and Audit (M.A.)							
8	Module coordinator							
	Prof. Dr. K. Beckmann/Prof. Dr. B. Schütte							
9	Other information							

International Financial Reporting Standards								Module ID 5 StU 68
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	1st sem.	Annual	Winter	1 sem.	Compulsory, compulsory elective	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h			35	English
2	Learning outcomes/competences							
	<ul style="list-style-type: none"> - Knowledge of international institutions with focus on International Financial Reporting Standards (IFRS) and their global interdependencies - Competence in the application of international accounting regulations - Competence to decide between different accounting options with regard to a special accounting goal 							
3	Contents							
	<ol style="list-style-type: none"> 1. Global structure of institutions concerning accounting/audit and IFRS and their collaboration 2. Aim and historical development of the International Accounting Standards Board and process to develop individual IFRS Standards 3. Basic principles of accounting due to IFRS: e.g., framework of IFRS (e.g., structure of an IFRS balance sheet; definition and recognition criteria of assets/liabilities; realisation principle; fair value) 4. Elements of financial statements due to IFRS, e.g., statement of financial position, statement of comprehensive income (profit/loss; other comprehensive income), statement of cash flows, segment reporting 5. Accounting of assets, e.g.: <ul style="list-style-type: none"> - Property, plant, equipment; assets held for sale; investment property; government grants - Intangible assets, e.g., research and development, goodwill - Financial assets; subsidiaries, partnerships - Inventory 6. Accounting of liabilities, e.g.: <ul style="list-style-type: none"> - Provisions; liabilities; contingent liabilities 7. Other accounting topics, e.g.: <ul style="list-style-type: none"> - Impairment of assets; revenue realisation; - Foreign exchange rates; deferred taxes 							
4	Participation requirements							
	/							
5	Form of assessment							
	Written exam or paper or oral exam or presentation							
6	Condition for the award of credit points							
	Examination pass							
7	Application of the module (in the following study programmes):							
	International Business Management (M.A.), Marketing and Sales (M.A.), Production and Logistics (M.A.), Human Resource Management and Organisation (M.A.), Controlling Finance Accounting (M.A.), Taxation and Audit (M.A.)							

8	Module coordinator Prof. Dr. Andreas Stute
9	Other information None

Quantitative Research Methods								Module ID 5 M/S 61
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	1st/3rd sem.	Annual	Winter	1 sem.	compulsory	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH (60 h)	90 h	Lecture, exercises		15	English
2	Learning outcomes/competences							
	Upon successful completion of the module, students have the knowledge and skills to develop a questionnaire according to a research objective and analyze the question hypotheses with selected statistical methods (see under content on learning outcomes), evaluate and prepare the results using R and Rmarkdown.							
3	Content							
	As part of the module, students will become familiar with the following content, contexts, and topics. <ul style="list-style-type: none"> - Introduction to statistical software R - Writing scientific texts with Rmarkdown - Hypothesis-based questionnaire design - Repetition of statistical principles - Analysis of categorical data (contingency table analysis) - Statistical tests - Regression methods (- with dummy values, multiple -, logistic -) - Data segmentation (cluster analysis, Anova) 							
4	Participation requirements							
5	Form of assessment							
	Written exam, oral exam, term paper							
6	Requirement for the award of credit points							
	Passing the exam							
7	Application of the module							
	International Business Management (M.A.), Marketing and Sales (M.A.), Production and Logistics (M.A.), Human Resource Management and Organisation (M.A.), Controlling Finance Accounting (M.A.), Taxation and Audit (M.A.)							
8	Module coordinator							
	Prof. Dr. W. Kohn							
9	Other information							

Corporate Learning and Innovation								Module ID 5 P/O 64
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	1st sem.	Annual	Winter	1 sem.	Compulsory	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture, group work, exercises and case studies		24	English
2	Learning outcomes/competences							
	<p>On successful completion of the module, students have the following knowledge and skills:</p> <ul style="list-style-type: none"> • They are able to explain the meaning of and interdependencies between learning and innovation in companies and their effects on the various fields of action of company management, and in particular human resource management. • They are able to analyse the status quo of learning and innovation in companies and derive necessary strategic and operational measures for their design. • They are able to conceptualise and design individual process steps in human resources development in companies of various sizes and sectors. • They are able to recognise barriers and resistance in the context of organisational learning and innovation work, and can deal with them appropriately. • They are able to critically analyse, compare and apply various techniques and methods of organisational learning and innovation management. • They are able to obtain and understand materials and information on topics from current specialist literature. They are able to classify researched information in the context of the course and present it to fellow students. 							
3	Contents							
	<ul style="list-style-type: none"> • Principles of individual, group and organisational learning. • Design of learning in the context of human resources development - current trends, areas, and common techniques for various fields of competence. • Process steps for human resources development: educational needs analysis, target setting, planning, design and implementation of educational measures, education controlling, transfer security. Theoretical approaches and best practices. • Theories of organisational learning and their practical application in large companies and SMEs, and in manufacturing and service companies. • Innovation, innovation types and innovation strategies. • Design of innovation processes: actors, phases, success factors. • Open innovation and open learning in theory and practice. 							
4	Participation requirements							
	Knowledge of human resource management from the bachelor's degree and from "Strategic Human Resource Management" is recommended.							

5	Form of assessment Written or oral exam or project work or combination of presentation and term paper or combination of written exam and presentation or combination of written exam and term paper
6	Condition for the award of credits Module examination pass
7	Application of the module (in the following study programmes): Human Resource Management and Organisation (M.A.), International Business Management (M.A.)
8	Module coordinator Prof. Dr. Natalie Bartholomäus
9	Other information

3rd semester

Consumer Marketing								Module ID 5 MKT 68
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	3rd sem.	Annual	Winter	1 sem.	Compulsory, compulsory elective	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Group work, lectures, presentations and case studies		35	English
2	Learning outcomes/competences The goal of this module is to provide a systematic presentation of the processes taking place while consumers are making purchase decisions, including perceptual processes, identification processes, motivational processes, and attitudinal processes. The course aims to link consumer behaviour theory with the real-life problems faced by practitioners. Students are able to understand and analyse the nature of consumers and their environment from a micro to macro perspective, as well as apply their knowledge to strategic and operative marketing.							
3	Contents This course provides an introduction to the behaviour of consumers in Europe and around the world. It focuses on the decision-making process of consumers including intra- and interpersonal factors. The main topics are consumer culture, consumer decision-making, perception, self-concept, motivation, values and lifestyle, learning and attitudes, social groups. The following topics will be included: <ul style="list-style-type: none"> • Defining consumer behaviour • Perception • Motivation, values & lifestyle • The self & personality • Learning & memory • Attitudes • Decision-making • Social group influence • Intercultural consumer behaviour 							
4	Participation requirements Basic knowledge in the field of marketing							
5	Form of assessment Presentation or written examination or project work							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): International Business Management (M.A.), Marketing and Sales (M.A.), Production and Logistics (M.A.), Human Resource Management and Organisation (M.A.), Controlling Finance Accounting (M.A.), Taxation and Audit (M.A.)							
8	Module coordinator Prof. Dr. Denise Demisch							
9	Other information							

Corporate Financial Management								Module ID 5 CFR 66
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	3rd sem.	Annual	Winter	1 sem.	Compulsory or elective	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Lecture, exercises, group work, case studies		35	English
2	Learning outcomes/competences							
	<p>After successfully completing this module, students are able to:</p> <ul style="list-style-type: none"> ▪ assess the financial policies of companies and to develop them while taking into account economic and ethical objectives ▪ explain financial processes in an economic context, construct them with the help of new technologies and services, and develop them further in an interdisciplinary manner ▪ explain the purpose and functioning of major financial markets ▪ determine, quantify and examine financial risks ▪ identify appropriate financial instruments as part of risk-hedging strategies ▪ calculate and assess valuations for financial instruments based on financial theory ▪ design financial control options for a company using suitable methods ▪ collect, analyse and interpret data for the valuation of securities + investments 							
3	Contents							
	<ul style="list-style-type: none"> ▪ Basics of financial theory ▪ Principles of corporate finance <ul style="list-style-type: none"> ○ Efficient financial processes ○ Limitation of risks ○ Ethical, ecological and social aspects and corporate governance ▪ Financial network organisation <ul style="list-style-type: none"> ○ Organising corporate financial management ○ Optimising + digitalising financial processes <ul style="list-style-type: none"> ▪ Financial services, FinTech processes and blockchains ▪ Financial network integration ○ Market aspects <ul style="list-style-type: none"> ▪ International markets and investments ▪ Behavioural finance ▪ Financial risk management <ul style="list-style-type: none"> ○ Risk analysis, hedging and insurance ○ Derivatives (forwards + futures, swaps, options and others) ○ Solutions for credit risks ○ Risk strategy ▪ Financial controlling <ul style="list-style-type: none"> ○ Concepts, valuation and tools ○ Digital financial data analysis 							
4	Participation requirements							
	In-depth knowledge of finance and accounting, as acquired in a business-oriented bachelor's degree.							

5	Form of assessment Written examination or oral examination
6	Condition for the award of credit points Module examination pass
7	Application of the module (in the following study programmes): Marketing and Sales (M.A.), Production and Logistics (M.A.), Human Resource Management and Organisation (M.A.), Controlling Finance Accounting (M.A.), Taxation and Audit (M.A.), International Business Management (M.A.)
8	Module coordinator Prof. Dr. Andreas Uphaus
9	Other information Compulsory specialisation module in Controlling Finance Accounting and International Business Management. Can be selected as a supplementary module in the Marketing and Sales, Production and Logistics Management, Personnel Management and Organisation, as well as Taxation and Audit study programmes.

Digital Business								Module ID 5 MKT 69
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	3rd sem.	Annual	Winter	1 sem.	Compulsory, compulsory elective	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Tuition in seminars		4 SCH/60 h	90 h	Group work, lectures, presentations and case studies		35	English
2	Learning outcomes/competences This course will provide students with an understanding of the relevance and impact of the digital transformation. Students will be able to develop strategies for organisations to succeed in a constantly changing digital landscape. This includes defining, explaining and implementing key concepts and techniques. They can analyse challenges, opportunities and decision-making problems of managing digital business in an organisation. They are able to interlink the learned concepts and strategies to overall marketing theory and practice. Moreover, students are able to evaluate possible risks of different strategies and techniques. They are able to organise themselves and work in teams to solve problems, develop outcomes together and present these to an audience.							
3	Contents The course introduces students to current challenges and opportunities of the digital transformation on organisations and consumers. It provides theories, concepts and techniques for the application of digital technology and media to enhance the competitiveness of an organisation and to operate successfully in a constantly changing digital environment. The following topics will be covered: <ul style="list-style-type: none"> • Digital business strategy • Key concepts and techniques • Digital marketing • E-customer relationship management • E-commerce • Legal and ethical aspects 							
4	Participation requirements Basic knowledge in the field of marketing							
5	Form of assessment Presentation or written examination or project work							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): International Business Management (M.A.), Marketing and Sales (M.A.), Production and Logistics (M.A.), Human Resource Management and Organisation (M.A.), Controlling Finance Accounting (M.A.), Taxation and Audit (M.A.)							

8	Module coordinator Prof. Dr. Denise Demisch
9	Other information

Supply Chain Management								Module ID 5 P/L 65
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	1st/3rd sem.	Annual	Winter	1 sem.	Compulsory	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Seminar, practical, project		4 SCH/60 h	90 h	Lecture, group work, exercise, project work, simulation game, case studies		24	English
2	Learning outcomes/competences On successful completion of the module, students have the following skills: <ul style="list-style-type: none"> • Students are able to describe and define the basic terms of supply chain management. • They know the challenges and risks of supply chain management and can identify and apply appropriate solutions. • They are able to evaluate supply chains, their surroundings, performance and sustainability, and develop suggestions for improvement. 							
3	Contents <ul style="list-style-type: none"> • Significance of supply chain management • Procurement • Production • Distribution • Inventory management • Network planning • Integration • Sustainability • Assessment of supply chain performance 							
4	Participation requirements							
5	Form of assessment Written or oral examination or term paper or project work or presentation or combination of several of the above							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): Production and Logistics Management (M.A.), International Business Management (M.A.)							
8	Module coordinator Prof. Dr. Gerald Oeser							
9	Other information This module pays particular attention to current issues in the field. Depending on the task, different forms of teaching and examination are to be provided.							

International Cases (Practical Module)								Module ID 5 IBM 70
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	150 h	6	3rd sem.	Annual	Winter	1 sem.	Compulsory	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)		Planned group size	Language
	Seminar, practical, project		4 SCH/60 h	90 h	Lecture, case studies, project work		12	English
2	Learning outcomes/competences On successful completion of the module, students will have the following skills:							
	<ul style="list-style-type: none"> • Students are able to independently analyse and assess complex problems in the field of International Business Management. • To do this, they are able to identify suitable methods and tools, apply them and, if necessary, develop them further. • They are able to obtain, understand and evaluate materials and information on complex international problems from the current specialist literature. • Furthermore, students are able to design appropriate solutions for international problems, compare them and make decisions based on International Business Management criteria. • In addition, students are able to prepare their independently developed solution concepts to teach others, provide conclusive reasons, and present them. 							
3	Contents Changing tasks in the field of International Business Management, for example:							
	<ul style="list-style-type: none"> • International Business Environment • Financial Management in International Business • International Marketing and Research and Development • Global Manufacturing and Logistics Management • Global Human Resource Management • Managing Multinational Enterprises 							
4	Participation requirements							
5	Form of assessment Written or oral examination or term paper or project work or presentation or a combination of several of the above							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): International Business Management (M.A.)							
8	Module coordinator Prof. Dr. Manuel Stegemann							
9	Other information Within the scope of this module, current issues in the field of International Business Management are to be dealt with in a special way. Depending on the task, different types of teaching and types of examination are therefore to be provided.							

4th semester

Master Thesis								Module ID 5 MIB 60
No.	Workload	Credit points	Study semester	Frequency	Sem.	Duration	Type	Q level
	750 h	30	4th sem.	continuous	Summer	1 sem.	compulsory	M.A.
1	Course type		Contact hours	Self-study	Teaching forms (learning methods)	Planned group size	Language	
								750 h
2	Learning outcomes/competences Upon successful completion of the module, students possess the following knowledge and skills: <ul style="list-style-type: none"> - They are able to independently work on a complex problem from the field of business administration using scientific methods within a given period of time. - They are able to document scientific work and, if necessary, further results such as source code in written form. 							
3	Contents The master thesis allows for independent and practical application as well as critical reflection on methods and content previously learned during the course of study. It also requires the preparation of a document that is typically about 80 pages long.							
4	Participation requirements Admission to the master thesis is open to all those who have passed the module examinations, with the exception of two examinations.							
5	Form of assessment Final thesis (master thesis)							
6	Condition for the award of credit points Module examination pass							
7	Application of the module (in the following study programmes): International Business Management (M.A.)							
8	Module coordinator Prof. Dr. Manuel Stegemann							
9	Other information							

Double Degree with the Turkish-German University (TDU)

Section 1 Basis

- (1) The appendix is based on the study programme-specific agreement in the international cooperation master's degree study International Business Management for the award of a double degree between the Turkish-German University (TDU) and Bielefeld University of Applied Sciences of 10 June 2020.

Section 2 Admission

- (1) Students enrolled at Bielefeld University of Applied Sciences in the master's degree study International Business Management (IBM) must have successfully completed all modules of the first semester (30 ECTS).
- (2) Students enrolled at Bielefeld University of Applied Sciences apply to the International Office for a semester abroad. Subsequently, admission will be granted subject to the conditions for participation in the double degree programme.
- (3) IBM students are selected for the double degree programme during the first semester by the academic programme director. Applications are made through a letter of motivation to the academic programme director of IBM. Afterwards, a selection interview will be held. Selection is based on the letter of motivation and the presentation in the selection interview.
- (4) Students enrolled at TDU in the Business Management (BM) study programme must have successfully completed all modules of the first two semesters at TDU (60 ECTS).
- (5) The students enrolled at TDU are selected by TDU.
- (6) Ten places on the double degree programme are available at Bielefeld University of Applied Sciences.

Section 3 Course Schedule of the Students enrolled at Bielefeld UAS

- (1) The students of Bielefeld UAS study according to the course schedule for International Business Management (IBM) at Bielefeld UAS and complete their mandatory semester abroad at TDU, which is scheduled for the second semester.
- (2) The semester abroad at TDU (based on a standard time to degree with a total of 120 ECTS and four semesters) can start at the beginning of the second semester at the earliest (for one semester with 30 ECTS). Students attend the Business Management (BM) programme at TDU. To obtain a double degree, a total of 120 ECTS must be achieved.
- (3) The subjects selected at TDU must not overlap with the course content at Bielefeld UAS. Of the total of 120 ECTS, 30 ECTS must be achieved in three compulsory modules and two compulsory elective subjects at TDU. The compulsory elective subjects must always be selected from the modules listed in the right-hand column in the following table. In case the offer is too limited or modules' times overlap, the second compulsory elective subject can be chosen from another master's degree study other than International Business Management, which must be related to business management.

List of subjects that must be attended at TDU with a total of 30 ECTS	
<p>Compulsory subjects with 6 ECTS each:</p> <p>Seminar Management and Organization Business Informatics</p> <p>Compulsory electives (see right column):</p> <p>Elective course Elective course</p>	<p>List of compulsory elective subjects that can be chosen with 6 ECTS each:</p> <p>Market Research Consumer Behavior Strategic Marketing Digital Marketing Service Marketing Strategic Management Entrepreneurship Organizational Behavior Corporate Social Responsibility and Ethics Intercultural Competence Development Corporate Valuation Behavioural Finance Financial Markets and Institutions International Finance Financial Modeling International Banking Controlling Accounting Information Systems Cost Management and Cost Accounting Taxation Auditing Finance, Trade and Economic Development Data Analytics and Big Data Introduction to Algorithms and Programming Business Intelligence Enterprise Resource Planning Knowledge Management Decision Theory Multivariate Statistics Computer-Aided Statistics Econometrics Simulation Techniques in Enterprises Operations Research</p>

Section 4 Course Schedule of Students Enrolled at TDU in Bielefeld

- (1) The students enrolled at TDU study the course schedule of Business Management (BM) at TDU and complete their mandatory semester abroad at Bielefeld UAS, which is scheduled for the third semester.
- (2) The students attend the International Business Management (IBM) programme at Bielefeld UAS. The course schedule of the students enrolled at TDU consists of five modules of the master’s degree study International Business Management in the scope of 30 ECTS.
- (3) The subjects selected at Bielefeld UAS must not overlap with the study content of TDU. Of the 120 ETCS that must be achieved overall, a total of 30 ECTS can be gained from the modules listed below:

List of subjects that must be attended with a total of 30 ECTS	
<p>Compulsory subjects with 6 ECTS each:</p> <p>Digital Business (5 MKT 69) Supply Chain Management (5 P/L 65) International Cases (5 IBM 70) Consumer Marketing (5 MKT 68)</p> <p>Compulsory elective subject (see right column):</p> <p>Elective course</p>	<p>List of compulsory elective subjects that can be chosen with 6 ECTS each:</p> <p>Entrepreneurship and Market Dynamics (5 VWL 62) Legal Aspects of International Business (5 RE 73) Comprehensive Business Subjects (5 WFS 60)</p>

Section 5 Grade Conversion

The following key applies to converting Turkish grades into the German SPO grading system:

German grade	TDU grade
1–1.7	AA
1.8–2.2	AB
2.3–2.6	BA
2.7–3.1	BB
3.2–3.5	BC
3.6–3.8	CB
3.9–4.0	CC
>4	FF

Section 6 Issuance of Master’s Degree Certificates

Upon successful completion of studies, in addition to the master’s certificate from Bielefeld University of Applied Sciences (MA International Business Management), a degree certificate from TDU (MA Business Management) is issued (double degree).

Double Degree with the Czech University of Life Sciences Prague (CZU Prague)

Section 1 Basis

The appendix is based on the study programme-specific agreement in the international cooperation master's degree study International Business Management for the award of a double degree between CZU Prague and Bielefeld University of Applied Sciences of 3 February 2022.

Section 2 Admission

- (1) Students enrolled at Bielefeld UAS in the master's degree study International Business Management (IBM) must have successfully completed all modules of the first semester (30 ECTS).
- (2) Students enrolled at Bielefeld UAS apply to the International Office for a year abroad at CZU Prague. Subsequently, admission will be granted subject to the conditions for participation in the double degree programme.
- (3) IBM students are selected for the double degree programme during the first semester by the academic programme director. Applications are made through a letter of motivation to the academic programme director of IBM. Afterwards, a selection interview will be held. Selection is based on the letter of motivation and the presentation in the selection interview.
- (4) Students enrolled at CZU Prague in the master's degree study Business Administration must have successfully completed all modules of the first two semesters (60 ECTS).
- (5) Students enrolled at CZU Prague are selected by CZU Prague.
- (6) Three places each are available at Bielefeld University of Applied Sciences and at CZU Prague in the double degree programme.

Section 3 Course Schedule of the Students Enrolled at Bielefeld UAS

- (1) The students of Bielefeld UAS study the course schedule of the master's degree study IBM at Bielefeld UAS. The first semester will be completed at Bielefeld UAS with 30 ECTS. The mandatory semester abroad scheduled for the second semester and the third semester will take place at CZU Prague. For in order to obtain a Czech master's degree, 50% of the master's degree studies must be completed at the Czech university. The last semester will be attended in Bielefeld again and the IBM studies will be completed with the master thesis. The examinations taken at CZU Prague are recognised in the scope of 60 ECTS for the German degree in the IBM master's degree study.
- (2) The year abroad at CZU Prague can start with the beginning of the second semester at the earliest. Students attend the study programme of the master's in Business Administration at CZU. After completing the mandatory four semesters (120 ECTS), students receive the degrees of both universities in the master's degree studies Business Administration and IBM.

- (3) The subjects selected at CZU Prague must not overlap with the course content at Bielefeld UAS. The attached course schedule shows which subjects can be selected.

Section 4 Course Schedule of the Students Enrolled at CZU Prague

- (1) The students enrolled at CZU Prague study the course schedule of the Business Administration master's degree study at CZU Prague and complete their third semester at Bielefeld UAS.
- (2) The students attend the IBM study programme at Bielefeld UAS. The course schedule of the students enrolled at CZU Prague consists of five modules of the master's degree study International Business Management in the scope of 30 ECTS. The examinations taken at CZU Prague are recognised in the scope of 90 ECTS on the German degree in the IBM master's degree study.
- (3) The subjects selected at Bielefeld UAS must not overlap with the study content of CZU Prague. Of the 120 ECTS that must be achieved overall, a total of 30 ECTS can be gained from the modules listed below. The attached course schedule shows which subjects can be selected.

Section 5 Master Thesis

The students write their master thesis in English at their respective home university with the regulations applicable there. The master theses at both universities are mutually recognised. Students of Bielefeld UAS must in addition observe the regulations and formalities of CZU Prague for the preparation of the master thesis. CZU Prague provides the valid instructions for the submission of a master thesis.

Section 6 Final State Exam (FSE)

The master's degree study at CZU Prague will be completed on passing the Final State Examination (FSE), which the Bielefeld UAS students must also take. The FSE consists of an oral examination in the three core areas

- 1: Economics for Managers, Innovations and Innovative Economy, Applied Econometrics and Econometric Modelling
- 2: Business Management, Strategic Management, Logistics
- 3: Innovation Management, Leadership, Sustainable Management

and defence of the master thesis. The FSE will take place on fixed dates. Students of Bielefeld University of Applied Sciences who study in the double degree programme have the opportunity to take the FSE by video conference. For this purpose, members of the examination committees of both universities are appointed. They shall ensure that the FSE is conducted by video conference in accordance with the study regulations of CZU Prague.

Section 7 Grade Conversion

The following key applies to converting Czech grades into the German grading system of the SPO:

Key: CZU	A	-	-	B	-	-	D	-	-	-	F
Grade Bielefeld UAS	1.0	1.3	1.7	2.0	2.3	2.7	3.0	3.3	3.7	4.0	5.0

Section 8 Issuance of Master's Degree Certificates

Upon successful completion of studies, in addition to the master's certificate from Bielefeld University of Applied Sciences (M.A. International Business Management), a degree certificate from CZU (M.A. Business Administration) is issued (double degree).

Course Schedule for the Students of Bielefeld UAS

		1st semester in Bielefeld	2nd semester in Prague	3rd semester in Prague	4th semester in Bielefeld
Compulsory subjects		Entrepreneurship and Market Dynamics (6 ECTS)	Business Management (KŘ, 5 ECTS)	Economics for Managers (KE, 5 ECTS)	Master Thesis in Bielefeld
		Legal Aspects of International Business (6 ECTS)	Applied Econometrics and Economic Modelling (KE, 5 ECTS)	Innovations and Innovative Economy (KE, 5 ECTS)	Final State Examination in Prague/virtual (20 ECTS)
		International Financial Reporting Standards (6 ECTS)	Logistics (KŘ, 4 ECTS)	Wholesale and Retail Trade (KOF, 5 ECTS)	
		Quantitative Research Methods (6 ECTS)	Communication in Management (KŘ, 4 ECTS)	Finance (KOF, 5 ECTS)	
		Corporate Learning and Innovation (6 ECTS) \triangleq Strategic Management (5 ECTS)	Optional course of your choice (5 ECTS)	Marketing Management (KŘ, 5 ECTS)	
				ICT for Managers (KIT, 5 ECTS)	
		*		International Economics (KET, 5 ECTS)	
			One course per group mandatory (14 ECTS)		
comprehensive subjects	Group 1 "Business Economics"		Business Financial Management (KE, 5 ECTS)		
			Managerial Accounting (KOF, 5 ECTS)		
			Evaluation of Business Economic Performance (KE, 4 ECTS)		
	Group 2 "Marketing and Trade"		Marketing Communication Strategy (KŘ, 5 ECTS)	Foreign Trade Operations (KOF, 5 ECTS)	
			Marketing Plan (KŘ, 4 ECTS)		
	Group 3 "Management and Administration"		Innovation Management (KŘ, 5 ECTS)	Leadership (KŘ, 5 ECTS)	
			Sustainable Management (KŘ, 4 ECTS)		
	30 ECTS	37 ECTS / 32 ECTS	35 ECTS / 40 ECTS	20 ECTS	

*It is recommended to attend a language course in Czech before or during the stay abroad. ECTS for this are not recognised.

Course Schedule for the Students of CZU Prague

		1st semester in Prague	2nd semester in Prague	3rd semester in Bielefeld	4th semester in Prague	
Compulsory subjects		Wholesale and Retail Trade (KOF, 5 ECTS)	Business Management (KŘ, 5 ECTS)	Digital Business (6 ECTS)	Diploma Thesis, FSE (15)	
		Finance (KOF, 5 ECTS)	Applied Econometrics and Economic Modelling (KE, 5 ECTS)	Corporate Learning and Innovation (6 ECTS) \triangle Strategic Management (5 ECTS)	Optional course of your choice (5 ECTS)	
		Economics for Managers (KE, 5 ECTS)	Communication in Management (KŘ, 4 ECTS)	Consumer Marketing (6 ECTS)		
		Innovations and Innovative Economy (KE, 5 ECTS)	Diploma Thesis (5 ECTS)	Corporate Financial Management (6 ECTS)		
		Marketing Management (KŘ, 5 ECTS)	Optional course of your choice (5 ECTS)	Supply Chain Management (6 ECTS) \triangle Logistics (4 ECTS)		
		International Economics (KET, 5 ECTS)		International Cases (6 ECTS)		
				International Financial Reporting Standards (6 ECTS)		
		*	One course per group mandatory			
comprehensive subjects	Group 1 "Business Economics"	Investment Controlling (KE, 5 ECTS)	Business Financial Management (KE, 5 ECTS)		Evaluation of Business Economic Performance (KE, 4 ECTS)	
		Economic Analysis (KE, 5 ECTS)	Managerial Accounting (KOF, 5 ECTS)		Accounting According to the International Standards (KOF, 4 ECTS)	
	Group 2 "Marketing and Trade"	Foreign Trade Operations (KOF, 5 ECTS)	Marketing Communication Strategy (KŘ, 5 ECTS)		Marketing Plan (KŘ, 4 ECTS)	
		Certification in Trade (KOF, 5 ECTS)	Data Collection for Marketing Strategy (KŘ, 5 ECTS)		Online Marketing (KŘ, 4 ECTS)	
	Group 3 "Management and Administration"	Project Management and Administration (KSI, 5 ECTS)	Innovation Management (KŘ, 5 ECTS)		Sustainable Management (KŘ, 4 ECTS)	
		Leadership (KŘ, 5 ECTS)	Business Law (KPr, 5 ECTS)		Business Models (KŘ, 4 ECTS)	
		40 ECTS (min 30)	34 ECTS	42 ECTS (min. 30)	28 ECTS	

* It is recommended to attend a German course before or during the stay abroad. ECTS for this are not recognised.

Overview of Compulsory Courses at CZU Prague

The courses marked in green are compulsory courses within the framework of the study in Prague = compulsory courses that must always be passed/recognised at CZU in order to obtain the master's degree.

The modules from groups 1, 2 and 3 are only offered if there is sufficient demand.

Winter semester:		Summer semester:	
Economics for Managers (KE, 5 ECTS)		Business Management (KŘ, 5 ECTS)	
Innovations and Innovative Economy (KE, 5 ECTS)		Applied Econometrics and Economic Modelling (KE, 5 ECTS)	
Strategic Management (KŘ, 5 ECTS)		Logistics (KŘ, 4 ECTS)	
One course per group mandatory:			
Group 1	-	Business Financial Management (KE, 5 ECTS)	
	-	Managerial Accounting (KOF, 5 ECTS)	
	-	Evaluation of Business Economic Performance (KE, 4 ECTS)	
OR			
Group 2	Foreign Trade Operations (KOF, 5 ECTS)	Marketing Communication Strategy (KŘ, 5 ECTS)	
	-	Marketing Plan (KŘ, 4 ECTS)	
OR			
Group 3	Leadership (KŘ, 5 ECTS)	Innovation Management (KŘ, 5 ECTS)	
	-	Sustainable Management (KŘ, 4 ECTS)	

* Strategic Management (CZU Prague, 5 ECTS) is recognised by the module Corporate Learning and Innovation (Bielefeld UAS, 6 ECTS).

** Logistics (CZU Prague, 4 ECTS) is recognised by the module Supply Chain Management (Bielefeld UAS, 6 ECTS)

Double Degree with the University of Cagliari (UNICA), Italy

Section 1 Basis

- (1) The appendix is based on the study programme-specific agreement in the international cooperation master's degree study International Business Management for the award of a double degree between UNICA and Bielefeld University of Applied Sciences of 19/05/2022.

Section 2 Admission

- (1) Students enrolled at Bielefeld University of Applied Sciences in the master's degree study International Business Management (IBM) must have successfully completed all modules of the first semester (30 ECTS).
- (2) Students enrolled at Bielefeld University of Applied Sciences apply to the International Office for a year abroad at UNICA. Subsequently, admission will be granted subject to the conditions for participation in the double degree programme.
- (3) IBM students are selected for the double degree programme during the first semester by the academic programme director. Applications are made through a letter of motivation to the academic programme director of IBM. Afterwards, a selection interview will be held. Selection is based on the letter of motivation and the presentation in the selection interview.
- (4) Students enrolled at UNICA in the master's degree study International Management (IM) must have successfully completed all modules of the first two semesters (60 ECTS).
- (5) The students enrolled at UNICA are selected by UNICA.
- (6) Three places each are available at Bielefeld University of Applied Sciences and at UNICA in the double degree programme.

Section 3 Course Schedule of the Students Enrolled at Bielefeld UAS

- (1) The students of Bielefeld UAS study according to the course schedule for International Business Management (IBM) at Bielefeld UAS and complete their mandatory semester abroad at UNICA, which is scheduled for the second semester. The last semester will be attended in Bielefeld again and the IBM studies will be completed with the master thesis. The examinations taken at UNICA are recognised in the scope of 30 ECTS for the German degree in the IBM master's degree study.
- (2) The semester abroad at UNICA can start with the beginning of the second semester at the earliest (for one semester with 30 ECTS). Students attend the International Management (IM) programme at UNICA.

After completing the mandatory four semesters (120 ECTS), students receive the degrees of both universities in the master's degree studies IM and IBM. In total, the examinations taken at Bielefeld UAS are recognised in the scope of 90 ECTS for the Italian degree in the IM master's degree study.

- (3) The attached course schedule shows which subjects must be taken for the double degree.

Section 4 Course Schedule of the Students Enrolled at UNICA

- (1) The students enrolled at UNICA study the course schedule of the International Management master's degree study at UNICA and complete their third semester at Bielefeld UAS.
- (2) The students attend the International Business Management (IBM) programme at Bielefeld UAS. The course schedule of the students enrolled at UNICA consists of five modules of the master's degree study International Business Management in the scope of 30 ECTS. The examinations taken at UNICA are recognised in the scope of 90 ECTS for the German degree in the IBM master's degree study.
- (3) The attached course schedule shows which subjects must be taken for the double degree.

Section 5 Master Thesis

The students write their master thesis in English at their respective home university with the regulations applicable there. The master theses at both universities are mutually recognised.

Section 6 Grade Conversion

The following key applies to converting Italian grades into the German grading system of the SPO:

Key: Grade UNICA	30/29	28	27	26/25	24	23	22/21	20	19	18	17≤
Grade Bielefeld UAS	1.0	1.3	1.7	2.0	2.3	2.7	3.0	3.3	3.7	4.0	5.0

Section 8 Issuance of Master's Degree Certificates

Upon successful completion of studies, in addition to the master's certificate from Bielefeld University of Applied Sciences (MA International Business Management), a degree certificate from UNICA (MA International Business) is issued (double degree).

Course Schedule for the Double Degree with UNICA

1st semester				2nd semester (in Cagliari)				3rd semester (in Bielefeld)				4th semester				Total ECTS BUAS Students	Total ECTS UNICA Students
BUAS Students		UNICA Students		BUAS Students		UNICA Students		BUAS Students		UNICA Students		BUAS Students		UNICA Students			
Course	ECTS	Course	ECTS	Course	ECTS	Course	ECTS	Course	ECTS	Course	ECTS	Course	ECTS	Course	ECTS		
Entrepreneurship and Market Dynamics	6	Comparative Corporate Law (I)	6	Corporate Governance (II-IV)	9	Corporate Governance (II-IV)	9	Corporate Financial Management	6	Corporate Financial Management (Advanced Corporate Finance 6 ECTS)	6	Master Thesis(IV)	30	Internship (9 ECTS) (Tirocinio 9)	9		
Legal Aspects of International Business	6	Public Management (I)	6	Innovation Management (II-IV)	9	Innovation Management (II-IV)	9	Consumer Marketing	6	International Financial Reporting (International Financial Reporting 6 ECTS)	6			Thesis (Tesi)	15		
Quantitative Research Methods	6	Quantitative Methods for Management (I)	9	International Marketing	6	International Marketing	6	Digital Business	6	Digital Business (Students' Choice 6 ECTS)	6						
International Financial Reporting Standards	6	Applied Economics (I)	9	International Economics (II-IV)	6	International Economics (II-IV)	6	Supply Chain Management	6	Supply Chain Management (Students' Choice 6 ECTS)	6						
Corporate Learning and Innovation	6	English	3					International Cases	6	International Cases (Business Communication 9 ECTS)	9						
ECTS Total	30		33		30		30		30		33		30		24	120	120

*It is recommended to attend a language course in the respective national language (German or Italian) before or during the stay abroad. ECTS for this are not recognised.