

# Modulhandbuch

Course Catalogue

International Business (SPO SoSe 24)



**WEIDEN BUSINESS SCHOOL**  
Department of Business Studies

# Inhaltsverzeichnis:

<b>1</b>	<b>Preliminary Note</b> .....	<b>4</b>
<b>2</b>	<b>Program Structure</b> .....	<b>5</b>
	<b>2.1 Starting in Summer Semester</b> .....	<b>6</b>
	<b>2.2 Starting in Winter Semester</b> .....	<b>7</b>
<b>3</b>	<b>Curriculum Summer</b> .....	<b>8</b>
<b>4</b>	<b>Curriculum Winter</b> .....	<b>10</b>
<b>5</b>	<b>Virtual University of Bavaria (vhb), Language Center and Crediting</b> .....	<b>12</b>
	<b>5.1 Crediting of previous studies:</b> .....	<b>13</b>
	<b>5.2 Crediting of VHB courses or language center courses</b> .....	<b>14</b>
<b>6</b>	<b>Modulbeschreibungen</b> .....	<b>15</b>
	<b>6.1 Allgemeine Pflichtfächer</b> .....	<b>16</b>
	Introduction to Management.....	17
	Principles of Economics.....	19
	Business Statistics .....	21
	Business Mathematics.....	23
	Labor Law.....	25
	Finance & Investment.....	27
	Cost Accounting .....	29
	Basic Marketing .....	31
	Basic HR .....	33
	Production and Logistics .....	35
	Sales Management & E-Commerce .....	37
	Bachelorarbeit.....	39
	Oral Bachelor Exam .....	41
	Practice module.....	43
	<b>6.2 Vertiefungsmodule</b> .....	<b>46</b>
	Advanced HR Management .....	47
	Advanced Marketing .....	49
	Business & Personnel Consulting .....	54
	Business Analytics .....	56
	Business Application Engineering.....	58
	Business Psychology .....	60
	Capital Markets and Corporate Finance.....	62
	Career Planning & Development.....	64
	Change Management.....	66
	Corporate Governance & Ethics .....	68
	Digital Business and Information Systems: A Managerial Approach.....	70
	Digital Process Management .....	72
	Digital Workplace - Technology, Culture, Space.....	74
	Diversity Management .....	76
	Economic Geography: Spatial Structures and Economic Activities .....	78
	Empirical Research & Data Analytics.....	80
	Ethics & Value Argumentation .....	83
	Financial Analysis and Control .....	85
	Industrial Property Law.....	87
	Intercultural Communication .....	89
	International Business Law .....	91

International HR Management.....	93
International Management.....	95
International Marketing Communication.....	97
Leadership Development.....	99
Organizational Behavior .....	101
Organizational Development .....	103
Product and Project Management with an agile approach .....	105
Social Media Marketing .....	107
Start-Ups and Green Transition .....	109
Statistics and Neuronal Networks and AI.....	111
Strategic Management.....	113
Sustainable Business Development .....	115
Sustainable Innovation and Applied Artificial Intelligence .....	117
Trends in Innovation .....	119
<b>6.3 Interkulturelle Handlungskompetenz .....</b>	<b>122</b>
Intercultural Competence - Belarus & Ukraine & Poland.....	123
Intercultural Competence - Czech Republic & Slovakia.....	125
Intercultural Competence - Hungary & Romania.....	127
Intercultural Competence - Russia.....	129
Intercultural Competence - Germany & Austria & Switzerland .....	131
Intercultural Competence Serbia & Croatia.....	133
<b>6.4 Schlüsselqualifikationsmodule .....</b>	<b>136</b>
Agile Project Management .....	137
Communication and Presentation Skills .....	139
Creativity & Innovation .....	141
Design Science and Design Thinking.....	143
Event & Project Management.....	146
German as a Foreign Language B1.1 .....	148
German as a Foreign Language B1.2 .....	150
German as a Foreign Language B2.1 .....	152
German as a Foreign Language B2.2 .....	154
How to Create a Startup .....	156
How to Study Successfully .....	158
Introduction to Academic Research .....	160
MS Office Expert .....	162
Meetings, Negotiations & Conflict .....	164
Negotiating Globally .....	166

# 1 Preliminary Note

## **Note:**

Please take special note of the Program and Examination Regulations of this degree program in their current version.

## **Study structure:**

The program comprises a standard duration of 7 semesters.

## **Registration formalities:**

All examinations must be registered with the Students' Office through PRIMUSS. Additional formalities are listed in the module descriptions.

## **Abbreviations:**

- ECTS = The European Credit Transfer and Accumulation System (ECTS) is a credit point system for accreditation of course achievements.
- SWS = Semesterwochenstunden = Semester hours per week
- SPO = Studien- und Prüfungsordnung = Program and Examination Regulations
- APO = Allgemeine Prüfungsordnung = General Examination Regulations

## **Workload:**

One credit point is awarded for a workload of 30 hours.

## **Accreditation of course achievements:**

Please observe all relevant application procedures via the Students' Office.

## **vhb:**

vhb: vhb (German: virtuelle Hochschule Bayern / English: virtual university Bavaria) is an online learning platform with online courses from different universities in Bavaria. Further information can be found here: <https://www.vhb.org/en/>

## **PC-Trainig:**

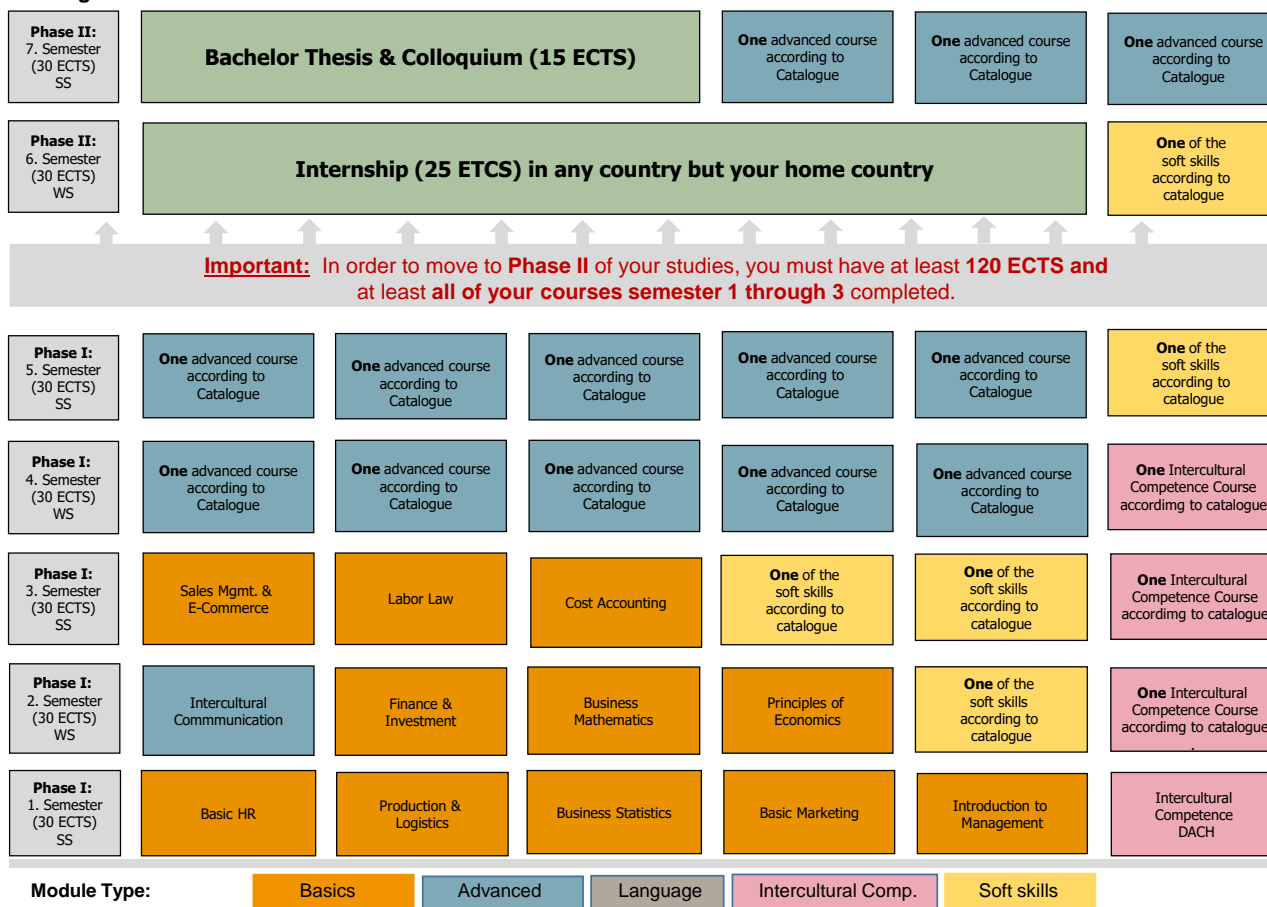
This one-day workshop is a prerequisite to be able to take the exam in Finance & Economics and should be done in your first semester of studies. The date can be found in the timetable.

## 2 Program Structure

Bachelorarbeit & Kolloquium auf Englisch / Bachelor Thesis and Defense in English (15 ECTS)	
Internship Abroad (25 ECTS) in any country but your home country	
Vertiefung International Business – 14 Module zu je 5 Credits / Major International Business Courses – 14 Courses with 5 ECTS each (70 ECTS)	4 x Country Block (20 ECTS)
Betriebswirtschaftliche Basismodule / Business Basic Courses (35 ECTS)	5 Schlüsselqualifikationsmodule/ Soft Skills (25 ECTS)
Betriebswirtschaftliche Grundlagenmodule / Business Foundation Courses (20 ECTS)	

## 2.1 Starting in Summer Semester

### Starting in Summer Semester



## 2.2 Starting in Winter Semester

### Starting in Winter Semester

Phase II: 7. Semester (30 ECTS) WS	Bachelor Thesis & Colloquium (15 ECTS)					One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue
Phase II: 6. Semester (30 ECTS) SS	Internship (25 ECTS) in any country but your home country						One of the soft skills according to catalogue	
<p><b>Important:</b> In order to move to <b>Phase II</b> of your studies, you must have at least <b>120 ECTS</b> and at least <b>all of your courses semester 1 through 3</b> completed.</p>								
Phase I: 5. Semester (30 ECTS) WS	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One of the soft skills according to catalogue	
Phase I: 4. Semester (30 ECTS) SS	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One advanced course according to Catalogue	One Intercultural Competence Course according to catalogue	
Phase I: 3. Semester (30 ECTS) WS	Labor Law	Cost Accounting	One of the soft skills according to catalogue	One of the soft skills according to catalogue	One Intercultural Competence Course according to catalogue	One Intercultural Competence Course according to catalogue		
Phase I: 2. Semester (30 ECTS) SS	Basic HR	Production & Logistics	Business Statistics	Basic Marketing	Introduction to Management	Sales Mgmt. & E-Commerce		
Phase I: 1. Semester (30 ECTS) WS	Intercultural Communication	Finance & Investment	Business Mathematics	Principles of Economics	One of the soft skills according to catalogue	Intercultural Competence DACH		
<b>Module Type:</b>	Basics	Advanced	Language	Intercultural Comp.	Soft skills			

### **3 Curriculum Summer**





## **4 Curriculum Winter**



## **5 Virtual University of Bavaria (vhb), Language Center and Crediting**

## 5.1 Crediting of previous studies:

In principle, achievements that have already been successfully completed (including internship, if applicable) can be recognized - even from an already completed first degree program. For this purpose, a corresponding application with an official grade confirmation from your previous university must be **submitted to the Students' Office after enrollment at OTH**. Subsequently, the respective lecturers will check whether the subjects already taken correspond to the requirements of our subjects in terms of content and scope (credit points or semester hours per week), etc.. Depending on this, recognition may or may not be granted. You can make your own assessment by comparing your previous subjects with the descriptions in the module handbook of the respective OTH program.

Since experience shows that the processing of applications can take several weeks, it is advisable to clarify the situation personally with the respective lecturer (e.g. office hours) immediately **at the beginning of the semester** for subjects in the first semester, so that you know at short notice whether you have to attend the lecture or not, or whether any certificates of achievement still have to be submitted. For this purpose, please bring along meaningful documents (e.g. module handbook of your previous university), which enable a comparison (excerpts also attached to the application).

## 5.2 Crediting of VHB courses or language center courses

**For courses taken during your studies at the vhb or at the Language Center, a corresponding application for credit must be submitted to the Students` Office during the first 4 weeks of the semester.** This can be downloaded from the Primuss portal and submitted to the study office and the examination board together with the relevant evidence.

In addition to the **Advanced Modules** offered at the university, selected courses at the Virtual University of Bavaria (vhb: <https://www.vhb.org/en/>) can also be recognized as Advanced Modules. The decision for recognition is made by the examination board. In order to receive credits at the university, a vhb course must have at least 5 ECTS. For the recognition, **students have to register in Primuss for exam** as they do for all other courses and fill out the „Antrag auf Anrechnung“ which can be downloaded from their Primuss system. Courses which can be recognized as Advanced Modules are the following:

Module title	Recognized as
Electronic Human Resources Management	Advanced Module
Fundamentals of Strategic Management	Advanced Module
International Marketing (can only be credited if you did not take our module yet)	Advanced Module
Performance Management in Teams	Advanced Module
Strategic Human Resources Management	Advanced Module
Digital Business & Information Systems (mind that here you need to <b>register both in Primuss AND VHB for the exam!!</b> )	Advanced Module
These can only be taken together to receive 5 ECTS credits:  General Management (Part A 3ECTS) <b>+</b> Managing Change (Part B 2 ECTS)	Advanced Module
Profiting from Ideas and Inventions: An Introduction to Intellectual Property Rights	Advanced Module
Basics Sustainability	Advanced Module
Electronic Human Resources Management	Advanced Module
Global Retail Logistics	Advanced Module

In addition to the **Soft Skill** Modules offered at the university, courses listed by the Virtual University of Bavaria (vhb) in the subject group "Schlüsselqualifikationen" can also be taken. The decision for recognition is made by the examination board. In order to receive credits at the university, a vhb course must have at least 5 ECTS. For the recognition, students have to fill out the „Antrag auf Anrechnung“ which can be downloaded from their Primuss system. Courses which can be recognized as Soft Skill Modules are the following:

Module title	Recognized as
International Project Management B2 (2 ECTS) in combination with Fundamentals of Project Management (3CTS) = Project Management	Soft Skill Module

In addition, selected courses of the Language Center (= Sprachenzentrum, SZ) can also be recognized as a Soft Skill Modules. For recognition within the framework of the degree programs of the Weiden Business School, at least 5 ECTS must be proven for a subject. The language courses which can be credited as Soft Skill Modules can be found in the [module handbook](#) of the Language Center under the heading "Verwendbarkeit im weiteren Studienverlauf".

## **6 Modulbeschreibungen**

## **6.1 Allgemeine Pflichtfächer**



<b>Introduction to Management</b>			
Introduction to Management			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	1	Allgemeine Pflichtfächer	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
Weiden	English	1 semester	only summer term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Denise Fischer		Prof. Dr. Denise Fischer	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>	<b>Lehrform Teaching Methods</b>	<b>Workload</b>	
Compatibility with the further course of study: Basic knowledge and fundamental contexts in business administration.  University-wide compatibility Accreditation is given in following degree programs: - Betriebswirtschaftslehre (B.A.) - Digital Business (B.A.) - Handels- und Dienstleistungsmanagement (B.A.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.) - Angewandte Wirtschaftspsychologie (B.Sc.) - Digital Entrepreneurship (M.A.)  Individual case examination required for other programs.	Lecture, exercises, group work	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 30 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 60 h	
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences: <ul style="list-style-type: none"> <li>Professional competence: Being able to assess and classify the main operational activities within the value chain (according to Porter). Understanding and explaining the importance of the value chain as a fundamental, business management orientation framework. Understand the basics of international management in the context of globalised markets.</li> <li>Methodological competence: Getting to know and learning to assess basic business management methods.</li> <li>Social competence: Students learn how to convey information clearly, actively listen, and adapt their communication style to different audiences.</li> <li>Self competence: Students typically acquire fundamental competencies necessary for effective leadership and organizational success. These blend knowledge, skills, and abilities required for managerial roles.</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
<ul style="list-style-type: none"> <li>Introduction to the value chain according to Porter including functions of a company</li> </ul>			

- Introduction to the roles and cycle of management
- Introduction to the international management of companies: Globalization of markets and international market development

Internationality (Content):

In addition to the general basics of corporate management, the international management of a company is also dealt with in the course of the lecture contents.

### Lehrmaterial und Literatur:

#### Course Material and literature

- Cavusgil, S. T., Knight, G. A., & Riesenberger, J. R. (2017). International business: The new realities (Global edition, fourth edition). Always learning. Boston et al.: Pearson.
- Combe, C. (2014). Introduction to Management. Oxford University Press.
- Doh, J. P., & Luthans, F. (2018). International management: Culture, strategy, and behavior (Tenth edition). New York, NY: McGraw-Hill Education

### Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)

#### Method of Assessment

<b>Prüfungsform</b> *1 <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung</b> *2 <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
written exam 60 minutes	60 min. Weighting: 100%  The exam can consist of up to 100% multiple choice tasks. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.	The written examination assesses the entire learning contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Principles of Economics

Principles of Economics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	1	allgemeine Pflichtfächer	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
[	English	1 semester	only winter term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Mag. Cornelia Oszlonyai		Mag. Cornelia Oszlonyai		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Lectures, Seminars, Exercises		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 30 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After completing this module successfully, students will have the following professional, methodological and personal competences:  Basic principles of microeconomics, macroeconomics and national accounting <ul style="list-style-type: none"> <li>Professional Competence: Basic understanding of economic terms and contexts in closed and open economies</li> <li>Methodological Competence: Difference between social and natural sciences. Dealing with economic models. Principle of individual optimisation under rational behavior. Thinking within multi-causal contexts</li> <li>Social Competence: Developing critical thinking and analytical skills by evaluating economic theories and policies from multiple viewpoints. Improving communication skills by writing clear and concise economic analyses and reports</li> <li>Self Competence: Improving self-awareness by reflecting on their learning processes, economic beliefs, and personal growth. Cultivating lifelong learning and curiosity by encouraging students to ask questions and seek knowledge continuously.</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
<ul style="list-style-type: none"> <li>Principles of economics</li> <li>The concept of a (social) market economy</li> <li>Basics of microeconomics</li> <li>National accounts</li> <li>Basics of macroeconomics</li> </ul> Internationality (Content): Reading partly in English, many international application examples				

**Lehrmaterial und Literatur:****Course Material and literature**

Lecture notes, tutorials and exercises as well as additional reading:

- Mankiw, N. Gregory, Grundzüge der Volkswirtschaftslehre, Schäffer-Poeschel
- Herrmann, M. Arbeitsbuch Grundzüge der Volkswirtschaftslehre, Schäffer-Poeschel
- Pindyck, Robert S., Rubinfeld, Daniel L., Microeconomics, German translation: Mikroökonomie Pearson-Studium, latest edition.
- Hamilton, J., Suslow, V., Übungen zur Mikroökonomie Pearson-Studium, latest edition.
- Mankiw, N. Gregory, Macroeconomics, Worth Publishers
- Blanchard, Olivier, Illing, Gerhard, Makroökonomie, Pearson, latest edition
- Krugmann, Paul, Wells, Robin, Volkswirtschaftslehre, Verlag Schäffer Pöschel, latest edition

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)****Method of Assessment**

<b>Prüfungsform</b> *1 Examination Method	<b>Art/Umfang inkl. Gewichtung</b> *2 Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam, 90 minutes	Weighting: 100%	The written examination assesses the entire course contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Business Statistics

Business Statistics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	1	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mag. Cornelia Oszlonyai

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Lectures, seminar with exercises	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	30 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Assessment of the applicability of various statistical methods in practice with interpretation of results.

- Professional Competence: Familiarity with important basic terms and principles of statistics. Overview in probability theory and its operational applicability. The importance of sampling in quality control. Basic knowledge of modern portfolio management.
- Methodological Competence: Skills in creating and handling empirical distributions and parameters. Skills in dealing with random samples. Knowledge of estimating and of the application of significance tests. Ability to measure and statistically assess relationships. Assessment of possible applications of regression analysis.
- Social Competence: Communication skills for presenting statistical findings clearly and persuasively to different audiences, including those without a statistical background. Ethical thinking in data handling and analysis, including issues like data privacy, integrity, and responsible reporting.
- Self Competence: Attention to detail, as precision is crucial in statistical analysis to avoid errors and ensure the accuracy of results.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

- Basics of the probability theory
- Random variables and theoretical distributions
- Calculation and interpretation of parameters of univariate and multivariate distributions
- Sampling theory and stratified samples
- Parameter estimation and confidence intervals
- Parametric and non-parametric test methods

<ul style="list-style-type: none"> <li>• Regression analysis</li> </ul> <p>Internationality (Content): International examples and analysis of international data.</p>		
<p><b>Lehrmaterial und Literatur:</b></p> <p><b>Course Material and literature</b></p> <p>Lecture notes, basic textbook: Christian Heumann, Michael Schomaker, Shalabh, Introduction to Statistics and Data Analysis, Springer 2017</p>		
<p><b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b></p> <p><b>Method of Assessment</b></p>		
<p><b>Prüfungsform *1</b></p> <p><b>Examination Method</b></p>	<p><b>Art/Umfang inkl. Gewichtung *2</b></p> <p><b>Type/scope incl. weighting</b></p>	<p><b>Zu prüfende Lernziele/Kompetenzen</b></p> <p><b>Learning outcomes / competences to be assessed</b></p>
<p>written exam, 90 minutes</p>	<p>Weighting: 100%</p>	<p>The written examination assesses the entire learning contents and competence profiles.</p>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Business Mathematics

Business Mathematics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	1	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	English	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mag. Cornelia Oszlonyai

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Lectures, seminar with exercises	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	30 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

At the end of the module, students will be able to apply the basics of analysis and linear algebra to economic fields. Overview of the methods of financial mathematics as a tool for investment and financing decisions. Knowledge and skills of linear algebra and analysis methods and applications to economic problems.

- Professional Competence: Mathematical foundations for understanding and solving economic problems.
- Methodological Competence: Applying mathematical methods to economic problems.
- Social Competence: Problem-solving and critical thinking by learning to apply mathematical concepts to real-world business problems, think critically, and develop innovative solutions.
- Self Competence: Self-discipline and motivation: The ability to stay focused, motivated, and disciplined.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

- Propositional calculus, basics of arithmetic
- Consequences and series and their application in financial mathematics
- Functions of one and more variables
- Differential calculus
- Vectors and matrices
- Linear equation systems
- Determinants
- Linear Optimization

Internationality (Content):

Analysis and linear algebra as a part of business mathematics are taught in business degree programs at all universities worldwide.

**Lehrmaterial und Literatur:**

**Course Material and literature**

Lectures, basic textbook:

- Basic Mathematics for Economists von Mike Rosser, Routledge, 2003,

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam, 90 minutes	90 min. Weighting: 100%	The written examination assesses the entire learning contents and competence profiles

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



<b>Labor Law</b>			
Labor Law			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	2	allgemeine Pflichtfächer	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
[	English	1 semester	winter and summer term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Christian Stauf		Prof. Dr. Christian Stauf; Sebastian Lehr	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
Attention IB Students: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>	<b>Lehrform Teaching Methods</b>	<b>Workload</b>	
University-wide applicability: If necessary, case-by-case review in other study programs.	Seminar	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	30 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences:			
<ul style="list-style-type: none"> <li>Professional Competence: Students know the current labor law regulations essential for a business economist, especially those of individual law, taking into account the references to social economy law. Student also receive an overview of collective labor law.</li> <li>Methodological Competence: Students are able to apply the acquired knowledge to different situations. They recognise the structural particularities of labor law and are able to solve problem cases even under altered legal conditions.</li> <li>Social Competence: Students enhance their ability to work collaboratively in teams, effectively communicate legal concepts, and engage in constructive discussions and negotiations.</li> <li>Self Competence: Students develop skills in self-management, including independent research, critical thinking, and the ability to present and defend their ideas confidently.</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
<ul style="list-style-type: none"> <li>Basic principles of individual labor law, especially conclusion of the employment contract, employees' and employers' rights and obligations</li> <li>Termination of employment and protection against dismissal Fundamental principles of collective labor law, especially industrial constitution law and collective bargaining law</li> </ul>			
Internationality (Content):			
View on EU law and foreign legal systems			

**Lehrmaterial und Literatur:****Course Material and literature**

- Lecture notes

## Basic textbooks:

- Da Silva, Luís G./Leitão, Sara (2023), Constitutional Framework of European Labour Law in Italy, France, Germany, Portugal and Spain, Springer International Publishing, ISBN-13: 978-3031457173
- Zenker, Ilona (2015), Basics of German Labour Law, BoD, ISBN-12: 978-3734740060
- Cihon, Patrick J./Castagnera, James O. (2017), Employment and Labor Law, Cengage Learning, ISBN-13: 978-1305580015
- Chavkoska, Biljana (2020), Labor Law. The Basics, GRIN, ISBN-13: 978-3346239273

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)****Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam, 90 minutes	Exam: 90 min. Weighting: 100% Depending on the teaching methods used and the underlying didactic concept, up to 100% of the knowledge can be examined using online multiple/single-choice testing. This is the only examination method that allows methodological competence to be tested with regard to understanding the functioning of complex labor law case constellations without the students having to answer the questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.	The written examination assesses the entire learning contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Finance & Investment

Finance & Investment

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Jens Löbus	Prof. Dr. Jens Löbus (IB-B_F&I) Maximilian Lang; Md Jawadur Rahman (IB-B_PCP)

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	47 h
		Web-Based-Training:	0 h
		Selbststudium:	70 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	33 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: The module serves to acquire basic knowledge of operational investment and financial management.
- Methodological Competence: Students are to learn about a financial manager's theoretical and practical fields of deployment and skills.
- Personal Competence / Soft Skills (Social Competence and Self Competence): Through active contributions in case studies, students are supposed to represent opinions and viewpoints appropriately, respect other views and interpretations and include them in the argumentation. In addition, solutions will be jointly developed through discussion.

test

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

- Principles of financial management
- Investment
  - Assessment of tangible investments
  - Assessment of financial investments
  - Investment decisions under uncertainty
- Financing
  - Equity financing
  - Credit financing
  - Internal financing

<ul style="list-style-type: none"> <li>Derivatives</li> </ul> <p>Internationality (Content): Reading material and lecture notes partly in English</p>		
<p><b>Lehrmaterial und Literatur:</b></p> <p><b>Course Material and literature</b></p> <p>Lecture notes Basic textbook:</p> <ul style="list-style-type: none"> <li>Bodie, Merton, Cleeton: Financial Economics, Pearson International Edition</li> <li>Brealy, Myers, Allen: Principles in Corporate Finance, Mc Graw Hill International Edition</li> <li>Ross, Westerfield, Jaffe: Corporate Finance, Mc Graw Hill International Edition</li> </ul>		
<p><b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b></p> <p><b>Method of Assessment</b></p>		
<p><b>Prüfungsform *1</b></p> <p>Examination Method</p>	<p><b>Art/Umfang inkl. Gewichtung *2</b></p> <p>Type/scope incl. weighting</p>	<p><b>Zu prüfende Lernziele/Kompetenzen</b></p> <p>Learning outcomes / competences to be assessed</p>
<p>Finance &amp; Investment: written exam, 90 minutes PC Internship: practical performance</p>	<p>Weighting: 100%</p>	<p>The written examination assesses the entire learning contents and competence profiles.</p>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Cost Accounting

Cost Accounting

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
[	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Dr. Anton Preis

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Seminar, Lectures	Gesamtaufwand:	150 h
		Kontaktzeit:	47 h
		Web-Based-Training:	0 h
		Selbststudium:	103 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

- Professional Competence: Command of the basics of cost accounting as a part of operational accounting. Knowledge of the interfaces to information pre-systems of cost accounting.
- Methodological Competence: Command of the key instruments of cost accounting. Ability to apply them in a task-oriented or problem-specific manner.
- Personal Competence: Ability to engage in discussions, ability to cooperate in practical scenarios, reflection of the learned contents to social responsibility. Exercises are practice-oriented and, under supervision, partly worked on or solved by the students themselves.
- Self Competence: Students learn to critically analyze financial data and cost information, enabling them to make informed decisions.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

- Familiarity with the basics of cost accounting
- Objectives, tasks and basic concepts of cost accounting as a part of internal accounting
- Knowledge of cost-type accounting and classification, recording, systematization, evaluation, classification and allocation of costs
- Abilities to design, execute and evaluate cost center accounting. Creation of cost centers, accounting of costs and performances within the company
- Knowledge of cost unit accounting, income account and unit-of-output costing
- Knowledge of the short-term income account and its significance for the results-oriented management of the company and its subdivisions
- Overview of cost accounting systems. Actual and planned cost accounting, full and partial cost accounting

<ul style="list-style-type: none"> <li>Insight into new processes and trends</li> </ul> Internationality (Content): Reference is made to international accounting		
<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
No special ones		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam, 90 minutes	None	<ul style="list-style-type: none"> <li>90 min.</li> <li>Weighting: 100%</li> </ul> The written examination assesses the entire learning contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Basic Marketing</b>			
Basic Marketing			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	2	allgemeine Pflichtfächer	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
[	English	1 semester	only summer term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Anna Grimm		Prof. Dr. Anna Grimm; Prof. Dr. Christoph Hachmüller	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 50 h Web-Based-Training: 0 h Selbststudium: 70 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 30 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
<p>After completion, the students will have a broad knowledge about product, price, promotion, and distribution policies. The marketing basics are rounded off by basic knowledge of strategic marketing, market research, and customer behaviour for students following the 5 ECTS route. Furthermore, the students will be able to translate the learned into practice by solving practically relevant case studies. Summing up, students will gain the following competences:</p> <ul style="list-style-type: none"> <li>Professional Competence: Understanding core marketing concepts (4Ps, segmentation, targeting etc.); getting to know the core concepts of consumer behavior and strategic marketing</li> <li>Social Competence / Soft Skills: Collaboration in teams in exercises; discussion and argumentation skills</li> <li>Methodological Competence: Getting to know and understanding the basics of market research and data analysis; evaluating and interpreting marketing KPIs; applying general marketing principles to case studies</li> <li>Personal Competence: Reflective and critical thinking; creative problem solving of marketing cases; ethical evaluation of economic problems</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
<p>Chapters and contents:</p> <ol style="list-style-type: none"> <li>Fundamentals of Marketing &amp; Marketing Strategies: At the beginning, important terms are clarified and basic questions are answered: What is Marketing? What is a market? Which relevant stakeholders are part of the marketing environment and what is the "marketing mix"?</li> <li>Strategic Marketing and Marketing Integration: Students then learn the basic principles of strategic marketing management and understand marketing as a market-oriented and customer-centric management approach.</li> <li>Market Segmentation and Positioning: Students learn about and apply the process of market segmentation, targeting and positioning and get to know segmentation criteria.</li> </ol>			

4. Consumer Behavior: How does a consumer's brain and information processing in general work? What types of purchase decisions are there, how do they take place, and which cognitive and emotional factors (motives, needs, attitudes) influence how a customer's customer journey unfolds and which product he or she decides on? These questions are explored in this chapter.

5. Product Management: In this section, students learn, among other things, how a company's product management works, how new products are created that are geared to customer needs, what go-to-market strategies there are for new products, and what distinguishes innovations.

6. Distribution Management: This is an introduction to corporate distribution management - including possible channels and distribution levels - from a marketing perspective. Students learn more about the importance of supply chain management and the selection of appropriate distribution channels and systems.

7. Pricing: The interplay between price, demand and market situation will be examined, as well as possible pricing strategies and factors influencing and impacting pricing decisions on the other elements of the marketing mix.

8. Promotion: Understanding of the planning, execution and evaluation of all communication measures of a company is developed; students learn about the promotional mix (advertising, public relations, sales promotion and personal selling) and how the various elements interact.

9. Brand Management: This section is dedicated to the question of what a brand, brand identity and brand equity is, how it can be created and what strategic approaches (and practical implementations) to brand management there are.

10. Market Research: Methods of qualitative and quantitative market research are explored, as well as instruments for data collection. Students learn to assess the quality of data and which methods for quantitative data analysis are relevant in marketing.

Internationality (Content):

Given through the language of instruction and course composition

#### **Lehrmaterial und Literatur:**

##### **Course Material and literature**

Powerpoint Slides (as PDF)

#### **Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

##### **Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam, 90 minutes	<ul style="list-style-type: none"> <li>Multiple-Choice Exam (90 min)</li> <li>Weighting: 100%</li> </ul>	The written examination is executed in the form of multiple-choice testing assessing the entire learning contents and competence profiles. This is the only examination method that allows to test the students' understanding of the application of the marketing principles and concepts learned without having to answer the questions comprehensively. In contrast to an open answer format, multiple-choice testing allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught. In addition, it would not be possible to test the entire course content by means of open questions with the usually large number of students in this course.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



# Basic HR

Basic HR

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	2	allgemeine Pflichtfächer	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	English	1 semester	only summer term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Jan Sauer			Prof. Dr. Jan Sauer	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
Applicability in the further course of study: Basis for all HR-related modules in the further course of study.  University-wide applicability and creditability in the study programs: - International Business (B) - If necessary, case-by-case review for other study programs		Seminar-based teaching		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 45 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 45 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After successfully completing the module, students will have the following competencies: <ul style="list-style-type: none"> <li>Professional competence: Understanding of theories and methods of HR Management and their business practical relevance.</li> <li>Methodological competence: Scientific and economical evaluation of HR Management methods as well as practical application of selected methods (e.g. requirement analysis, screening of application documents, evaluation of employee development measures).</li> <li>Social competence: Team-based development, discussion and presentation of various HR management topics.</li> <li>Personal competence: Critical reflection and responsible evaluation of own assumptions and decisions in the context of HR Management.</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
Following topics of HR Management will be covered in this module: <ul style="list-style-type: none"> <li>Personnel Planning: Needs analysis, requirements analysis etc.</li> <li>Personnel Recruitment: Personnel marketing (incl. employer branding), employee selection (e.g. methods: application documents, job interview, assessment center), utility analysis etc.</li> <li>Personnel Development: Onboarding, training, career planning etc.</li> <li>Personnel Management: Motivation, job satisfaction, remuneration, leadership etc.</li> <li>Personnel Retention: Fluctuation analysis, psychological retention factors, retention measures etc.</li> </ul> Internationality (content): international practical examples, english literature				

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Lecture notes (presentation slides), selected professional and research articles, exercise materials.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
wirtten exam + ModA	<p>Written examination:</p> <ul style="list-style-type: none"> <li>• Format: Multiple-choice (100%)</li> <li>• Duration: 60 minutes</li> <li>• Weighting: 80%</li> </ul> <p>Module Work:</p> <ul style="list-style-type: none"> <li>• Exercises</li> <li>• Weighting: 20%</li> </ul> <p>Each partial performance must be passed individually (with a grade of at least 4.0). All partial performances must be completed/passed in the same semester and can only be presented in this same semester.</p>	<p>The written examination and the modul work assess the entire learning content and the professional, methodological and personal competence profile.</p> <ul style="list-style-type: none"> <li>• Written examination: The multiple-choice examination assesses the entire learning content as well as professional, methodological and personal competencies. Depending on the teaching methods used and the underlying didactic concept, up to 100% of taught competencies can be examined using online multiple-choice testing. This is the only examination method that allows professional and methodological competencies to be tested with regard to understanding, applying and critically reflecting HR processes, tools and decisions without students having to answer questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered, which leads to an increase in the accuracy and comparability of taught competencies.</li> </ul>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Production and Logistics

Production and Logistics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	English	1 semester	only summer term	200

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christoph Pitzl	Prof. Dr. Christoph Pitzl

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
Compatibility with the further course of study International Business	Lectures, class room discussions, presentations, computer work, written exercises	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	30 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

Upon successful completion of the module, students will possess the following professional, methodological and personal competencies:

- Professional competence: Understanding of integrated materials management as material flow management with a cross-sectional function and high rationalization and profit improvement potentials. Familiarization with the material and manufacturing management process and the change to a flexible and service-intensive production economy. Identifying the interfaces to other value-added areas of the company and its partners.
- Methodological competence: Applying models to analyze and optimize complex processes.
- Social competence: Strengthening team behavior and self-organization.
- Self competence: Strengthening the ability to work out complex issues independently

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Inbound logistics:

- Basics of procurement logistics
- Rationalization of the inventory
- Requirement planning
- Inventory planning
- Procurement

Production:

- Basics of the production
- Construction
- Work preparation
  - Work planning

- Work control
  - Manufacturing
  - Assembly
- Outbound logistics:
- Warehousing
  - Distribution
  - Disposal logistics

**Lehrmaterial und Literatur:**  
**Course Material and literature**

Lecture notes, exercises, case studies, interviews with experts, selected video and film presentations

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**  
**Method of Assessment**

<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
written exam	Duration: 90 minutes Weighting: 100% The exam can consist of up to 100% multiple-choice questions. This enables efficient assessment, objective results and comprehensively tests knowledge and understanding in a short time.	The written examination assesses the entire learning contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

Sales Management & E-Commerce				
Sales Management & E-Commerce				
Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module		Umfang in ETCS-Leistungspunkte Number of Credits
	2	allgemeine Pflichtfächer		ECTS: 5
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	English	1 semester	only summer term	200
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Christoph Hachmüller			Prof. Dr. Christoph Hachmüller; Prof. Dr. Marco Nirschl	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)				
Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
Basic courses in Marketing.				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Seminar		Gesamtaufwand: 150 h Kontaktzeit: 47 h Web-Based-Training: 10 h Selbststudium: 60 h Leistungsnachweise: 3 h Prüfungsvorbereitung: 30 h
Lernziele / Qualifikationen des Moduls:				
<b>Learning Outcomes</b>				
After completing this module successfully, students will have the following professional, methodological and personal competences:				
<ul style="list-style-type: none"> <li>Professional Competence: Principles and methods for sales talks Recognizing behavior and effects in talks</li> <li>Methodological Competence: Methodical knowledge in research techniques and topic preparation</li> <li>Personal Competence / Soft Skills (Social Competence and Self Competence): Knowledge and application of business administration contents and specialist language in the area of sales</li> <li>Social Competence: Students enhance their ability to work collaboratively in teams, effectively communicate legal concepts, and engage in constructive discussions and negotiations.</li> <li>Self Competence: Students develop skills in self-management, including independent research, critical thinking, and the ability to present and defend their ideas confidently.</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität:				
<b>Course Content</b>				
Overview of central topics in the area of sales:				
<ul style="list-style-type: none"> <li>Sales organization, management, markets &amp; market developments in stationary and online-based trade</li> <li>Knowledge of special characteristics of different industries</li> </ul>				
Internationality (Content):				
Lehrmaterial und Literatur:				
<b>Course Material and literature</b>				
Lecture notes, case studies, recommended reading				
Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)				
<b>Method of Assessment</b>				
Prüfungsform *1	Art/Umfang inkl. Gewichtung *2		Zu prüfende Lernziele/Kompetenzen	

Examination Method	Type/scope incl. weighting	Learning outcomes / competences to be assessed
exercise	<ul style="list-style-type: none"> <li>• Multiple-Choice Online Exam (90 min)</li> </ul>	<p>The multiple choice (MC) procedure is the only examination method that allows methodological competence to be tested with regard to the understanding of the sales management and e-commerce without the students having to answer the questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.</p>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Bachelorarbeit

Bachelorarbeit

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	7	allgemeine Pflichtfächer	ECTS: 12

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
	NN

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	360 h
		Kontaktzeit:	0 h
		Web-Based-Training:	0 h
		Selbststudium:	360 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Professional Competence: In-depth knowledge of international business theories, principles, and practices.

Methodological Competence: Proficiency in designing and conducting research, including literature review, data collection, and analysis. Ability to apply statistical and qualitative methods to interpret data and draw meaningful conclusions.

Social Competence: Ability to work collaboratively in diverse teams, appreciating different perspectives and leveraging team strengths.

Self Competence: Demonstrating the ability to work independently, manage time effectively, and meet deadlines.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Students are free to choose the topic of their thesis in consultation with a supervisor. Bachelor's theses can be completed internally or externally in companies or authorities.

Internationality (content):

## Lehrmaterial und Literatur:

### Course Material and literature

none

## Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)

### Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed

Bachelor thesis	Bachelor's thesis (in a bound copy plus a digital version on CD/USB stick). The thesis should not significantly exceed or fall short of 60 text pages (DIN A 4) (+/- 2 pages). Deviations must be discussed in advance with the supervisor. The preparation of the bachelor's thesis is defined in the APO, SPO and the Final Thesis Guidelines (Richtlinien zur Abschlussarbeit). Weighting: 100%	The BA thesis assesses the entire course contents and competence profiles
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\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



# Oral Bachelor Exam

Oral Bachelor Exam

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	7	allgemeine Pflichtfächer	ECTS: 3

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
	NN

**Voraussetzungen** (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

**Pflicht Voraussetzungen:**

None

**Empfohlene Voraussetzungen:**

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Guided self-study	Gesamtaufwand:	90 h
		Kontaktzeit:	0 h
		Web-Based-Training:	0 h
		Selbststudium:	90 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

**Lernziele / Qualifikationen des Moduls:**

**Learning Outcomes**

After completing this module successfully, students will have the following professional, methodological and personal competences:

Professional Competence: In-depth knowledge of international business theories, principles, and practices.

Methodological Competence: Proficiency in designing and conducting research, including literature review, data collection, and analysis. Ability to apply statistical and qualitative methods to interpret data and draw meaningful conclusions.

Social Competence: Ability to work collaboratively in diverse teams, appreciating different perspectives and leveraging team strengths.

Self Competence: Demonstrating the ability to work independently, manage time effectively, and meet deadlines.

**Inhalte der Lernveranstaltung / Internationalität:**

**Course Content**

The learning contents follow the topic of the bachelor's thesis.

Internationality:

German, in consultation with the supervisor also in English

**Lehrmaterial und Literatur:**

**Course Material and literature**

No special ones

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed

Colloquium	None	Weighting: 100% The presentation assesses the practical learning contents and competence profiles, including teamwork and presentation competences.
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\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

## Practice module

Practice module

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	6	allgemeine Pflichtfächer	ECTS: 25

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Franz Seitz	NN

### Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

#### Pflicht Voraussetzungen:

None

#### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	750 h
		Kontaktzeit:	0 h
		Web-Based-Training:	0 h
		Selbststudium:	750 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

### Lernziele / Qualifikationen des Moduls:

#### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

The aim of the practical training is to give students the opportunity to apply their acquired knowledge to specific, practical situations. Ideally, students should work on tasks according to their chosen specialization and carry out subtasks independently and on their own responsibility, the degree of difficulty of which is appropriate to the level of training and the later task as a business economist.

- Professional Competence: Interns gain insights into the standards, best practices, and regulatory requirements specific to their industry.
- Methodological Competence: Interns learn to apply theoretical knowledge learned in the classroom to real-world situations, enhancing their expertise.
- Social Competence: Interns learn to take initiative, work independently, and make decisions without constant supervision.
- Self Competence: Interns learn to practice professional communication through emails, meetings, presentations, and reports.

### Inhalte der Lernveranstaltung / Internationalität:

#### Course Content

The work areas to be passed through are specified in the training contract. Work content coordination is carried out in close cooperation between students, the company and the university (practice representative). Templates are available at the Internship Office (Praktikantenamt).

#### Internationality (Content):

Given by international practical phase.

**Lehrmaterial und Literatur:****Course Material and literature**

Teaching materials are provided for the preparation of the practical paper.

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)****Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
project work	<p>The project work has to be presented in a colloquium.</p> <p>For the accreditation and evaluation of the practical phase, it is necessary to prepare a project paper. The project paper is to prove the students' ability to methodically present a business-management matter using the example of their company and to reflect on it in practice. The results have to be put down in written form as well as presented and discussed in an oral presentation (in the context of the concluding practice-related lessons). Furthermore, a certificate of employment from the training company is required for the accreditation of the practical phase. The exact requirements will be discussed in the introductory practice-related lessons.</p> <p>Weighting: 100%</p>	The project report assesses the entire course contents and competence profiles including teamwork and presentation competences

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



## **6.2 Vertiefungsmodule**

# Advanced HR Management

Advanced HR Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	Deutsch	1 Semester	nur Wintersemester	60

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Jan Sauer	Prof. Dr. Jan Sauer

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

Keine

### Empfohlene Voraussetzungen:

Basic HR

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload												
<p>Applicability in the further course of study.</p> <p>University-wide applicability and creditability in the study programs:</p> <ul style="list-style-type: none"> <li>- International Business (B)</li> <li>- If necessary, case-by-case review for other study programs</li> </ul>	Seminar	<table> <tr><td>Gesamtaufwand:</td><td>150 h</td></tr> <tr><td>Kontaktzeit:</td><td>60 h</td></tr> <tr><td>Web-Based-Training:</td><td>0 h</td></tr> <tr><td>Selbststudium:</td><td>45 h</td></tr> <tr><td>Leistungsnachweise:</td><td>0 h</td></tr> <tr><td>Prüfungsvorbereitung:</td><td>45 h</td></tr> </table>	Gesamtaufwand:	150 h	Kontaktzeit:	60 h	Web-Based-Training:	0 h	Selbststudium:	45 h	Leistungsnachweise:	0 h	Prüfungsvorbereitung:	45 h
Gesamtaufwand:	150 h													
Kontaktzeit:	60 h													
Web-Based-Training:	0 h													
Selbststudium:	45 h													
Leistungsnachweise:	0 h													
Prüfungsvorbereitung:	45 h													

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

- Professional competence: Advanced understanding of theories and methods of personnel recruitment, development and retention as well as their business practical relevance.
- Methodological competence: Competent scientific and economical evaluation of personnel recruitment, development and retention methods as well as practical application of selected methods (recruitment: e.g. screening of application documents, creation of interview guidelines; development: e.g. creation and evaluation of trainings; retention: e.g. retention analysis).
- Social competence: Team-based development, discussion and presentation of various HR management topics.
- Personal competence: Critical reflection and responsible evaluation of own assumptions and decisions in the context of HR Management.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

- Personnel recruitment: e.g. requirements analysis, application documents analysis, job interview guidelines, AI, candidate experience
- Personnel development: e.g. training design and evaluation, career development, 360°-feedback
- Personnel retention: e.g. retention analysis, retention measures

## Lehrmaterial und Literatur:

### Course Material and literature

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)****Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
Klausur 60 min	<ul style="list-style-type: none"><li>• Format: Multiple-choice (100%)</li><li>• Duration: 60 minutes</li><li>• Weighting: 100%</li><li>• Format: Presentation</li><li>• Points: Up to 5% of total points achievable in the written examination</li></ul>	<ul style="list-style-type: none"><li>• Written examination: The multiple-choice examination assesses the entire learning content as well as professional and methodological competencies. Depending on the teaching methods used and the underlying didactic concept, up to 100% of taught competencies can be examined using online multiple-choice testing. This is the only examination method that allows professional and methodological competencies to be tested with regard to understanding, applying and critically reflecting HR processes, tools and decisions without students having to answer questions comprehensively. In contrast to an open answer format, this allows significantly more questions to be answered, which leads to an increase in the accuracy and comparability of taught competencies.</li><li>• Bonus system: All details and regulations can be found in the official document "#8 Handreichung: Handreichung zum Bonussystem im Rahmen der Leistungsbewertung"</li></ul>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



# Advanced Marketing

Advanced Marketing

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. Qeis Kamran	Prof. Dr. Dr. Qeis Kamran

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	90 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After successfully completing this module, students will have the following professional, methodological, and personal competences:

Marketing is the field of business studies that relates the firm to its wider environment, while its raison d'être is shifting to have wider societal implications beyond the limited dimension of the pure markets, wherein it was originated. The dimension of thought within the mainstream marketing is not adequate for the contemporary evolution of the design-based cyber-physical new economic-order.

The current Zeitgeist of sustainability delivers many aspects that go beyond rational economics Weltanschauung, which has occupied marketing-thought by focusing on short time-horizons and the spectrum of the field's applicability based on transactional and mercantile market relations.

This course addresses these trends and fosters a unified logical framework for marketing in the contemporary era, coined as the "Design Weltanschauung" (DWA), wherein it illustrates a path to conceptualize the necessary rapprochement between the fields of design and marketing designed as a course-correcting pivot within the field, called the "Design Dominant Logic" (DDL) for an integrative marketing scholarship and practice. DDL evolves marketing beyond its transactionary modus operandi towards a meaning-laden unconcealment of artefacts, which goes beyond the dimensions of a "Unique Sales and Value proposition" towards the notions of "Unique Meaning and Design Propositions", which are based on the co-evolutionary foundations of the contemporary interconnected and globalized cyber-physical-realities. While, marketing originated in a "market(ing)-to" foundation and the latest developments, were founded on a "market(ing)-with" premise, the course will introduce a new foundation of the "marketin(ing)-within", which reflects the contemporary intertwined-ness of marketing with the advancements of technology. Hence, the module will pave a solid path for marketing's shifting raison d'être, wherein marketing is dominated by Artificial intelligence (AI). The course will discuss a marketing interpretation for AI integration and also shift the perceptions of the role of the organizational structural embodiment and ethos for the state of theory and practice for marketers to navigate towards creating meaning-laden artefacts' and innovations, wherein customers can self-actualize based on the "requisite-varieties" the firms can offer.

The DWA establishes a more embracing logic for marketing replacing the pure economic view that seems to be out of touch with the challenges the firms and societies face.

- Professional Competences:
  - Understanding the contemporary evolution of marketing from its traditional focus on pure markets to wider societal implications.
  - Familiarity with the concept of "Design Weltanschauung" (DWA) and its role in marketing.
  - Knowledge of the "Design Dominant Logic" (DDL) as a framework for integrative marketing scholarship and practice.
  - Awareness of the shift from a "market(ing)-to" foundation to a "marketin(ing)-within" foundation in marketing.
  - Understanding the role of Artificial Intelligence (AI) in marketing and its implications for the field.
  - Recognizing the importance of organizational structure and ethos in marketing theory and practice.
- Methodological Competences:
  - Ability to conceptualize the necessary rapprochement between the fields of design and marketing.
  - Understanding the co-evolutionary foundations of contemporary interconnected and globalized cyber-physical-realities.
  - Applying the concept of "Unique Meaning and Design Propositions" in marketing.
  - Analyzing the shift from a purely economic view to a more embracive logic in marketing.
  - Integrating AI into marketing strategies and interpretation.
- Personal Competences:
  - Developing critical thinking skills in evaluating the evolution of marketing.
  - Embracing a holistic view of marketing that considers societal and environmental implications.
  - Adapting to the changing landscape of marketing with the integration of technology and AI.
  - Fostering creativity and innovation in marketing approaches.
  - Reflecting on the role of marketing in creating meaningful and value-laden artifacts.
- Social Competence:
  - Understanding the essence of advanced marketing for collaboration with diverse stakeholders (customers, clients, innovators and PR).

These learning outcomes highlight the knowledge, skills, and attitudes that students are expected to acquire after successfully completing the module in marketing discussed above.

### **Inhalte der Lernveranstaltung / Internationalität:**

#### **Course Content**

Advanced Marketing Course: Integrating Cybernetics and Design

- Introduction to Advanced Marketing
  - Overview of Modern Marketing
  - Evolution of Marketing Strategies
  - Course Objectives and Outcomes
- Fundamentals of Cybernetics
  - Introduction to Cybernetics in Marketing
  - Key Concepts of Cybernetics: Feedback Loops, Control Systems, and Communication
  - Applications of Cybernetic Principles in Market Research
- Design Thinking in Marketing
  - Principles of Design Thinking
  - Design Thinking Process: Empathize, Define, Ideate, Prototype, Test
  - Case Studies on Design Thinking in Marketing
- Consumer Behavior and Cybernetics
  - Understanding Consumer Decision Processes
  - Modeling Consumer Behavior with Cybernetic Theory
  - Predictive Analysis and Consumer Feedback Loops
- Strategic Marketing Planning
  - Strategic Analysis and Market Positioning
  - Integrating Cybernetics into Marketing Strategy
  - Design-Centric Approach to Strategic Planning
- Product Design and Development
  - Role of Design in Product Development
  - Integrating User Experience (UX) in Product Design
  - Using Feedback for Iterative Product Development

- Brand Identity and Design Principles
  - Crafting a Brand Identity with Design Principles
  - Brand Communication through Design
  - Cybernetic Approach to Brand Management
- Digital Marketing and Cybernetics
  - Cybernetics in SEO and Content Marketing
  - Data-Driven Marketing Strategies
  - Automation and Personalization in Digital Marketing
- Innovative Technologies in Marketing
  - Emerging Tech Trends: AI, VR, and AR in Marketing
  - Cybernetic Systems and Machine Learning Algorithms
  - Technological Innovation and Market Disruption
- Marketing Channels and Cybernetics
  - Analysis of Different Marketing Channels
  - Designing Multi-channel Marketing Strategies
  - Optimization and Control Theory for Channel Management
- Customer Relationship Management (CRM)
  - Designing CRM Systems with Cybernetic Support
  - Behavioral Tracking and Modelling for Enhanced Customer Experience
  - Feedback-Informed CRM Strategies
- Advertising Design and Analysis
  - Crafting Effective Advertising with Design and Cybernetic Insights
  - Analyzing Advertising Effectiveness
  - Case Studies: Successful Ad Campaigns
- Pricing Strategies and Models
  - Price Setting and Market Dynamics
  - Cybernetic Models for Pricing
  - Psychological Pricing and Design Elements
- Ethics in Marketing and Design
  - Ethical Considerations in Cybernetics and Design
  - Sustainable Marketing Practices
  - Protecting Consumer Data and Privacy
- Final Project: Integrated Marketing Campaign
  - Developing a Comprehensive Marketing Plan
  - Incorporating Cybernetic and Design Principles
  - Campaign Execution and Evaluation
- Conclusion and Future Trends
  - Recap of Course Content
  - The Future of Cybernetic Marketing
  - Continued Learning and Development in Marketing

This curriculum is designed to cover the essentials of marketing with a specific emphasis on the roles of cybernetics and design, aiming to equip students with the knowledge to create, evaluate, and manage dynamic marketing strategies effectively.

### **Lehrmaterial und Literatur:**

#### **Course Material and literature**

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26. Hunt, S.D. (1978), "A General Paradigm of Marketing: In Support of the '3—Dichotomies Model' Replying to Criticisms by Gumucio, Robin, Ross #svhs#amp## Etgar", Journal of Marketing, Vol. 42 No. 2, pp. 107–110.
27. Hunt, S.D. (1991), Modern marketing theory: Critical issues in the philosophy of marketing science, South-Western Pub.
28. Hunt, S.D. (2010), "Doctoral seminars in marketing theory", Journal of Historical Research in Marketing.
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**Modulprüfung (ggf. Hinweis zu Multiple Choice – \$ 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
exercise	<ul style="list-style-type: none"> <li>• The exam in this class is a case study-based term paper</li> <li>• To fulfill the assignment, you will have to conduct additional desk research beyond the content of the case study</li> </ul>	See above list on: <ul style="list-style-type: none"> <li>• Professional Competences</li> <li>• Methodological Competences</li> <li>• Personal Competences</li> </ul>

	When writing the case study, please also use models and frameworks discussed in the lecture.	
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\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Business & Personnel Consulting

Business & Personnel Consulting

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof. Dr. Dr. Qeis Kamran		Mohammad Saeid Matinfar		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After successfully completing the module, students possess the following professional, methodological, and personal competencies: <ul style="list-style-type: none"> <li>Professional competence: imparting business knowledge that is of particular importance for founding and in the initial phase of a company.</li> <li>Methodological competence: Development of a business concept (business plan)</li> <li>Personal competence: Development and promotion of entrepreneurial thinking, including assessment of opportunities/risks of self-employment.</li> <li>Social competence: The students are enabled to address diverse challenges in the dynamics of a changing market and shifting social milieu, where the pillars of business and the role of competencies for personal consulting have become pivotal.</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
Possibilities and requirements for founding a company Creation of a business plan (business concept) Internationality: Business start-ups or exploitation of business ideas in the international environment of a globalized business landscape.				
Lehrmaterial und Literatur: Course Material and literature				
Materials provided on Moodle				

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Prüfungsform: Studienarbeit mit Präsentation (paper and its presentation) Type/scope incl. weighting: Written paper Weighting: 60% Presentation Weighting:40% Each partial performance must be passed individually (with at least 4.0). All partial performances must be achieved/passed in the same semester.	Learning objectives/competencies to be assessed: The Studienarbeit mit Präsentation (paper and its presentation) is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Business Analytics

Business Analytics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mohammadi Marzieh Baradaran

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Seminar, Lectures, Presentations	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	50 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	40 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

The course will provide an introduction to big data analytics for business students. It is not intended to prepare learners to perform complex data analysis

It will teach how data analysts describe, predict, and inform business decisions in the specific areas of marketing, human resources, finance, and operations.

Students will develop basic data literacy and an analytic mindset that will help them make strategic decisions based on data.

### Course learning outcomes:

Professional competences: Understand the tools used to predict customer behavior. Model supply and demand for various business scenarios. Explain how data is used for recruiting and performance evaluation. Solve business problems with data-driven decision-making.

Methodological competences: Ability to analyze complex situations, identify issues, and evaluate alternatives. Use structured techniques to evaluate and choose among alternatives.

Social competence: Establishing and maintaining positive working relationships with colleagues and stakeholders. Understanding and navigating group dynamics to foster a collaborative environment.

Self competence: Ability to set and pursue personal and professional goals. Proactively seek out opportunities and take action without needing to be prompted.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

1- Customer Analytics • The major methods of customer data collection used by companies • The main tools used to predict customer behavior and identify the appropriate uses for each tool • The key ideas about customer analytics and how the field informs business decisions • The history of customer analytics and latest best practices at top firms



2- Operations Analytics • How the data can be used to profitably match supply with demand in various business settings. • How to model future demand uncertainties, how to predict the outcomes of competing policy choices and how to choose the best course of action in the face of risk. • Methods and software available for tackling real-world business challenges quantitatively as well as the issues involved in gathering the relevant data.

3- People Analytics • A data-driven approach to managing people at work based on deep analysis of data rather than the traditional methods of personal relationships, decision making based on experience, and risk avoidance. • Techniques used to recruit and retain great people and demonstrate how these techniques are used at cutting-edge companies. • How and when hard data is used to make soft-skill decisions about hiring and talent development.

4- Business Analytics Capstone • How to ask the right questions of the data, and know how to use data effectively to address business challenges • How to make data-driven decisions to real business challenges

**Lehrmaterial und Literatur:**

**Course Material and literature**

Seminars and lectures

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper		The seminar paper assesses the entire course contents and competence profiles including presentation competences.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Business Application Engineering

Business Application Engineering

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	English	1 semester	only winter term	25

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Simon Preis	Prof. Dr. Simon Preis

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

It is an advanced study subject. Participation is only possible for students who have passed:

- Business Mathematics
- Business Statistics
- "PC Praktikum" / PC Training

!!!Attention: IB Students: !!! Attention: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.

### Empfohlene Voraussetzungen:

Essential IT skills (working with computers, MS Excel)

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
University-wide applicability: If necessary, case-by-case review in other study programs.	Seminar with lectures and computer-based exercises	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	40 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	20 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

The module aims to teach essential methods and tools relevant to database engineering and software engineering in order to build new business applications.

After successfully completing the module, students will be able to use the following professional, methodological and personal skills:

- Professional: You are able to work with industry-proven technologies in order to develop business applications and you are able to discuss the according theoretical concepts.
- Methodological: You are able to analyze requirements and to apply modern modelling and development methods and tools.
- Social: You are able to work in a team and to present your results.
- Personal: You are able to critically reflect technologies and to perform independent decision-making for technical design options;

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Database Engineering:

- Design of database systems (e.g. Entity-Relationship-Modelling)

- Development of SQL databases
- Essentials of SQL

Software Engineering:

- Design of business applications (e.g. UML)
- Essentials of programming with a selected language (e.g. Python)
- Creating Proof-of-Concepts of database-integrated business applications

**Lehrmaterial und Literatur:**

**Course Material and literature**

Powerpoint slides, computer-based exercises, selected articles and books

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Individual examination (e.g. assessed by single-choice testing) and group works (e.g. assessed via presentation).  Successful participation in this module requires passing all components. All components of the exam must be passed within the same semester.	All competencies will be assessed through exercises ("Übungsleistung").

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Business Psychology

Business Psychology

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
[	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof.Dr. Stephanie Schmitt-Rüth	Prof.Dr. Stephanie Schmitt-Rüth

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	50 h
		Leistungsnachweise:	40 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological, personal and social competences:

#### Professional Competence:

Understanding the key theories and principles in business psychology; Applying this knowledge to various aspects of the workplace and market, including understanding and influencing customer experience and behavior, improving employee satisfaction and motivation, and analyzing the dynamics of market behaviors such as employment trends or monetary issues

#### Methodological Competence:

Acting mentally and physically self-organized in analysing, assessing and solving factual and objective problems in business concerning psychological perspectives on individuals, groups, and markets, i.e., to creatively solve problems with theoretical models, professional and instrumental knowledge, skills, and abilities, to meaningfully categorize and evaluate knowledge.

#### Social Competence:

Acting in a communicative and cooperative self-organized manner, i.e., to engage creatively with others and collaborate, to behave in a group- and relationship-oriented way, and to develop new plans, tasks, and goals.

#### Personal Competence:

Acting in a reflective, self-organized manner, i.e., to self-assess, to develop productive attitudes, values, motives, and self-concepts, and to unfold one's own talents, motivations, and performance intentions regarding team abilities, leadership skills and presentation techniques.

<b>Inhalte der Lernveranstaltung / Internationalität:</b>		
<b>Course Content</b>		
<p>Increasingly, companies want to understand not only the economic but also the psychological factors behind business-relevant processes and use them profitably. This course provides (International/intercultural) insights into important psychological concepts and application areas in the economic environment, and demonstrates how these insights can be effectively utilized. After completing the course, students will have a general understanding of psychological aspects of economic processes, focusing on:</p> <ul style="list-style-type: none"> <li>• Customer experience and behavior (e.g. Purchasing decisions, Marketing and Advertising, Consumer attitudes/ perception/satisfaction, Psychological Market Research)</li> <li>• Employee experience and behavior (e.g. Job Satisfaction and Motivation, Organisational Development and culture, Leadership and group behavior)</li> <li>• Behavior of markets (e.g. (Un)Employment, Money, Sustainability, Globalising)</li> </ul>		
<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
No special ones		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
student research project	The prerequisites for the allocation of credit points are passing the respective module examination according to the Examination Regulations (SPO) or study plan.	None

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Capital Markets and Corporate Finance</b>				
Capital Markets and Corporate Finance				
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module		<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	3	Vertiefungsmodule		ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module	<b>Max. Teilnehmerzahl</b> Max. Number of Participants
[	English	1 semester	only winter term	
<b>Modulverantwortliche(r)</b> Module Convenor			<b>Dozent/in</b> Professor / Lecturer	
Mag. Cornelia Oszlonyai			Prof. Dr. Julia Kreppmeier	
<b>Voraussetzungen</b> (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)				
<b>Prerequisites</b> (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
None				
<b>Verwendbarkeit</b> Usability		<b>Lehrform</b> Teaching Methods		<b>Workload</b>
None		Guided self-study		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 30 h Selbststudium: 30 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 30 h
<b>Lernziele / Qualifikationen des Moduls:</b>				
<b>Learning Outcomes</b>				
<p>Professional Competence: Understanding financial statements, balance sheets, income statements, and cash flow statements. Understanding the concepts of debt and equity financing. The lecture serves to acquire basic knowledge about the risk-return relationships, corporate finance and basic financial models to value companies</p> <p>Methodological Competence: Applying financial theories and models to solve real-world business problems. Ability to conduct thorough market and financial research. Identification and quantification of various risks and their impact on return and firm value</p> <p>Social Competence: Working effectively in team settings, often in multidisciplinary teams. Developing negotiation and conflict resolution skills. Ability to engage in discussions and reflect on the risks and returns of financial business operations</p> <p>Self Competence: Time management and organizational skills. Developing a disciplined approach to study and work tasks.</p>				
<b>Inhalte der Lernveranstaltung / Internationalität:</b>				
<b>Course Content</b>				
Course content:				
<b>Lehrmaterial und Literatur:</b>				
<b>Course Material and literature</b>				
Lecture notes				
Textbook:				
Berk, de Marzo (2023): Corporate Finance. 6th ed. Pearson.				

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam	Written exam 60 min. Weighting: 100% The written examination assesses the entire learning contents and competence profiles	

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Career Planning & Development

Career Planning & Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
--------------------------------------------	-----------------------------------

Prof. Dr. Gabriele Murry

Ruhul Amin Noel

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

Students will acquire the following competencies:

Subject-matter Competencies:

- CXO and other leadership styles
- Career terms, concepts and phases
- Applications and self-marketing
- Using professional social media effectively (LinkedIn, Xing, etc.)
- Access to labor markets
- Self-presentation in cover letters and resumes/CV
- Interviewing Skills,
- Communication Skills

Social Competencies:

- Team-work, Conflict skills

Personal Competencies:

- Articulation, self-presentation, assertiveness

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Students will learn about:

- CXO and other leadership styles



- Career terms, concepts and phases
- Applications and self-marketing
- Using professional social media effectively (LinkedIn, Xing, etc.)
- Access to labor markets
- Self-presentation in cover letters and resumes/CV
- Interviewing Skills,
- Communication Skills

**Lehrmaterial und Literatur:**

**Course Material and literature**

Script and lecture notes provided on moodle

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Solving case studies and class work - 50% Final presentation - 50%	The practical performance (Übungsleistung) is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Change Management

Change Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. Qeis Kamran	Prof. Dr. Dr. Qeis Kamran

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After successfully completing the module, students possess the following professional, methodological and personal competencies:

- Professional competence: Understanding of change processes and their individual phases.
- Methodological competence: Application and practical support of change processes
- Personal competence (social competence and self-competence): Promotion of social and team competence
- Social competence: Change management is the essence of leadership, thus this module enables students to achieve solid leadership skills to address change in their vocations.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Basics for the practical accompaniment of change processes

Aligning changes

Planning changes

Designing changes

Stabilization of changes

Internationality (in terms of content):

## Lehrmaterial und Literatur:

### Course Material and literature

- Doppler, K., & Lauterburg, C. (2014). Change Management: Den Unternehmenswandel gestalten. 13. Auflage. Campus Verlag.
- Lauer, T. (2014). Change Management: Grundlagen und Erfolgsfaktoren. Springer-Gabler.
- von Hehn, S., Cornelissen, N. I., #svhs#amp## Braun, C. (2014). Kulturwandel in Organisationen: Ein Baukasten für angewandte Psychologie im ChangeManagement. Springer

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
Modulework	Project work: 70 % Presentation of the project work: 30 Each partial performance must be passed individually (with at least 4.0) Each partial performance must be passed and can only be brought forward 1 semester at a time	Presentation and project work are used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Corporate Governance & Ethics

Corporate Governance & Ethics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Lisa Ranisch			Prof. Dr. Dr. Qeis Kamran	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 25 h Web-Based-Training: 0 h Selbststudium: 100 h Leistungsnachweise: 5 h Prüfungsvorbereitung: 20 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After completing this module successfully, students will have the following professional, methodological and personal competences: <ul style="list-style-type: none"> <li>Professional Competence: Knowledge of the fundamentals of corporate ethics, understanding of the theory structure and its practicability</li> <li>Methodological Competence: Practical application in specific case studies, argumentation in ethical conflict situations</li> <li>Personal Competence / Soft Skills (Social Competence and Self Competence): Ability to reflect and discourse, team and cooperation skills in application processes</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
<ul style="list-style-type: none"> <li>Fundamentals of economic and corporate ethics</li> <li>Positions of corporate-ethical theory formation</li> <li>The concept of integrative management</li> <li>Ecology and sustainability - ethics and profitability</li> <li>Instruments and methods of practical corporate ethics</li> <li>Trends: corporate social responsibility and corporate citizenship</li> </ul> Internationality (Content): Comparison with English-language concepts				
Lehrmaterial und Literatur: Course Material and literature				
Lecture notes, specifically selected reading				

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Weighting: 100%  Bonus system: With a (voluntary) written performance contribution, up to 25 % of the examination performance can be acquired additionally.	The project work assesses the practically relevant contents. Apart from professional and methodological competence, team and presentation competences are assessed.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Digital Business and Information Systems: A Managerial Approach

Digital Business and Information Systems: A Managerial Approach

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Christian Schieder	. vhb

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	0 h
		Web-Based-Training:	60 h
		Selbststudium:	30 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	60 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After successful completion of the module, students will have acquired the following professional, methodological, social and self competencies:

- Professional Competence: Students will acquire a broad understanding of the impact of digital technologies on traditional business models and develop the ability to identify and leverage digital business opportunities, overcoming barriers to technology adoption by various stakeholders.
- Methodological Competence: Students will master analytical tools and methodologies for digital marketplace analysis, digital business strategy formulation, and digital product/service design, enabling them to manage digital business infrastructure and assess the potential of digital transformation.
- Social Competence: Students will enhance their ability to communicate effectively within interdisciplinary teams, addressing social, legal, ethical, and cultural factors in digital business environments, and fostering trust and collaboration among internal and external stakeholders.
- Self Competence: Students will develop self-management skills to adapt to the rapid changes in digital business landscapes, engage in continuous learning, and acquire new competencies required for digital transformation, ensuring personal and professional growth.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

#### A. INTRODUCTION

1. Introduction to digital business
2. Opportunity analysis for digital business
3. Digital business infrastructure management
4. Key issues in the digital environment

#### B. STRATEGY AND APPLICATION

5. Digital business strategy 6. Supply chain and demand 7. Digital marketing 8. Customer relationship management C. IMPLEMENTATION 9. Digital product and service design 10. Digital transformation management
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**Lehrmaterial und Literatur:**  
**Course Material and literature**

No special ones

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**  
**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam 120 minutes	Please note that for a clean recognition of your exam results, BOTH, an exam registration on the VHB platform as well as on the PRIMUSS portal of the OTH AW is MANDATORY!	None

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Digital Process Management

Digital Process Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof. Dr. Matthias Lederer		Prof. Dr. Matthias Lederer		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 30 h Selbststudium: 30 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 30 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After successfully completing the module, students will be able to use the following professional, methodological and personal skills:  The Business Process Management module aims to teach the instruments and tools relevant to effective and efficient process management.  Professional competences. <ul style="list-style-type: none"> <li>• Design essential BPM lifecycle steps.</li> <li>• Basics of business analysis</li> </ul> Methodological competence: <ul style="list-style-type: none"> <li>• Be able to apply tools and methods to analyze, design and manage business processes &amp; business analysis on a strategic and operational level, and</li> <li>• be familiar with the tools to master IT-based analysis, modeling and optimization/simulation of business processes.</li> </ul> Personal competence: <ul style="list-style-type: none"> <li>• To work in a team-oriented manner on practical BPM issues and to present and communicate results.</li> </ul> Social competence: <ul style="list-style-type: none"> <li>• As a process consultant, professionally analyze problems, develop solutions and defend them internally..</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
Strategic BPM <ul style="list-style-type: none"> <li>• Process strategy</li> </ul>				



- Process organization
- Process architecture

Operational BPM

- Process optimization and simulation
- Process execution and implementation
- Process controlling
- Process analysis and modeling

Business Analysis

**Lehrmaterial und Literatur:**

**Course Material and literature**

Articles are provided and case studies are discussed.

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam	Exam: 100%	The entire learning content and competence profiles are tested via the test.  This subject presents basic knowledge of process management for many different courses of study. The large number and diversity of participants is taken into account with examples, cases and technical applications. Fundamental aspects of BPM are examined as subject-specific basics, while exceptional and special cases of the discipline are addressed in the advanced modules of higher semesters. The multiple-choice method with predefined answers without penalty points is used to test factual knowledge without placing excessive emphasis on linguistic skills.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Digital Workplace - Technology, Culture, Space

Digital Workplace - Technology, Culture, Space

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. Qeis Kamran	NN

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

- die wichtigsten Bausteine des Digital Workplaces sowie Tools zu kennen, und diese erfolgreich anwenden zu können
- den Digital Workplace mit sachgemäßen Methoden zu gestalten
- selbstständig komplexe Sachverhalte der virtuellen Zusammenarbeit zu erarbeiten und schriftlich unter Anwendung der Methoden des wissenschaftlichen Arbeitens darzulegen
- in Teams realistische Problemstellungen zu bearbeiten
- Fachkompetenz: Verständnis und Anwendung digitaler Tools, sowie virtueller Zusammenarbeit und Workshop-Gestaltung
- Methodenkompetenz: Wissenschaftliches Arbeiten, Quellenbasiertes Schreiben und virtuelle Workshop-Gestaltung
- Persönliche Kompetenz (Sozialkompetenz und Selbstkompetenz): Teamarbeit, Vortrags- und Präsentationstechnik, Workshop-Methoden

After successfully completing the module, students will have the following professional, methodological and personal competencies:

- Know the most important building blocks of the Digital Workplace as well as tools, and be able to apply them successfully.
- Design the digital workplace using appropriate methods
- Independently develop complex issues of virtual collaboration and present them in writing using the methods of scientific work to work on realistic problems in teams
- Professional competence: Understanding and application of digital tools, as well as virtual collaboration and workshop design
- Methodological competence: scientific work, source-based writing, and virtual workshop design
- Personal competence: Understanding to navigate in the turbulence of the digital world.

- Social competence: Teamwork, lecture and presentation skills, workshop methods.

### Inhalte der Lernveranstaltung / Internationalität:

#### Course Content

- Einordnung der Notwendigkeit des Digitalen Arbeitsplatzes in das Zeitgeschehen
- Elemente des Digitalen Arbeitsplatzes (Technik, Kultur, Raum (Hybrid/Virtuell/Präsenz))
- Kennenlernen und Anwenden moderner Digital-Workpalce-Tools (Intranet-Anbieter, Zoom, MS Teams, Miro etc.)
- Gestaltungsmöglichkeiten des technischen Settings am digitalen Arbeitsplatz
- Gestaltungsmöglichkeiten der Digital-Workplace-Kultur
- Durchführung virtueller Meetings und Workshop-Gestaltung
- Placing the need for the Digital Workplace in the context of current events.
- Elements of the Digital Workplace (technology, culture, space (hybrid/virtual/presence))
- Getting to know and using modern digital workplace tools (intranet providers, Zoom, MS Teams, Miro, etc.)
- Design possibilities of the technical setting in the digital workplace
- Design possibilities of the digital workplace culture
- Conducting virtual meetings and designing workshops

### Lehrmaterial und Literatur:

#### Course Material and literature

Documents and slides will be made available on moodle.

### Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)

#### Method of Assessment

Prüfungsform *1 Examination Method	Art/Umfang inkl. Gewichtung *2 Type/scope incl. weighting	Zu prüfende Lernziele/Kompetenzen Learning outcomes / competences to be assessed
project work	<p>Wissenschaftliche schriftliche Ausarbeitung zu einem aktuellen Thema des Digital Workplaces mit Fokus auf Kollaboration</p> <ul style="list-style-type: none"> <li>• Gewichtung: 30% Präsentation der wissenschaftlichen Ausarbeitung</li> <li>• Gewichtung: 20% Kritische Diskussion und Gesprächsführung</li> <li>• Gewichtung: 50% Ausarbeitung in Form eines Booklets/Playbooks</li> </ul> <p>Scientific written elaboration on a current topic of the Digital Workplace with focus on collaboration.</p> <p>Weighting: 30% Presentation of the scientific paper Weighting: 20% Critical discussion and discussion management Weighting: 50% Elaboration in the form of a booklet/playbook</p>	<p>Über die wissenschaftliche Ausarbeitung und die Präsentationen werden alle zu erlernenden Kompetenzen abgeprüft</p> <p>All the competences to be learned are tested via the scientific paper and the presentations.</p>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Diversity Management

Diversity Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof. Dr. Dr. Qeis Kamran		Prof. Dr. Dr. Qeis Kamran		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)				
Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls:				
<b>Learning Outcomes</b>				
Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:				
<ul style="list-style-type: none"> <li>• Understand the need for effective diversity management</li> <li>• Comprehend the different criteria of diversity approaches</li> <li>• Develop objectives of mainstreaming programs (in particular concerning age, gender, and ethnicity), evaluate such programs, and suggest improvements to them</li> <li>• Conduct empirical studies within organizations concerning diversity management initiatives and mainstreaming.</li> <li>• Professional Competence: Relating theoretical concepts of diversity management and mainstreaming to empirical research and practical applications</li> <li>• Methodological Expertise: Transfer of knowledge and skills in basic empirical research methods to achieve effective diversity management and mainstreaming programs</li> <li>• Personal Competence: Enhancement of teamwork abilities, leadership skills, presentation techniques, and self-organization.</li> <li>• Social competence: Analysing the dynamics of a multi-cultural society and workplace.</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität:				
<b>Course Content</b>				
Inhalt: Emphasis of this course will be on relating theoretical concepts to assessment and evaluation of practices in organizations. Empirical projects will be analyzed to extract lessons learned and suggestions for improvement. Explorations of available options along with recommendations for policy modification approaches are the focus of this hands-on seminar				

Internationalität (inhaltlich): Emphasis on intercultural and international projects, diversity issues		
<b>Lehrmaterial und Literatur:</b> <b>Course Material and literature</b>		
Lecture notes / scholarly articles		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b> <b>Method of Assessment</b>		
<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
exercise	<p>Empirische Projektarbeit mit Zwischen- und Abschlusspräsentation Gewichtung: 66 % (Ausarbeitung 33%, Final Presentation 23%, 2x Interim Presentation each 5%)</p> <p>Kritisches Hinterfragen der vorgestellten Konzepte und Fallstudien mit Diskussion Gewichtung: 34%</p> <p>Jede Teilleistung muss für sich bestanden werden (mit mind. 4,0) Jede Teilleistung muss bestanden werden und kann jeweils nur 1 Jahr vorgetragen werden</p> <p>Empirical project work with interim and final presentation. Weighting: 66 % (Elaboration 33%, Final Presentation 23%, 2x Interim Presentation each 5%)</p> <p>Critical questioning of the presented concepts and case studies with discussion Weighting: 34</p> <p>Each sub-performance must be passed individually (with at least 4.0) Each sub-performance must be passed and can only be brought forward 1 year at a time</p>	<p>Über die Projektarbeit werden die gesamten Lerninhalte und Kompetenzprofile abgeprüft einschl. der Kompetenzen zur Präsentation</p> <p>Die bewerteten Diskussionsbeiträge dienen dem vertieften Verständnis der Stoffinhalte</p> <p>The project work is used to test the entire learning content and competency profiles, including the competencies for presentation.</p> <p>The assessed discussion contributions serve to deepen the understanding of the material content.</p> <p>!!!Attention: IB Students: !!! Attention: According to §6 (2) of the Study and Examination Regulations International Business, you are not eligible to sign up for more than the 12th Advanced Module or more than the 3rd Soft Skill module prior to having completed a minimum of 120 of 150 possible ECTS.</p>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Economic Geography: Spatial Structures and Economic Activities

Economic Geography: Spatial Structures and Economic Activities

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
Weiden	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Fabian Liedl

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
Compatible with the further course of studies. Raising awareness of global and local contexts, understanding of megatrends and their impact on cities and regions, understanding of economic and social change processes	Seminar and lectures	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	50 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	40 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

**Professional:** Students have a basic understanding of global contexts and of the fact that cities, countries, companies and themselves and their developments are embedded in these structures. They know current megatrends and their impacts at the local level. Students also develop an understanding of economic and social transformation processes, e.g. in the context of adapting to climate change or in the development of value chains.

**Methodological:** Students learn to transfer abstract facts to practical case studies and explain them. They can also formulate general research questions and operationalize them according to specific sub-questions in order to independently work on research projects and derive results.

**Social:** Students learn to work independently and in small groups. They reflect on existing knowledge and discuss constructively and solution-oriented. Students also expand their knowledge of scientific work and presentation techniques.

**Personal:** Ability to analyze and interpret complex spatial and economic data.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

- Sustainable transformation processes in companies
- Effects and examples of clusters (e.g. Greentech Clusters)
- Impacts of climate change at global and local level
- Location factors, location systems and economic ecosystems
- Global and regional value chains
- The city as a company: competition between municipalities, city and regional marketing
- (Social) innovations, resilience and social transformation

## Lehrmaterial und Literatur:

### Course Material and literature

Compulsory:

None		
Recommended:		
None		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Empirical Research & Data Analytics

Empirical Research & Data Analytics

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Simon Preis	Prof. Dr. Simon Preis

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Students will gain a comprehensive understanding of logic and scientific work and its applicability to research practice. The course focuses on students' synthesis of different research methods, identifying the right sources of information and using the permissible steps in data collection and analysis.

After completing the module project-related empirical research, students will have achieved the following learning outcomes:

- Professional Competence: Students have a basic understanding of research conception, specification of the problem, operationalization as well as knowledge of quantitative and qualitative research. They are able to apply established methods in empirical research.
- Social Competence / Soft Skills: Students demonstrate team spirit and possess self-organization skills.
- Methodological Competence: Students have knowledge and skills in using appropriate methods and tools for structuring empirical research.
- Personal Competence: Students are aware of the effects of acting in a business management function.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Course contents

- General introduction to Empirical Research
- Research Design
- Data Collection & Cleaning
- Data Analytics
- Documentation, Publication and Presentation of Research Results



Theory is directly applied via self-organized research sub-projects (team-oriented) which fit to a predefined umbrella topic for the full module.

**Lehrmaterial und Literatur:**

**Course Material and literature**

Mandatory reading

- Hug, T., & Poscheschnik, G. (2014), Empirisch forschen: Studieren, aber richtig. 2. Auflage, UTB.

Additionally recommended reading

- Bortz, J., #svhs#amp## Schuster, C. (2010). Statistik für Human- und Sozialwissenschaftler (7th ed.). Heidelberg: Springer-Verlag.
- Breuer, F. (2009). Reflexive Grounded Theory: Eine Einführung für die Forschungspraxis. Wiesbaden: VS Verlag für Sozialwissenschaften | GWV Fachverlage GmbH.
- Bronner, R., Appel, W., #svhs#amp## Wiemann, V. (1999). Empirische Personal- und Organisationsforschung. Oldenbourg Wissenschaftsverlag GmbH, München.
- Cooper, D. R., #svhs#amp## Schindler, P. S. (2010). Business Research Methods (11th ed.). New York, NY: The McGraw-Hill Companies.
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- Fowler, F. J. (2002). Survey research methods (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.
- Fowler, F. J., #svhs#amp## Mangione, T. W. (1990). Standardized survey interviewing: Minimizing interview-related error. Newbury Park, CA: Sage Publications Inc.
- Gay, L. R., Mills, G. E., #svhs#amp## Airasian, P. (2008). Educational Research: Competencies for Analysis and Application (9th ed.). Upper Saddle River, NJ: Prentice Hall.
- Glaser, B. G., #svhs#amp## Strauss, A. L. (2008). Grounded Theory: Strategien qualitativer Forschung (2nd ed.). Bern: Verlag Hans Huber, Hogrefe AG.
- Gläser, J., #svhs#amp## Laudel, G. (2010). Experteninterviews und qualitative Inhaltsanalyse (4th ed.). Wiesbaden: VS Verlag für Sozialwissenschaften | Springer Fachmedien Wiesbaden GmbH.
- Grazino, A. M., #svhs#amp## Raulin, M. L. (2006). Research Methods: A Process of Inquiry (6th ed.). New York, NY: Pearson Longman.
- Harrison, M. I. (1994). Diagnosing organizations: Methods, models, and processes (2nd ed.). Thousand Oaks, CA: Sage Publications, Inc.
- Harrison, M. I., #svhs#amp## Shirom, A. (1999). Organizational diagnosis and assessment: Bridging theory and practice. Thousand Oaks, CA: Sage Publications, Inc.
- Hussy, W., Schreier, M., #svhs#amp## Echterhoff, G. (2010). Forschungsmethoden in Psychologie und Sozialwissenschaften für Bachelor. Berlin Heidelberg: Springer Verlag.
- Klammer, B. (2005). Empirische Sozialforschung: Eine Einführung für Kommunikationswissenschaftler und Journalisten. Konstanz: UKV Verlagsgesellschaft mbH.
- Kleemann, F., Krähnke, U., #svhs#amp## Matuschek, I. (2009). Interpretative Sozialforschung: Eine praxisorientierte Einführung. Wiesbaden: VS Verlag für Sozialwissenschaften | GWV Fachverlags GmbH.
- Kromrey, H. (2009). Empirische Sozialforschung: Modelle und Methoden der standardisierten Datenerhebung und Datenauswertung (12th ed.). Stuttgart: Lucius #svhs#amp## Lucius Verlagsgesellschaft mbH.
- Lofland, J., Snow, D., Anderson, L., #svhs#amp## Lofland, L. H. (2006). Analyzing social settings: A guide to qualitative observation and analysis (4th ed.). Belmont, CA: Wadsworth | Thomson Learning.
- Schnell, R., Hill, P. B., #svhs#amp## Esser, E. (2013). Methoden der empirischen Sozialforschung (10th ed.). Oldenbourg Wissenschaftsverlag GmbH, München.

ADDITIONAL MATERIALS:

On request, lecturers will provide a list of relevant human resources journals and other approved publications (including formatting and style guides).

**Modulprüfung (ggf. Hinweis zu Multiple Choice – \$ 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	written, oral, practical (100%)	Team-oriented development of research questions, literature review, research design, data collection and cleansing, data analysis, and research paper and research presentation in accordance with a predefined research topic.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Ethics & Value Argumentation

Ethics & Value Argumentation

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Gabriele Murry			NN	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After completing this module successfully, students will have the following professional, methodological and personal competences: <ul style="list-style-type: none"> <li>Professional Competence: Knowledge of the fundamentals to be able to explain the concept of worldview analysis and examples of generic worldviews</li> <li>Methodological Competence: are able to make a distinction between monism, pluralism and relativism of values and to oversee the real-world consequences for each ethical standard</li> <li>Soft Skills (Social Competence): are able to discuss their own and others' worldviews and name exemplarily values from it (reflective competency) as well as use the values on concrete dilemmas by reasonable action recommendations (practical wisdom and expertise)</li> <li>Personal Competence / Self Competence: are able to assert themselves, articulate and present their views, manage themselves and their time and projects effectively</li> </ul>				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
<ul style="list-style-type: none"> <li>Ethics, values, morals &amp; standards: functions and impact in companies &amp; organizations</li> <li>Worldview analysis: philosophical and intercultural principles of specific moral concepts and value systems</li> <li>Multirational management: professional handling of contradictions and dilemmas within companies &amp; organizations</li> <li>Value orientation as normative ethics: utilization of values and argumentation with values in corporate management and intercultural contexts</li> <li>Trust as core element of efficient markets</li> <li>The concept of responsibility &amp; sustainability</li> <li>Corporate Social Responsibility</li> <li>Foundations &amp; concept of the social market economy (Soziale Marktwirtschaft)</li> </ul>				

<ul style="list-style-type: none"> <li>Sustainable Development Goals and corporate sustainability</li> </ul> Internationality (Content): Comparison with English-language concepts		
<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Lecture notes, specifically selected reading Hartman , L / Joe D.: "Business Ethics: Decision-Making for Personal Integrity & Social Responsibility". Current ed.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
project work	Weighting: 100%	The project work assesses the practically relevant contents. Apart from professional and methodological competence, team and presentation competences are assessed.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Financial Analysis and Control

Financial Analysis and Control

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only summer term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof. Dr. Jens Löbus		Prof. Dr. Jens Löbus		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 50 h Web-Based-Training: 0 h Selbststudium: 70 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 30 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
Financial analysis, planning, and control, aim to dictate business progress rather than letting events take over				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
Review on Finance and Investment Comparison Bookkeeping to market perspective Markowitz/Shape (betas and beyond) Modigliani Miller (capital structure) Options (Black-Scholes) Financial Analysis Financial Control				
Lehrmaterial und Literatur: Course Material and literature				
Concepts will be developed on the blackboard Digital content is added on moodle (youtube links, etc.) Textbook: Brealy, Myers, Allen: Principles in Corporate Finance, Mc Graw Hill International Edition				

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b>	<b>Art/Umfang inkl. Gewichtung *2</b>	<b>Zu prüfende Lernziele/Kompetenzen</b>
<b>Examination Method</b>	<b>Type/scope incl. weighting</b>	<b>Learning outcomes / competences to be assessed</b>
written exam	100% written examination	The examination assesses the entire course contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Industrial Property Law</b>			
Industrial Property Law			
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module	<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	3	Vertiefungsmodule	ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module
Weiden	English	1 semester	winter and summer term
<b>Modulverantwortliche(r)</b> Module Convenor		<b>Dozent/in</b> Professor / Lecturer	
Prof. Dr. Christian Stauf		Prof. Dr. Christian Stauf	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b> <b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b> Attention IB Students: According to §6 (2) of the new Study and Examination Regulations International Business, (starting with WS 2022-2023) you are not eligible to sign up for more than 11 Advanced Modules or more than 4 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS. According to §6 (2) of the old Study and Examination Regulations International Business, you are not eligible to sign up for more than 9 Advanced Modules or more than 2 Soft Skill Modules prior to having completed a minimum of 120 of 150 possible ECTS.			
<b>Empfohlene Voraussetzungen:</b> none			
<b>Verwendbarkeit</b> Usability	<b>Lehrform</b> Teaching Methods	<b>Workload</b>	
University-wide applicability: If necessary, case-by-case review in other study programs.	Seminar	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	30 h
<b>Lernziele / Qualifikationen des Moduls:</b> <b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences:			
<ul style="list-style-type: none"> <li>Professional Competence: Students will be able to evaluate the possible applications of the various industrial property rights from an economic and legal point of view and to differentiate between the various protection mechanisms and their requirements.</li> <li>Methodological Competence: Students are able to apply the acquired knowledge in a variety of scenarios and to solve practically relevant case studies. They possess the ability to recognize the interrelationships of legal regulations and to solve problem cases even under changed legal conditions. The ability to present independently researched topics is strengthened.</li> <li>Social Competence: Students enhance their ability to work collaboratively in teams, effectively communicate legal concepts, and engage in constructive discussions and negotiations.</li> <li>Self Competence: Students develop skills in self-management, including independent research, critical thinking, and the ability to present and defend their ideas confidently.</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b> <b>Course Content</b>			
The lecture is dedicated to national, European and international aspects of industrial property law. The differences to material property, the relationship between patents, trademarks and designs, the common principles of industrial property law, the material requirements for protection, the areas of protection as well as the legal consequences in the case of infringement are dealt with. Overall, the lecture covers the basics of invention protection, trademark and design law.			

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Literature will be announced at the beginning of the lecture.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
exercise	Individual examinations (e.g. single choice tests) and group works with presentations.  All parts of the course must be completed/passed in the same semester.	All competencies will be assessed through exercises ("Übungsleistung").

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



<b>Intercultural Communication</b>			
Intercultural Communication			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	3	Vertiefungsmodule	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
	English	1 semester	only winter term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Denise Fischer		Prof. Dr. Denise Fischer	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 50 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 40 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences: Professional Competence: Deal with uncertainty in intercultural encounters Methodological Competence: Comprehend and apply theories and concepts of intercultural communication Personal Competence / Soft Skills (Social Competence and Self Competence): General intercultural sensitization			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
Exploring own cultural roots <ul style="list-style-type: none"> <li>• Influencing factors and cultural determinants</li> <li>• Theories and concepts of intercultural communication</li> <li>• Cultural dimensions</li> </ul> Internationality: Given by the subject			
<b>Lehrmaterial und Literatur:</b>			
<b>Course Material and literature</b>			
<ul style="list-style-type: none"> <li>• Various handouts and materials on the learning platform.</li> <li>• Gudykunst, W. B., &amp; Young, Y. K. (2003). Communicating with strangers: An approach to intercultural communication (4. ed.). New York et al.: McGraw-Hill.</li> <li>• Neuliep, J. W. (2018). Intercultural communication: A contextual approach (Seventh edition). Los Angeles: SAGE.</li> <li>• Oetzel, J. G. (2009). Intercultural communication: A layered approach. Pearson international edition. New York: Vango</li> </ul>			

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	<p>1. exercise: reading material test (30 %) --&gt; professional, methodological and personal competence</p> <p>2. exercise: review of lecture contents (70 %) -&gt; methodological and personal competence</p> <p>Bonus system: You can achieve bonus points (up to 20 % of the overall grade) through preparing and participating in one of the offered bonus activities. These bonus points will be added to your points. They can better a passing grade but do not contribute to passing the course. If you fail the multiple-choice testing, the bonus becomes invalid at the end of the semester.</p>	The exercises can consist of up to 100% multiple choice tasks. In contrast to an open answer format, this allows significantly more questions to be answered in the area of methodological skills, which leads to an increase in the accuracy and comparability of the skills taught.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>International Business Law</b>				
International Business Law				
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module		<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	3	Vertiefungsmodule		ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module	<b>Max. Teilnehmerzahl</b> Max. Number of Participants
Weiden	English	1 semester	winter and summer term	
<b>Modulverantwortliche(r)</b> Module Convenor			<b>Dozent/in</b> Professor / Lecturer	
Prof. Dr. Christian Stauf			Prof. Dr. Christian Stauf	
<b>Voraussetzungen</b> (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)				
<b>Prerequisites</b> (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
None				
<b>Verwendbarkeit</b> Usability		<b>Lehrform</b> Teaching Methods		<b>Workload</b>
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 30 h
<b>Lernziele / Qualifikationen des Moduls:</b>				
<b>Learning Outcomes</b>				
After completing this module successfully, students will have the following professional, methodological and personal competences:				
<ul style="list-style-type: none"> <li>Professional Competence: They are familiar with the particularities to be taken into account in international business transactions (including the European legal framework). They are able to assess the possibilities of hedging risks in foreign business transactions and are familiar with the corporate legal forms of selected countries.</li> <li>Methodological Competence: They are able to apply the acquired knowledge in a variety of scenarios. They possess the ability to recognize the interrelationships of legal regulations and to solve problem cases even under changed legal conditions. The ability to present independently researched topics is strengthened.</li> <li>Social Competence: Students enhance their ability to work collaboratively in teams, effectively communicate legal concepts, and engage in constructive discussions and negotiations.</li> <li>Self Competence: Students develop skills in self-management, including independent research, critical thinking, and the ability to present and defend their ideas confidently.</li> </ul>				
<b>Inhalte der Lernveranstaltung / Internationalität:</b>				
<b>Course Content</b>				
Fundamentals of <ul style="list-style-type: none"> <li>European law</li> <li>private international law</li> <li>corporate law</li> <li>UN sales law</li> <li>arbitration</li> </ul> Internationality (content): International business law is the subject of this module				

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Relevant legal texts, textbooks, case collections, commentaries and specialist journals		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Individual examinations (e.g. single choice tests) and group works with presentations.  All parts of the course must be completed/passed in the same semester.	All competencies will be assessed through exercises ("Übungsleistung").

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>International HR Management</b>				
International HR Management				
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>		<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	3	Vertiefungsmodule		ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>	<b>Max. Teilnehmerzahl Max. Number of Participants</b>
	English	1 semester	only summer term	
<b>Modulverantwortliche(r) Module Convenor</b>			<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Gabriele Murry			Ruhul Amin Noel	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>				
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
None				
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>		<b>Workload</b>
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>				
<b>Learning Outcomes</b>				
<ul style="list-style-type: none"> <li>Professional Competence: Students learn to understand the role of human resources management as managers in multinational companies. They understand the importance of selection, preparation, personnel development, remuneration, and reintegration with regard to international assignments as well as the appreciative treatment of employees in an international and intercultural working world characterized by diversity.</li> <li>Methodological Competence: Students acquire knowledge and skills in dealing with suitable methods and tools for shaping human resource leadership and management. Students are encouraged to adopt a global approach to deal with dynamic global and regional issues. Comprehensive understanding of the theory and current research in international human resource management/on a global level is provided.</li> <li>Social Competence: Students are trained in diversity management and acquire competences in the areas of teamwork, taking and expressing criticism, and constructive discussion.</li> <li>Personal Competence: Students know which competences and attitudes HRM practitioners need to have/develop in order to increase the sustainability, effectiveness and acceptance of their HRM activities. Articulation and assertiveness.</li> </ul>				
<b>Inhalte der Lernveranstaltung / Internationalität:</b>				
<b>Course Content</b>				
An advanced course in international and intercultural human resource management and the review of significant trends and issues that challenge the executive in human resources, in particular:				
<ul style="list-style-type: none"> <li>Organizational, multinational and global context               <ul style="list-style-type: none"> <li>The organizational context</li> <li>Global leadership and communication</li> <li>Leadership in an environment of cultural change</li> <li>Multicultural teams</li> </ul> </li> <li>International work assignments</li> </ul>				

- Managing relocations and transfers
- Recruitment and selection of personnel for foreign assignments
- Human resource development
- Remuneration
- Return and career planning
- Global issues of human resource management
  - Human resource management within host country context (discussion through examples)
  - Employment relationships (employer/employee)
  - International HR management trends/future challenges
  - Intercultural situations are assessed from the perspective of interpersonal relations in the diverse domestic and foreign environment and in the context of emerging global developments. Strategic planning and negotiation are examined by defining important tasks within international organizations, e.g. defining the organizational structure and staffing. Ensuring staff diversity is approached from both culture-based and culture-comparative perspectives.

Internationality (Content):

A strong international character is given throughout the entire module. Case studies, integration of guest speakers (also in English).

**Lehrmaterial und Literatur:**

**Course Material and literature**

Mandatory reading

- Teaching materials (almost exclusively in English)
- Dowling, P. J., Festing, M., & Engle, A. D. Sr. (2013). International Human Resource Management. (6th ed.) London: Cengage Learning EMEA.

Additionally recommended reading:

- Adler, N. (2007). International Dimensions of Organizational Behavior. (5th ed.) Cincinnati, OH: South-Western
- Harris, P. R., Moran, R. T. #svhs#amp## Moran, S. V. (2014). Managing Cultural Differences. (9th ed.) Burlington, MA: Elsevier Butterworth-Heinemann

ADDITIONAL MATERIALS:

On request, the lecturer will provide a list of relevant human resource journals and other recommended publications (as well as formatting and style manuals - according to APA) in their latest edition

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Classwork and group exercises - 50% Final submission of paper or presentation - 50%	

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>International Management</b>			
International Management			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	3	Vertiefungsmodule	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
[	English	1 semester	only summer term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Denise Fischer		Prof. Dr. Denise Fischer	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
Principles of Economics; Introduction to Management			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>	<b>Lehrform Teaching Methods</b>	<b>Workload</b>	
Applicability in the further course of the study Part of the specialisation 'International Business', Bachelor's degree BW, and specialisation module for the Bachelor's degree IB  University-wide applicability: - Betriebswirtschaft (B.A.) - International Business (B.A.) - Logistik und Digitalisierung (B.Sc.)  If necessary, case-by-case examination in other courses of study	Lecture, exercises, self-study, free class discussion, small group work, presentations, project work	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 40 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 50 h	
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences:  Professional competence: Understanding internationalisation processes; building up application-oriented knowledge of international management through case studies  Methodological competence: Case study work, presentation, teamwork  Social competence: Students learn how to build and lead teams, resolve conflicts, and foster collaboration  Self competence: Sensitization for the complexity of international business management			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
<ul style="list-style-type: none"> <li>• Framework conditions for international business activities: globalization, digitization, political risks</li> <li>• Internationalisation processes: market entry and market development; de-internationalization</li> <li>• Organizational structures of international companies</li> <li>• Corporate Social Responsibility in an international context</li> </ul> Internationalit (Content): Given by the subject			

**Lehrmaterial und Literatur:****Course Material and literature**

- Cavusgil, S. T., Knight, G. A., & Riesenberger, J. R. (2017). International business: The new realities (Global edition, fourth edition). Always learning. Boston et al.: Pearson.
- Christopher, E. M. (2012). International Management: Explorations Across Cultures. London: Kogan Page.
- Doh, J. P., & Luthans, F. (2018). International management: Culture, strategy, and behavior (Tenth edition). New York, NY: McGraw-Hill Education.
- Morschett, D., Schramm-Klein, H., & Zentes, J. (2015). Strategic international management: Text and cases (3rd ed. 2015). Wiesbaden, s.l.: Springer Fachmedien Wiesbaden.
- Schmid, S. (2018). Internationalization of Business. Cham: Springer International Publishing.

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)****Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
project work	Project work (100 %)  Each part of the exam (written and/or oral presentation) must be taken/passed within the same semester.	The entire learning content and competence profiles are checked via the project work.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



<b>International Marketing Communication</b>			
International Marketing Communication			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	3	Vertiefungsmodule	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
	English	1 semester	only winter term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Anna Grimm		Prof. Dr. Anna Grimm	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 50 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 40 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences:			
<ul style="list-style-type: none"> <li>Professional Competence: Understanding of the global and digital communication environment ; knowledge of the basics of international brand and marketing communications; understanding of international communication management in connection with the other Ps of marketing (price, product management and distribution management); knowledge of the various cultural influential factors; learning about intercultural contexts and case studies.</li> <li>Social Competences / Soft Skills: Collaboration in diverse teams; problem solving of realistic case studies; speech and presentation techniques</li> <li>Methodological Competence: Practice of the acquired knowledge through case studies, project work, and exercises.</li> <li>Personal Competences: Cross-cultural communication; problem-solving in diverse team structures; time management; ethical responsibility in global contexts</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
Course Content:			
<ul style="list-style-type: none"> <li>Basic concepts and theories of international brand and marketing communications</li> <li>Design of the (international) marketing communications mix</li> <li>Marketing communications in a global and digital world</li> <li>International communication management in connection with the other Ps of marketing (price, product management and distribution management)</li> <li>Cultural influential factors, intercultural contexts and case studies</li> </ul>			
Internationality (Content):			

The lecture is completely dedicated to the challenges of internationally operating or emerging companies with regard to the design of marketing activities with a clear focus on communication. In this context, cultural differences are also addressed.

**Lehrmaterial und Literatur:**

**Course Material and literature**

- Lecture notes and various material (e.g. case studies) on the learning platform

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Oral performance test: 50 % Written performance test: 50 % For multiple partial grades, the final grade is calculated as the weighted arithmetic mean of the partial grades. A partial performance assessed 5.0 can therefore be compensated.	Analysis competence, application competence, professional competence, intercultural competence, communication competence, see above

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Leadership Development

Leadership Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
[	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Stoussavljewitsch Laura

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Seminar, Presentations	Gesamtaufwand:	150 h
		Kontaktzeit:	47 h
		Web-Based-Training:	0 h
		Selbststudium:	103 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

This course is designed to introduce students to the necessary skills and knowledge to become effective leaders in the global business environment. It introduces topics such as key theories, practices, and tools that are essential for leadership development in international business.

Course objectives: By the end of this course, students will be able to

38. Understand the different leadership styles and their relevance in international business contexts
39. Practice the ability to influence and negotiate with stakeholders, including clients, partners, and employees, in a global business environment.
40. Apply effective communication and conflict resolution strategies in international business settings.
41. Analyse case studies and real-world examples of successful and unsuccessful leadership in international business.
42. Develop a personal leadership development plan.

Students will achieve following competences:

Professional competence: see course objectives above

Methodological competence: Learn to set clear, achievable goals and develop strategic plans to reach those goals.

Social competence: Clear and effective communication for conveying ideas, instructions, and feedback. Understanding and empathizing with others' perspectives and emotions fosters trust, collaboration, and effective conflict resolution.

Personal competence: Understanding one's strengths, weaknesses, values, and emotions as fundamental to effective leadership.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Week 1: Introduction to Leadership in International Business

Week 2: Leadership Styles and Strategies

Week 3: Leadership Traits and Skills  
 Week 4: Cultural Differences in Leadership  
 Week 5: Ethics and Leadership in International Business  
 Week 6: Political and Legal Factors in International Business Leadership  
 Week 7: Gender and Diversity in International Business Leadership  
 Week 8: Communication and Conflict Resolution in International Business  
 Week 9: Leading Virtual Teams  
 Week 10: Leading Innovation and Change  
 Week 11: Leading with Emotional Intelligence  
 Week 12: Leadership Assessment  
 Week 13: Leadership Development Plan  
 Week 14: Review and exam prep

**Lehrmaterial und Literatur:**

**Course Material and literature**

- 43. Lectures: to gain insight into key theoretical aspects of each course theme
- 44. Case Studies: to develop critical thinking and decision-making skills (individual and group work)
- 45. Role-playing: simulate real-world leadership situations, allowing students to practice leadership skills in a safe and controlled environment
- 46. Guest Speakers (TBC): provide students with real-world examples of leadership in action.
- 47. Team-building exercises: to practice effective communication, collaboration, and leadership skills.
- 48. Leadership assessment exercise: to gain feedback on strengths and areas for improvement as leaders.
- 49. Leadership Development Plan: to develop a personal leadership development plan to include goals, strategies, and actions.

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Organizational Behavior

Organizational Behavior

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
[	English	1 semester	only winter term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof.Dr. Stephanie Schmitt-Rüth		Prof.Dr. Stephanie Schmitt-Rüth		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After completing this module successfully, students will have the following professional, methodological, personal and social competences:  Professional Competence: Understanding the key theories and principles in organizational behavior; Applying this knowledge to various aspects of the workplace, including understanding and influencing individual experience and behavior, improving group motivation and decision making, and analyzing the dynamics of organizational behaviors such as culture, change and health issues.  Methodological Competence: Acting mentally and physically self-organized in analysing, assessing and solving factual and objective problems in organizations concerning psychological perspectives on individuals, groups, and their dynamics, i.e., to creatively solve problems with theoretical models, professional and instrumental knowledge, skills, and abilities, to meaningfully categorize and evaluate knowledge.  Social Competence: Acting in a communicative and cooperative self-organized manner, i.e., to engage creatively with others and collaborate, to behave in a group- and relationship-oriented way, and to develop new plans, tasks, and goals.  Personal Competence: Acting in a reflective, self-organized manner, i.e., to self-assess, to develop productive attitudes, values, motives, and self-concepts, and to unfold one's own talents, motivations, and performance intentions regarding team abilities, leadership skills and presentation techniques.				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
This course develops a deeper understanding of human behavior in an organizational setting. It offers gaining insight into strategies and methods that master individual motivation, cultivate and strengthen group performance, and understanding				

dynamics in the workplace. After completing the course, students will have a general understanding of psychological aspects in organizations, focusing on:

- individual behavior (e.g. motivation, emotions, satisfaction)
- group behavior (e.g. leadership, decision making, Work Design)
- organizational behavior (e.g. culture, change, health)

**Lehrmaterial und Literatur:**

**Course Material and literature**

Lecture notes, Case Studies

Recommended Readings: Robbins & Judge (2023), Organizational Behavior

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
student research project	The prerequisites for the allocation of credit points are passing the respective module examination according to the Examination Regulations (SPO) or study plan.	None

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Organizational Development

Organizational Development

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	3	Vertiefungsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only summer term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Gabriele Murry			Ruhul Amin Noel	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
Students will be able to learn the following subject-matter competences: - the process that applies a broad range of behavioural science knowledge and practices to help organisations build their capability to change and to achieve greater effectiveness, including increased employee performance, satisfaction and environmental sustainability - broad background and concept of Organisational development, how and why OD expanded rapidly in the past 60 years - learn common organisational structures, their strength and weakness and restructuring organisation for OD - components of performance management, talent management system concerning OD Social Competencies: - Team-work, Conflict skills, interpersonal relations and groups dynamics intervention Personal Competencies: - Articulation, self-presentation, assertiveness				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
course content: 50. Overview of Organisational development 51. Process of Org. Development 52. Human process Interventions 53. Technostructural interventions 54. Human resource Interventions				

55. strategic change interventions 56. Application of OD		
<b>Lehrmaterial und Literatur:</b>		
Course Material and literature		
No special ones		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
Method of Assessment		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	40% multiple mini tasks + their presentations 60% final written report + oral performance	The practical performance (Übungsleistung) is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation. The paper and its oral performance serves to test the theoretical content.  Both parts need to be passed with at least the grade of 4.0 individually.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



# Product and Project Management with an agile approach

Product and Project Management with an agile approach

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
--------------------------------------------	-----------------------------------

Prof. Dr. Gabriele Murry

Tamer Güner

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Professional Competence: Students will gain fundamental understanding of user centric product management with a digital focus and get a wide overview regarding methods and routines to ensure product development

Methodological Competence: understand the differences between agile methods and learn how to adapt and apply them

Social Competencies:

- Agile team-work, Conflict skills

Personal Competencies:

- Articulation, self-presentation, assertiveness

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Course Content:

1. Introduction to digital product management
2. User-centric product visions
3. Product discovery
4. Validation of product ideas in the market
5. Best practices

Learning outcome:		
<ol style="list-style-type: none"> <li>1. Defining a real business problem</li> <li>2. Sketch competing solutions on (digital) paper</li> <li>3. turning the ideas into a testable hypothesis</li> <li>4. developing a representative prototype (click dummy, .ppt, paper, mock up)</li> <li>5. Finally test it with others via interviews for purposes of reflection</li> </ol>		
<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Course material provided by the lecturer		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Method of assessment: Practical, oral performance (100%)	None

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Social Media Marketing

Social Media Marketing

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Mag. Cornelia Oszlonyai	Mohammadi Marzieh Baradaran

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Seminar, Presentations	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	50 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	40 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

This course lays the foundation of Social Media Marketing including what social media marketing entails, the history and the different social media channels that exist out there, how to select a social media channel that fits the business needs, set goals and success metrics, and determine who the target audience is.

Learners who have basic internet navigation skills and are eager to participate and connect in social media will know more about marketing campaigns and how marketers set performance goals. They will also explore media planning and practice creating their own media plan.

### Course learning outcomes:

- Understand the landscape of traditional, digital, and social media marketing
- Understand the major social media platforms, how they function, and what role they play in marketing
- Define SMART goals, KPIs, target audience and their customer journey
- Define media planning and strategies
- Choose the right social media platforms
- Learn about social media policies and content management
- Learn how to plan marketing campaigns and measure the success of the campaigns
- Demonstrate social media marketing plan in a real-world project

Professional competence: see outcomes above

Methodological competence: Ability to understand the target audience for creating tailored content and targeting strategies. Cover content creation techniques, storytelling principles, visual design basics, and strategies for sourcing and curating content.

Social competence: Listening to and understanding the needs and preferences of the audience is crucial for creating relevant and engaging content.

Personal competence: Becoming creative and generating innovative ideas, developing engaging content, and standing out in a crowded digital landscape.

**Inhalte der Lernveranstaltung / Internationalität:**

**Course Content**

1. Introduction to Social Media Marketing
  - Introduction to Marketing, Digital Marketing and Social Media Marketing
  - Advantages and disadvantages of Social Media Marketing
  - Social Media mistakes
  - Social Media and Businesses
2. Social Media Landscape
  - The Social Media Landscape overview
  - Categorizing Social Media
  - Major Social Media platforms
3. Goals and Planning for Success
  - Social Media plan and Social Media strategy
  - Benchmarking & Social Media audits
  - Social listening reputation management
4. Understand Your Audience
  - Target audience and target persona
  - Customer's journey
5. Choose Your Social Media Channels
  - Map Your Audience to the Right Platform
  - Managing Social Media Policies
6. Social Media content management
  - Identify what to post
  - What Makes Content Viral?
  - Interacting and Moderating on Social Media
7. Evaluate your effort
  - Media plan for campaigns
  - Performance goals
  - Measure the success of marketing campaigns

**Lehrmaterial und Literatur:**

**Course Material and literature**

No special ones

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper		The seminar paper assesses the entire course contents and competence profiles including presentation competences.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Start-Ups and Green Transition</b>			
Start-Ups and Green Transition			
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module	<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	3	Vertiefungsmodule	ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module
	English	1 semester	only winter term
<b>Modulverantwortliche(r)</b> Module Convenor		<b>Dozent/in</b> Professor / Lecturer	
Prof. Dr. Jens Löbus		Prof. Dr. Jens Löbus	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b> Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)			
<b>Pflicht Voraussetzungen:</b> None			
<b>Empfohlene Voraussetzungen:</b> None			
<b>Verwendbarkeit</b> Usability		<b>Lehrform</b> Teaching Methods	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 50 h Web-Based-Training: 0 h Selbststudium: 100 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b> Learning Outcomes			
The course provides the breeding ground for starting and sustaining a green economy by providing green products and services.			
<b>Inhalte der Lernveranstaltung / Internationalität:</b> Course Content			
57. Introduction, finding a group, querying the state of knowledge 58. Concept: Innovation and Sustainability 59. Innovation Methods I 60. Innovation Methods II 61. Innovation Methods III 62. Innovation Methods IV 63. Intermediate Presentation 64. Collaboration/Lecture Start-Up Sustainable Innovation I 65. Collaboration/Lecture Start-Up Sustainable Innovation II 66. Visit to Sustainable Innovation Units 67. Evaluation Methods 68. Final presentation I 69. Final presentation II			
<b>Lehrmaterial und Literatur:</b> Course Material and literature			
Seminars, Lectures, Visiting innovative companies and Start Ups.			

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
presentation	Final presentation (60%) and project documentation (40%) on a self chosen product.	The project assesses the entire learning contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Statistics and Neuronal Networks and AI

Statistics and Neuronal Networks and AI

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	3	Vertiefungsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Jens Löbus	Prof. Dr. Jens Löbus

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	50 h
		Web-Based-Training:	0 h
		Selbststudium:	70 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	30 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

In times of the rise of Artificial Intelligence (AI) through NLP (natural language models) and LLM (large language models) it is essential to understand what the background of these models is, in order to judge what they can be used for, especially in a business context.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

- 70. Introduction to Stochastic and Probability Theory
- 71. Introduction to Neuronal Networks I
- 72. Introduction to Neuronal Networks II
- 73. Introduction to Fitting Algorithm I
- 74. Introduction to Fitting Algorithm II
- 75. Monte-Carlo Simulation I
- 76. Monte-Carlo Simulation II
- 77. Reinforced learning and Backpropagation I
- 78. Reinforced learning and Backpropagation II
- 79. Construction of a Neuronal Network I
- 80. Construction of a Neuronal Network II
- 81. Construction of a Neuronal Network III
- 82. Construction of a Neuronal Network IV

## Lehrmaterial und Literatur:

### Course Material and literature

Content of the lecture is developed at the black board.

Online resources are provided (weblinks, YouTube, etc.)		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam		The lecture is very interactive and lives from the participation of the students.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



<b>Strategic Management</b>			
Strategic Management			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	3	Vertiefungsmodule	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
	English	1 semester	only winter term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Dr. Qeis Kamran		Prof. Dr. Dr. Qeis Kamran	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After successful completion of the module, students possess the following professional, methodological and personal competencies:  Professional competences: - analyze corporate environments and develop strategies for an organization based on SWOT analysis - audit internal and external capabilities  Methodological competences: - Conduct different types of analyses (SWOT, GAP, etc.) - Develop Business/Strategy Plans  Personal competences: - Further develop team, communication, and conflict abilities			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
<ul style="list-style-type: none"> <li>• Part 1. Strategic Management Overview</li> <li>• Part 2. Corporate Governance</li> <li>• Part 3. The External Environment</li> <li>• Part 4. Internal Capability</li> <li>• Part 5. Business-level Strategy</li> <li>• Part 6. Formulating Strategy</li> <li>• Part 7. Corporate-level Strategy</li> </ul>			

- Part 8. Analysis and Reporting

**Lehrmaterial und Literatur:**

**Course Material and literature**

<https://open.oregonstate.edu/strategicmanagement/>

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
exercise	<p>Project work with interim and final presentation.</p> <p>Weighting: 66 % (Elaboration 33%, Final Presentation 23%, 2x Interim Presentation each 5%)</p> <p>Critical questioning of the presented concepts and case studies with discussion Weighting: 34</p> <p>Each sub-performance must be passed individually (with at least 4.0) Each sub-performance must be passed and can only be brought forward 1 year at a time</p>	<p>The project work is used to test the entire learning content and competency profiles, including the competencies for presentation.</p> <p>The assessed discussion contributions serve to deepen the understanding of the material content.</p>

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Sustainable Business Development</b>			
Sustainable Business Development			
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module	<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	3	Vertiefungsmodule	ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module
	English	1 semester	only winter term
<b>Modulverantwortliche(r)</b> Module Convenor		<b>Dozent/in</b> Professor / Lecturer	
Prof. Dr. Gabriele Murry		Ruhul Amin Noel	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b> Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)			
<b>Pflicht Voraussetzungen:</b> None			
<b>Empfohlene Voraussetzungen:</b> None			
<b>Verwendbarkeit</b> Usability		<b>Lehrform</b> Teaching Methods	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b> Learning Outcomes			
<b>Goals:</b> Subject-Matter Competencies: At the end of the semester the students should be familiar with different management systems related to compliance and sustainability: <ul style="list-style-type: none"> <li>- Management Auditing</li> <li>- Controlling documentation in organizations</li> <li>- Process management</li> <li>- GAP Analysis</li> <li>- Continual improvement in organizations from a managerial perspective</li> <li>- Risk-based approach</li> </ul> Social Competencies: Team and project work, conflict management Personal Competencies: self-organization, reflection of work processes, self-learning			
<b>Inhalte der Lernveranstaltung / Internationalität:</b> Course Content			
At the end of the semester the students should be familiar with different types of management systems related to compliance and sustainability: <ul style="list-style-type: none"> <li>- Management Auditing</li> <li>- Controlling documentation in organizations</li> </ul>			

- Process management
- GAP Analysis
- Continual improvement in organizations from a managerial perspective
- Risk-based approach

**Lehrmaterial und Literatur:**

**Course Material and literature**

ISO Website [sdgs.un.org](http://sdgs.un.org)

Course documentation and script by lecturer in moodle

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Performance in class work and case studies - 40% Final presentation - 60%	Up to 10 individual or group assignments throughout the course incl. case studies, small presentations, etc. The grade will be made up of these up to 10 assignments. The practical performance (Übungsleistung) is used to test the entire learning content and competency profiles, including the competencies for teamwork and presentation.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Sustainable Innovation and Applied Artificial Intelligence</b>			
Sustainable Innovation and Applied Artificial Intelligence			
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module	<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	3	Vertiefungsmodule	ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module
	English	1 semester	only summer term
<b>Modulverantwortliche(r)</b> Module Convenor		<b>Dozent/in</b> Professor / Lecturer	
Prof. Dr. Jens Löbus		Prof. Dr. Jens Löbus	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b> Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)			
<b>Pflicht Voraussetzungen:</b> None			
<b>Empfohlene Voraussetzungen:</b> None			
<b>Verwendbarkeit</b> Usability		<b>Lehrform</b> Teaching Methods	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 47 h Web-Based-Training: 0 h Selbststudium: 70 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 33 h
<b>Lernziele / Qualifikationen des Moduls:</b> Learning Outcomes			
<p>The lecture should make you appreciate key concepts of sustainable innovation and applied artificial intelligence (AI).</p> <p>The lecture is interactive and requires participation in order to acquaint the student with the concept of AI and how it could be used to innovate sustainably.</p> <p>The course should prepare you to work with AI in the field of sustainability.</p>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b> Course Content			
<p>The lecture contains 2 main aspects:</p> <ol style="list-style-type: none"> <li>Sustainable Innovation           <ul style="list-style-type: none"> <li>Definition of sustainability</li> <li>Definition of innovation</li> <li>Application of sustainable innovation</li> </ul> </li> <li>Applied Artificial Intelligence           <ul style="list-style-type: none"> <li>What is AI</li> <li>What is a neuronal network</li> <li>Calculating and training a simple neuronal network</li> <li>Application of AI in sustainability</li> <li>AI in sustainable agriculture</li> <li>AI in sustainable business development</li> <li>AI in energy efficiency and industry</li> </ul> </li> </ol>			

- AI in marketing and sales

**Lehrmaterial und Literatur:**

**Course Material and literature**

Content of the lecture is developed at the black board.

Case studies are providing presentation.

Online resources are provided (weblinks, YouTube, etc.)

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
written exam	100 % presentation	The lecture is very interactive and lives from the participation of the students.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Trends in Innovation</b>			
Trends in Innovation			
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module	<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	3	Vertiefungsmodule	ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module
	English	1 semester	only summer term
<b>Modulverantwortliche(r)</b> Module Convenor		<b>Dozent/in</b> Professor / Lecturer	
Prof. Dr. Jens Löbus		Prof. Dr. Jens Löbus	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b> Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)			
<b>Pflicht Voraussetzungen:</b> None			
<b>Empfohlene Voraussetzungen:</b> None			
<b>Verwendbarkeit</b> Usability		<b>Lehrform</b> Teaching Methods	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 47 h Web-Based-Training: 0 h Selbststudium: 103 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b> Learning Outcomes			
The lecture should make you appreciate key concepts of innovation together with the latest trends in innovation. The lecture is interactive and requires participation in order to acquaint the student with the latest trends. The course should prepare you to work in an innovation unit!			
<b>Inhalte der Lernveranstaltung / Internationalität:</b> Course Content			
The lecture contains 2 main aspects: 1. Theory on Innovationsmanagement <ul style="list-style-type: none"> <li>• Innovation understood as invention + monetarization</li> <li>• Role of innovation manager</li> <li>• Entrepreneurship vs. Intrapreneurship</li> <li>• Corporate Entrepreneurship</li> <li>• Transfer</li> </ul> 2. Current trends in innovation <ul style="list-style-type: none"> <li>• AI</li> <li>• Cryptot and Blockchain</li> <li>• New Work / Workplace Design</li> <li>• Resiliene in logistics and production</li> <li>• Sustainable Innovation</li> <li>• Change Management and Culture in Leadership</li> </ul>			

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Content of the lecture is developed at the black board. Case studies are providing presentation. Online resources are provided (weblinks, youtube, etc.)		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
Presentation		

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.





## **6.3 Interkulturelle Handlungskompetenz**

<b>Intercultural Competence - Belarus &amp; Ukraine &amp; Poland</b>				
Intercultural Competence - Belarus & Ukraine & Poland				
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>		<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	4	Interkulturelle Handlungskompetenz		ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>	<b>Max. Teilnehmerzahl Max. Number of Participants</b>
	English	1 semester	winter and summer term	
<b>Modulverantwortliche(r) Module Convenor</b>			<b>Dozent/in Professor / Lecturer</b>	
Mag. Cornelia Oszlonyai			NN	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>				
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
None				
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>		<b>Workload</b>
None		Seminar, Presentations		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>				
<b>Learning Outcomes</b>				
After completing this module successfully, students will have the following professional, methodological and personal competences:				
<ul style="list-style-type: none"> <li>Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.</li> <li>Methodological Competence: Development and promotion of intercultural thinking and action concepts.</li> <li>Social Competence: Target-oriented handling of interculturally determined action situations and actors.</li> <li>Personal Competence: Reflect on own cultural biases and assumptions, and develop strategies for adapting their behavior and communication style to different cultural contexts.</li> </ul>				
<b>Inhalte der Lernveranstaltung / Internationalität:</b>				
<b>Course Content</b>				
Country-specific:				
<ul style="list-style-type: none"> <li>Scientific foundations of intercultural competence - development of intercultural competence.</li> <li>Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.</li> <li>(Recent) historic developments, politics and economics</li> <li>Poetry, films and literature</li> <li>Analysis of intercultural competence using examples of own intercultural experiences.</li> <li>Analysis of culturally determined differences</li> <li>Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.</li> </ul>				
Internationality:				

Extended knowledge regarding intercultural activities in international action fields.		
<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper	Oral presentation 60% Seminar Paper 40%	

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Intercultural Competence - Czech Republic &amp; Slovakia</b>				
Intercultural Competence - Czech Republic & Slovakia				
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>		<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	4	Interkulturelle Handlungskompetenz		ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>	<b>Max. Teilnehmerzahl Max. Number of Participants</b>
	English	1 semester	winter and summer term	
<b>Modulverantwortliche(r) Module Convenor</b>			<b>Dozent/in Professor / Lecturer</b>	
Mag. Cornelia Oszlonyai			Sigrid Gruen	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>				
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
None				
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>		<b>Workload</b>
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>				
<b>Learning Outcomes</b>				
After completing this module successfully, students will have the following professional, methodological and personal competences:				
<ul style="list-style-type: none"> <li>Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.</li> <li>Methodological Competence: Development and promotion of intercultural thinking and action concepts.</li> <li>Social Competence: Target-oriented handling of interculturally determined action situations and actors.</li> <li>Personal Competence: Reflect on own cultural biases and assumptions, and develop strategies for adapting their behavior and communication style to different cultural contexts.</li> </ul>				
<b>Inhalte der Lernveranstaltung / Internationalität:</b>				
<b>Course Content</b>				
Country-specific:				
<ul style="list-style-type: none"> <li>Scientific foundations of intercultural competence - development of intercultural competence.</li> <li>Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.</li> <li>(Recent) historic developments, politics and economics</li> <li>Poetry, films and literature</li> <li>Analysis of intercultural competence using examples of own intercultural experiences.</li> <li>Analysis of culturally determined differences</li> </ul>				
Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.				
Internationality (Content):				

Extended knowledge regarding intercultural activities in international action fields.		
<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper	<ul style="list-style-type: none"> <li>• Oral presentation 60%</li> <li>• Seminar paper 40%</li> </ul>	

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Intercultural Competence - Hungary &amp; Romania</b>			
Intercultural Competence - Hungary & Romania			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	4	Interkulturelle Handlungskompetenz	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
Weiden	English	1 semester	only winter term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Denise Fischer		Mag. Cornelia Oszlonyai; Prof. Dr. Denise Fischer	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>	<b>Lehrform Teaching Methods</b>	<b>Workload</b>	
<p>This module also conveys basics for further lectures in advanced modules (Intercultural Communication), key qualifications (Foreign Languages), soft skills (Meeting, Negotiations &amp; Conflict) practical phase (Practical Module &amp; International Field Trip) by integrating intercultural competences and basic scientific knowledge.</p> <p>University-wide compatibility: Accreditation through individual case examination for other programs.</p>	Lecture, class room discussions, case studies, presentations, written and oral exercises, project work	Gesamtaufwand: 151 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 50 h Leistungsnachweise: 1 h Prüfungsvorbereitung: 40 h	
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
<p>After completing this module successfully, students will have the following professional, methodological and personal competences:</p> <ul style="list-style-type: none"> <li>Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.</li> <li>Methodological Competence: Development and promotion of intercultural thinking and action concepts.</li> <li>Social Competence: Target oriented handling of interculturally determined action situations and actors.</li> <li>Self Competence: Students become sensitive to others' views and value systems while reflecting critically on their own cultural context.</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
<p>Country-specific:</p> <ul style="list-style-type: none"> <li>Scientific foundations of intercultural competence - development of intercultural competence.</li> <li>Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.(Recent) historic developments, politics and economics</li> <li>Poetry, films and literature</li> <li>Analysis of intercultural competence using examples of own intercultural experiences.</li> <li>Analysis of culturally determined differences</li> </ul>			

Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.

Internationality (Content):

Extended knowledge regarding intercultural activities in international action fields.

**Lehrmaterial und Literatur:**

**Course Material and literature**

Lecture notes (slides), educational video, various specialist articles and books, additional reading, revision questions.

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
presentation	Presentation (60%) and written documentation of the presentation (40%).	All competence profiles will be examined through the examination.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



<b>Intercultural Competence - Russia</b>			
Intercultural Competence - Russia			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	4	Interkulturelle Handlungskompetenz	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
[	English	1 semester	winter and summer term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Mag. Cornelia Oszlonyai		Prof. Dr. Katrin Boeckh	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>	<b>Workload</b>
None		Seminar, Presentations	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences:			
<ul style="list-style-type: none"> <li>Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.</li> <li>Methodological Competence: Development and promotion of intercultural thinking and action concepts.</li> <li>Social Competence: Target-oriented handling of interculturally determined action situations and actors.</li> <li>Personal Competence: Reflect on own cultural biases and assumptions, and develop strategies for adapting their behavior and communication style to different cultural contexts.</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
Country-specific:			
<ul style="list-style-type: none"> <li>Scientific foundations of intercultural competence - development of intercultural competence.</li> <li>Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.</li> <li>(Recent) historic developments, politics and economics Poetry, films and literature</li> <li>Analysis of intercultural competence using examples of own intercultural experiences.</li> <li>Analysis of culturally determined differences</li> <li>Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper</li> </ul>			
Internationality (Content):			
Extended knowledge regarding intercultural activities in international action fields.			

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper	100%	

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Intercultural Competence - Germany &amp; Austria &amp; Switzerland</b>				
Intercultural Competence - Germany & Austria & Switzerland				
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>		<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	4	Interkulturelle Handlungskompetenz		ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>	<b>Max. Teilnehmerzahl Max. Number of Participants</b>
[	English	1 semester	winter and summer term	
<b>Modulverantwortliche(r) Module Convenor</b>			<b>Dozent/in Professor / Lecturer</b>	
Mag. Cornelia Oszlonyai			Bianca Preis; Mag. Cornelia Oszlonyai; Stoussavljewitsch Laura	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>				
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>				
<b>Pflicht Voraussetzungen:</b>				
None				
<b>Empfohlene Voraussetzungen:</b>				
None				
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>		<b>Workload</b>
None		Seminar, Presentations		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>				
<b>Learning Outcomes</b>				
After completing this module successfully, students will have the following professional, methodological and personal competences:				
<ul style="list-style-type: none"> <li>Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.</li> <li>Methodological Competence: Development and promotion of intercultural thinking and action concepts.               <ul style="list-style-type: none"> <li>Social Competence: Target-oriented handling of interculturally determined action situations and actors.</li> <li>Personal Competence: Reflect on own cultural biases and assumptions, and develop strategies for adapting their behavior and communication style to different cultural contexts.</li> </ul> </li> </ul>				
<b>Inhalte der Lernveranstaltung / Internationalität:</b>				
<b>Course Content</b>				
Country-specific: <ul style="list-style-type: none"> <li>Scientific foundations of intercultural competence - development of intercultural competence.</li> <li>Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.</li> <li>(Recent) historic developments, politics and economics</li> <li>Poetry, films and literature · Analysis of intercultural competence using examples of own intercultural experiences.</li> <li>Analysis of culturally determined differences</li> <li>Dealing with intercultural competence through direct contact with representatives (legal entity,</li> </ul>				

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Lecture notes (slides), educational videos, various specialist articles, additional reading, check questions, revision questions.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
seminar paper	A seminar paper (15 to 20 pages as a presentation document) with an oral presentation (a total of 10 to 20 minutes)	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Intercultural Competence Serbia &amp; Croatia</b>			
Intercultural Competence Serbia & Croatia			
<b>Zuordnung zum Curriculum:</b> Classification	<b>SPO-Nr.:</b>	<b>Art des Moduls</b> Kind of Module	<b>Umfang in ETCS-Leistungspunkte</b> Number of Credits
	4	Interkulturelle Handlungskompetenz	ECTS: 5
<b>Ort</b> Location	<b>Sprache</b> Language	<b>Dauer des Moduls</b> Duration of Module	<b>Vorlesungsrhythmus</b> Frequency of Module
	English	1 semester	winter and summer term
<b>Modulverantwortliche(r)</b> Module Convenor		<b>Dozent/in</b> Professor / Lecturer	
Mag. Cornelia Oszlonyai		Mag. Cornelia Oszlonyai	
<b>Voraussetzungen</b> (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)			
<b>Prerequisites</b> (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit</b> Usability		<b>Lehrform</b> Teaching Methods	<b>Workload</b>
None		Seminar, Presentations	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
After completing this module successfully, students will have the following professional, methodological and personal competences: <ul style="list-style-type: none"> <li>Professional Competence: Practical application of scientific concepts in the field of intercultural competence; recognition and promotion of intercultural competence; handling culture-specific and culture-caused conflict situations; extended intercultural knowledge of the respective (block) countries.</li> <li>Methodological Competence: Development and promotion of intercultural thinking and action concepts.</li> <li>Social Competence: Target-oriented handling of interculturally determined action situations and actors.</li> <li>Personal Competence: Reflect on own cultural biases and assumptions, and develop strategies for adapting their behavior and communication style to different cultural contexts.</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
Country-specific: <ul style="list-style-type: none"> <li>Scientific foundations of intercultural competence - development of intercultural competence.</li> <li>Conflict management with the example of intercultural competence - explanation and solution alternatives for interculturally disturbed country relations.</li> <li>(Recent) historic developments, politics and economics</li> <li>Poetry, films and literature</li> <li>Analysis of intercultural competence using examples of own intercultural experiences.</li> <li>Analysis of culturally determined differences</li> </ul> Dealing with intercultural competence through direct contact with representatives (legal entity, economic entity) of one of the respective countries (blocks) by means of conducting an interview or a similar scientific paper.			
Internationality:			

Extended knowledge regarding intercultural activities in international action fields.		
<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Lecture notes (slides), educational video, various specialist articles, additional reading, check questions, revision questions.		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	<ul style="list-style-type: none"> <li>• Oral presentation 60%</li> <li>• Seminar paper 40%</li> </ul>	

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.



## **6.4 Schlüsselqualifikationsmodule**



<b>Agile Project Management</b>				
Agile Project Management				
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>		<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	5	Schlüsselqualifikationsmodule		ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>	<b>Max. Teilnehmerzahl Max. Number of Participants</b>
	Deutsch	1 Semester	nur Wintersemester	
<b>Modulverantwortliche(r) Module Convenor</b>			<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Matthias Lederer			Stephanie Reiner	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>				
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>				
<b>Pflicht Voraussetzungen:</b>				
Keine				
<b>Empfohlene Voraussetzungen:</b>				
Keine				
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>		<b>Workload</b>
Keine		Angeleitetes Selbststudium		Gesamtaufwand: 150 h Kontaktzeit: 47 h Web-Based-Training: 0 h Selbststudium: 103 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>				
<b>Learning Outcomes</b>				
<p>Upon successful completion of the module, students will possess the following professional, methodological and personal competencies:</p> <ul style="list-style-type: none"> <li>- Professional competence: Students know the roles, processes and the manifesto of agile project management. The SCRUM Guide is understood and can be applied. Students are aware of the importance and necessity of the agile approach to create ideal customer value and in consideration of current trends, including changing social values, globalization and digitalization.</li> <li>- Methodological competence: Students learn to assess basic methods in agile project management and know the difference to classical approaches in project management.</li> <li>- Personal competence (social competence and self-competence): Students learn how to deal with agile project processes in small groups, reflect on themselves and discuss team processes in a constructive and solution-oriented manner. The application is trained on practical examples, work is done in project groups and presentation techniques are applied.</li> </ul>				
<b>Inhalte der Lernveranstaltung / Internationalität:</b>				
<b>Course Content</b>				
<ul style="list-style-type: none"> <li>- Introduction to agile project management, in particular SCRUM, and the distinction from classic project management approaches.</li> <li>- Introduction to agile project roles and the agile project process using sprints and stakeholder management</li> <li>- Recognizing the need for vision work, requirements analysis and reviews to create ideal customer value</li> <li>- Become familiar with and experience agile methodologies (including persona, KANBAN, KANO model, vision work, design thinking, lean management)</li> <li>- Understanding the agile manifesto and the connection to servant leadership</li> </ul>				

- Experiencing team development and personal reflection processes as well as recognizing the need for retrospectives
- Notes on agile project tools

**Lehrmaterial und Literatur:**

**Course Material and literature**

Script, simulations, group work

- The Scrum Guide™: <https://www.scrumguides.org/docs/scrumguide/v2017/2017-Scrum-Guide-US.pdf>
- Praxisbuch Agilität - inkl. Augmented-Reality-App: Tools für Personal- und Organisationsentwicklung (Haufe Fachbuch), by André Häusling, Esther Römer, Nina Zeppenfeld (2017)
- Coaching Agile Teams: A Companion for ScrumMasters, Agile Coaches, and Project Managers in Transition, Lyssa Adkins (2010)

The lecture is based on "The Scrum Guide™".

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
Klausur + Übungsleistung	Project work on a selected topic of agile project management Weighting: 40%  Written part performance (60 min) Weighting: 40%  Learning Journal (personal reflection on the agile mindset and the personal development process) Weighting: 20%  Each sub-performance must be passed individually (with a minimum grade of 4.0). Each sub-performance must be passed and can only be presented for 1 year.  Weighting: 100%	The entire learning content and competence profiles are tested via the exercise performance.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Communication and Presentation Skills

Communication and Presentation Skills

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	5	Schlüsselqualifikationsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
[	English	1 semester	winter and summer term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Mag. Cornelia Oszlonyai			Marion Nitsche	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Sseminar with presentations		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
Professional competence: Enable students to communicate effectively, organize their thoughts logically, use simple language, and eliminate unnecessary jargon or ambiguity in their communication. Methodological competences: Analyzing, organizing, and synthesizing complex information into clear and concise messages for communication and presentation purposes. Social competences: Listening attentively, asking clarifying questions, and demonstrate empathy and understanding in their interactions. Personal competences: Self-awareness enables individuals to understand their strengths, weaknesses, communication style, and how they are perceived by others. Confidence is essential for speaking and presenting with conviction, authority, and credibility.				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
<ul style="list-style-type: none"> <li>- Different models of communication psychology</li> <li>- Various forms of communication</li> <li>- Communication depending on different settings such as job interview, presentation or group discussion</li> <li>- Non-discriminatory communication</li> <li>- Basics of communication in the context of various presentations</li> <li>- Strategies for overcoming nervousness/anxiety during presentations</li> </ul>				
Lehrmaterial und Literatur: Course Material and literature				
Slide sets and articles/ book excerpts				

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
seminar paper	100%	The seminar paper assesses the entire course contents and competence profiles including presentation competences.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Creativity & Innovation

Creativity & Innovation

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	5	Schlüsselqualifikationsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only winter term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof. Dr. Dr. Qeis Kamran		Prof. Dr. Dr. Qeis Kamran		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
<p>The practical focus of this course will be the four step Creative Problem-Solving (CPS) process, and students will learn the skills of Creative Problem-Solving. As well as understanding a framework to support creative problem solving, we need to understand how people operate in that process, and in any project we work in. In tandem with the CPS model, students will take the FourSight Thinking Preference and take part in a FourSight workshop to explore their creative thinking preferences that can be applied not only to innovation and creative problem solving, but any process, project or collaborative endeavor.</p> <p>The course will be split between virtual/online and in person classes and workshops. There will be a minimum of a weeklong in person program of instruction which will include a FourSight Thinking profile workshop and the Creative Problems Solving (CPS) model workshop, where students will work through the four phase/6 step Creative Problem Solving model. Learning and doing at the same time.</p> <p>The in person practical focus will be supported with online and virtual instruction building an understanding of creativity and innovation, and putting practical skills into practice.</p> <p>Students will learn the following competences:</p> <p>Subject-matter competences: CPS process, FourSight Thinking Preference</p> <p>Social competence: Team work, conflict resolution</p> <p>Personal competence: Reflection skills, articulation, self-presentation, assertiveness</p>				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
<p>The practical focus of this course will be the four step Creative Problem-Solving (CPS) process, and students will learn the skills of Creative Problem-Solving. As well as understanding a framework to support creative problem solving, we need to understand how people operate in that process, and in any project we work in. In tandem with the CPS model, students</p>				

will take the FourSight Thinking Preference and take part in a FourSight workshop to explore their creative thinking preferences that can be applied not only to innovation and creative problem solving, but any process, project or collaborative endeavor.

The course will be split between virtual/online and in person classes and workshops. There will be a minimum of a weeklong in person program of instruction which will include a FourSight Thinking profile workshop and the Creative Problems Solving (CPS) model workshop, where students will work through the four phase/6 step Creative Problem Solving model. Learning and doing at the same time.

The in person practical focus will be supported with online and virtual instruction building an understanding of creativity and innovation, and putting practical skills into practice.

**Lehrmaterial und Literatur:**

**Course Material and literature**

Literature will include

Professor guided content on creativity research (at an introductory level), to include content/ideas from the following two texts which are recommended reading for the students (students are encouraged to get the books).

a) Create in a Flash: A Leader's Recipe for Breakthrough Innovation Paperback – October 21, 2019 by Dr Roger Firestien (Author) [https://www.amazon.com/Create-Flash-Leaders-Breakthrough-Innovation/dp/069203627X/ref=monarch\\_sidesheet](https://www.amazon.com/Create-Flash-Leaders-Breakthrough-Innovation/dp/069203627X/ref=monarch_sidesheet)

b) Creativity Rising: Creative Thinking and Creative Problem Solving in the 21st Century by Gerard J. Puccio , Marie Mance , et al. | Dec 22, 2013 [https://www.amazon.com/Creativity-Rising-Creative-Thinking-Problem-e-book/dp/B009ADZT7C/ref=sr\\_1\\_4?crid=2CQP8YESQSA6U&keywords=gerard+puccio#svhs#amp##qid=1684781775#svhs#amp##srefix=Gerard+Pucc%2Caps%2C87#svhs#amp##sr=8-4](https://www.amazon.com/Creativity-Rising-Creative-Thinking-Problem-e-book/dp/B009ADZT7C/ref=sr_1_4?crid=2CQP8YESQSA6U&keywords=gerard+puccio#svhs#amp##qid=1684781775#svhs#amp##srefix=Gerard+Pucc%2Caps%2C87#svhs#amp##sr=8-4)

In addition there will be student guided research

FourSight assessment cost is per student .

**Modulprüfung (ggf. Hinweis zu Multiple Choice – \$ 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
portfolio examination	Grading will use a) Instructor will use a 5 element rubric with 5 phased areas of accomplishment In addition students will use self-reflection and self-management for future development b) Students will use a self-reflection on progress focusing on basic skills and understanding of the topic (knowledge before and after the course, and next steps to gain more mastery of the topic) c) Students will use a group reflection focusing on group project work, basic skills, understanding of the topic (knowledge before and after the course, navigating FourSight thinking profile and learning about self and others	None

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Design Science and Design Thinking

Design Science and Design Thinking

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. Qeis Kamran	Prof. Dr. Dr. Qeis Kamran

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After successfully completing this module, students will have the following professional, methodological, and personal competences:

- Professional Competences:
  - 83. Design Thinking Understanding: Students will develop a deep understanding of design thinking and its application in professional contexts.
  - 84. Problem-Solving Skills: They will be able to identify complex problems and develop creative solutions using design methods.
  - 85. Innovation Capability: Students will be able to generate innovative ideas and implement them in real projects.
  - 86. Interdisciplinary Collaboration: They will develop the ability to collaborate in interdisciplinary teams to incorporate diverse perspectives into the design process.
  - 87. User-Centric Approach: Students will learn to place the user at the center of the design process and tailor solutions to the needs of the target audience.
  - 88. Prototyping: They will be able to create prototypes to test and refine design concepts.
  - 89. Project Management: Students will acquire basic project management skills to efficiently plan and execute design projects.
- Methodological Competences:
  - 90. Design Methods: Students will master various design methods and tools to support creative processes.
  - 91. Research Skills: They will be able to conduct user research to gain insights into the needs and behavior of the target audience.
  - 92. Prototyping Techniques: Students will master various prototyping techniques to visualize ideas quickly and effectively.
  - 93. Design Process: They will understand and apply the design process from ideation to implementation.
- Personal Competences:

- 94. Creativity: Students will further develop their creativity and innovation capability.
- 95. Teamwork: Students will strengthen teamwork and collaboration in creative projects.
- 96. Self-Reflection: They will reflect on their own design processes and continuously improve.
- 97. Adaptability: Students will be able to adapt to various design requirements and concepts.
- Social competence:
  - Communication: They will learn to effectively communicate their design ideas and inspire others.

**Inhalte der Lernveranstaltung / Internationalität:**

**Course Content**

- 98. History of Design Thinking, its Present and Future
- 99. Philosophy of Design and Phenomenology: A Necessary Synergy
- 100. Introduction to Design Science
- 101. Introduction to Design Thinking
- 102. Model-Based Management: A Safari of Design Thinking Models
- 103. Introduction to Cybernetics
- 104. Introduction to Artificial Intelligence, Machine Learning and Deep
- 105. Learning for Product and Ecosystem Design
- 106. Bibliography of foundational literature in the field

**Lehrmaterial und Literatur:**

**Course Material and literature**

- "Design Thinking: Understanding How Designers Think and Work" by Nigel Cross
  - This book provides a comprehensive overview of design thinking and its application in various contexts. It explores the mindset and methodologies of designers and how they can be applied to problem-solving.
- "The Design of Everyday Things" by Don Norman
  - Don Norman's classic work delves into the principles of user-centered design and how design impacts our daily lives. It's a foundational text for understanding the importance of usability and user experience in design.
- "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation" by Tim Brown
  - Tim Brown, CEO of IDEO, offers insights into how design thinking can drive innovation and transform organizations. The book provides real-world examples and case studies to illustrate its principles.
- "Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days" by Jake Knapp, John Zeratsky, and Braden Kowitz
  - This book introduces the concept of design sprints, a time-constrained and highly focused approach to solving complex problems. It's a practical guide for teams looking to implement design thinking in a structured way.
- "The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm" by Tom Kelley and Jonathan Littman
  - This book explores the innovation culture at IDEO and offers valuable insights into fostering creativity and design thinking within organizations.
- "Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation" by Patrick Van Der Pijl, Justin Lokitz, and Lisa Kay Solomon
  - This book provides a toolkit for applying design thinking to business strategy and innovation. It offers practical methods and templates for teams and organizations.
- "Creative Confidence: Unleashing the Creative Potential Within Us All" by Tom Kelley and David Kelley
  - The Kelley brothers, founders of IDEO, emphasize the importance of creative confidence and how it can be nurtured. The book encourages readers to overcome barriers and embrace their creative abilities.
- "Thinking, Fast and Slow" by Daniel Kahneman
  - While not specific to design thinking, this book provides valuable insights into how people think and make decisions, which can be essential for understanding user behavior and designing effective solutions.

These books cover a range of topics related to design thinking, innovation, and problem-solving. They can serve as foundational literature for students studying "Design Science and Design Thinking", however we will also cover additional essential philosophical dimension regarding design science and design philosophy.

**Modulprüfung (ggf. Hinweis zu Multiple Choice – \$ 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	<ul style="list-style-type: none"> <li>• The exam in this class is a case study based term paper</li> </ul>	See above list on: <ul style="list-style-type: none"> <li>• Professional Competences</li> </ul>



	<ul style="list-style-type: none"> <li>• To fulfill the assignment, you will have to conduct additional desk research beyond the content of the case study</li> </ul> <p>When writing the case study, please also use models and frameworks discussed in the lecture.</p>	<ul style="list-style-type: none"> <li>• Methodological Competences</li> <li>• Personal Competences</li> </ul>
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\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Event & Project Management

Event & Project Management

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
--------------------------------------------	-----------------------------------

Prof. Dr. Gabriele Murry

Tamer Güner

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After successful completion of the course students have gained the following competences:

Event & Project Management serves to actively involve students in organizing events and projects in IB and to develop their social and personal abilities.

Subject Matter Skills:

Project & event management skills

Methodological competence:

Facilitation, presentation and organization of events

Social competence:

Teamwork, conflict management

Personal competence:

self-reflection, assertiveness

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Students plan events for the degree program, WEBIS or the entire university.

Attention: This module is taught over two consecutive semesters.

After successful completion of both semesters, the 5 ECTS are awarded.

Students, who successfully completed both semesters are eligible to enroll in the course "Coaching in Event & Project Management," where they will coach students in Event #svhs#amp## Project Management.

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
No special ones		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	60% of Grade: Students will be evaluated based on exercise performance on projects generated by students or provided by the lecturer.  40% of Grade: 2-page documentation report on projects participated in.	

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# German as a Foreign Language B1.1

German as a Foreign Language B1.1

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Wintersemester	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
	Jennifer McCubbin-Vollath; Verena Klotz

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

Keine

### Empfohlene Voraussetzungen:

Keine

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
Keine	Seminaristischer Unterricht	Gesamtaufwand:	150 h
		Kontaktzeit:	47 h
		Web-Based-Training:	0 h
		Selbststudium:	103 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Students are able to understand essential information about general, professional and study-related situations when listening or reading. They are able to express themselves on topics of general interest or in their own living and studying environment by using the basic means of expression, grammatical structures and solid vocabulary in written and oral communication.

Students achieve language competence at level B1.1 according to the Common European Framework of Reference for Languages (CEFR).

Students are familiar with selected intercultural situations and can act accordingly. Students acquire socio-cultural knowledge and intercultural skills.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

The students are put into the position:

- to respond to questions and provide and obtain information in oral and written form (telephone conversations, emails, ...);
- to talk about experiences and events, hopes and goals;
- to explain and justify opinions, viewpoints and plans;
- to assess their abilities, strengths and weaknesses and to compensate for existing language deficits by asking questions, paraphrasing and asking for explanations;
- to understand different types of texts in common everyday language;
- to produce coherent texts on familiar and personally interesting topics as well as reports on past and future events, to describe experiences and to present points of view;

Strategies of language usage and learning are consolidated and expanded based on the state of knowledge

Topics: Travel; shopping; technology and devices; life events; work and job search; environment and protection of the environment; forecasting the future.

Grammar: repetition of fundamental grammar knowledge; infinitive construction; subordinate clauses; prepositions with genitive; genitive; past tense; pronominal adverbs; modal verbs; subjunctive; comparative and superlative before nouns; future tense; n-declination; relative clauses

Internationality:

Students can improve their German language skills, which is beneficial to integration at the place of study. In addition, students are prepared for a possible internship or later professional activity in the German-language context.

**Lehrmaterial und Literatur:**  
**Course Material and literature**

Netzwerk neu B1, Kursbuch, units 1 – 6; Netzwerk neu B1, Arbeitsbuch units 1-6

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**  
**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
Lernportfolio	Per semester: <ul style="list-style-type: none"> <li>• Presentation (25%)</li> <li>• Written examination (reading comprehension + text production + listening comprehension) of 90 minutes (75%)</li> <li>• Only those students who successfully pass the oral part of the examination will be admitted to the written part of the examination. The final grade for the oral performance certificates of the portfolio is calculated as the arithmetic mean of the grades of the individual partial performances. This assumes that all oral subgrades are passed. The minimum grade for admission to the written part is 4.0. If this average is not achieved, the performance certificates already passed remain valid for a maximum of two years.</li> <li>• Both parts of the examination (written and oral) must be passed. Subsequently, the overall grade is formed from these two partial grades.</li> <li>• If, due to force majeure, the student cannot take the written part of the examination to which he/she has already been admitted, he/she may be admitted to the next semester upon request, provided that he/she successfully completes the written part of the examination on the next possible date.</li> </ul>	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# German as a Foreign Language B1.2

German as a Foreign Language B1.2

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Wintersemester	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
	Jennifer McCubbin-Vollath

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

Keine

### Empfohlene Voraussetzungen:

Keine

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
Keine	Seminaristischer Unterricht	Gesamtaufwand:	150 h
		Kontaktzeit:	47 h
		Web-Based-Training:	0 h
		Selbststudium:	103 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

From their fields of interest or profession, students are able to communicate on these topics, follow longer contributions and write clear and detailed texts (e.g. letters, reports).

Students achieve language skills at level B1 according to the Common European Framework of Reference for Languages (CEFR).

Students acquire socio-cultural knowledge and intercultural competences.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

The students are put into the position:

- to respond to questions and provide and obtain information in oral and written form (telephone conversations, emails, ...);
- to talk about experiences and events, hopes and goals;
- to explain and justify opinions, viewpoints and plans;
- to assess their abilities, strengths and weaknesses and to compensate for existing language deficits by asking questions, paraphrasing and asking for explanations;
- to understand different types of texts in common everyday language;
- to produce coherent texts on familiar and personally interesting topics as well as reports on past and future events, to describe experiences and to present points of view;

Topics: Relationships, friendships, conflicts; Health, illness; Music; Memory; Art, museum, theater, song; Social values, Europe, politics; City, traffic; Bank, money, globalization

Grammar: subordinate clauses, past perfect tense, reflexive pronoun in the dative and accusative case, two-part connectors, declination of adjectives without articles, passive, participle as adjective

**Lehrmaterial und Literatur:**

**Course Material and literature**

Netzwerk neu B1, Kursbuch, units 7 – 12; Netzwerk neu B1, Arbeitsbuch units 7 – 12

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
Lernportfolio	<p>Per semester:</p> <ul style="list-style-type: none"> <li>• Presentation (25%)</li> <li>• Written examination (reading comprehension + text production + listening comprehension) of 90 minutes (75%)</li> <li>• Only those students who successfully pass the oral part of the examination will be admitted to the written part of the examination. The final grade for the oral performance certificates of the portfolio is calculated as the arithmetic mean of the grades of the individual partial performances. This assumes that all oral sub-grades are passed. The minimum grade for admission to the written part is 4.0. If this average is not achieved, the performance certificates already passed remain valid for a maximum of two years.</li> <li>• Both parts of the examination (written and oral) must be passed. Subsequently, the overall grade is formed from these two partial grades.</li> <li>• If, due to force majeure, the student cannot take the written part of the examination to which he/she has already been admitted, he/she may be admitted to the next semester upon request, provided that he/she successfully completes the written part of the examination on the next possible date.</li> </ul>	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# German as a Foreign Language B2.1

German as a Foreign Language B2.1

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Wintersemester	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
	Verena Klotz

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

Keine

### Empfohlene Voraussetzungen:

Keine

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
Keine	Seminaristischer Unterricht	Gesamtaufwand:	150 h
		Kontaktzeit:	47 h
		Web-Based-Training:	0 h
		Selbststudium:	103 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Students are able to cope with the basic language requirements of a study and work stay in a country of the target language. They are able to understand the essential content of general-language, professional and study-related texts (e.g.: speeches, lectures) and to express themselves adequately in written and oral form on a variety of cultural and professional topics and to take an active part in relevant discussions. They have a good command of complex sentence structures and subject-specific vocabulary.

Students achieve language skills at level B2.1 according to the Common European Framework of Reference for Languages (CEFR).

Students acquire socio-cultural knowledge and intercultural competences.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Understanding German-language texts independently, reproducing the text in own words, creating excerpts, improving pronunciation, finding one's way in everyday university life, promoting teamwork

Topics: Life paths, forms of address, describing cities, industries, professions, work environments, clubs, leisure time, relationships, customer contacts, shopping habits, business correspondence, complaints, intercultural cooperation, conflicts and solutions, writing comments, composing professional emails;

Grammar: temporal connectors, state passive, substitute forms for the passive, pronominal adverbs, two-part connectors, relative clauses in the genitive, relative pronoun "was", nouns and adjectives with prepositions, relative clauses with "wer, wen, wem", subjunctive of the past tense.



<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
Fokus Deutsch. Erfolgreich in Alltag und Beruf, Kurs- und Übungsbuch, Units 1 -7		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
Lernportfolio	<p>Per semester:</p> <ul style="list-style-type: none"> <li>• Presentation (25%)</li> <li>• Written examination (reading comprehension + text production + listening comprehension) of 90 minutes (75%)</li> <li>• Only those students who successfully pass the oral part of the examination will be admitted to the written part of the examination. The final grade for the oral performance certificates of the portfolio is calculated as the arithmetic mean of the grades of the individual partial performances. This assumes that all oral subgrades are passed. The minimum grade for admission to the written part is 4.0. If this average is not achieved, the performance certificates already passed remain valid for a maximum of two years.</li> <li>• Both parts of the examination (written and oral) must be passed. Subsequently, the overall grade is formed from these two partial grades.</li> <li>• If, due to force majeure, the student cannot take the written part of the examination to which he/she has already been admitted, he/she may be admitted to the next semester upon request, provided that he/she successfully completes the written part of the examination on the next possible date</li> </ul>	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

## German as a Foreign Language B2.2

German as a Foreign Language B2.2

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	Deutsch	1 Semester	nur Wintersemester	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
	Verena Klotz

### Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

#### Pflicht Voraussetzungen:

Keine

#### Empfohlene Voraussetzungen:

Keine

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
Keine	Seminaristischer Unterricht	Gesamtaufwand:	150 h
		Kontaktzeit:	47 h
		Web-Based-Training:	0 h
		Selbststudium:	103 h
		Leistungsnachweise:	0 h
		Prüfungsvorbereitung:	0 h

### Lernziele / Qualifikationen des Moduls:

#### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological and personal competences:

Students are able to cope with the basic language requirements of a study and work stay in a country of the target language. They are able to understand the essential content of general-language, professional and study-related texts (e.g.: speeches, lectures) and to express themselves adequately in written and oral form on a variety of cultural and professional topics and to take an active part in relevant discussions. They have a good command of complex sentence structures and subject-specific vocabulary at level B2.2

Students achieve language skills at level B2.2 according to the Common European Framework of Reference for Languages (CEFR).

Students acquire socio-cultural knowledge and intercultural competences.

### Inhalte der Lernveranstaltung / Internationalität:

#### Course Content

Topics: Describing character traits, continuing education, lifelong learning; rights and duties, official language, describing problems, asking for advice; payment methods, bills, bank statements; lifestyles; media; travel, mobile professions; innovations; health; graphic analysis, writing a letter to the editor

Understanding German-language texts independently, reproducing the text in own words, creating excerpts, improving pronunciation, finding one's way in everyday university life and discussing specialist topics;

Grammar: Infinitive clauses in the perfect tense; final clauses, final adverbs; participial adverbs; have / be + to + infinitive; concessive and consecutive linking adverbs; unreal comparative clauses; indirect speech; subjective use of modal verbs; future tense for assumptions, perfect tense for future reference, modal subordinate clauses

International (Content):

Students can improve their German language skills, which is beneficial to integration at the place of study. In addition, students are prepared for a possible internship or later professional activity in the German-language context. Improvement of written and oral expression at academic level.

**Lehrmaterial und Literatur:**

**Course Material and literature**

Sicher! B2 Kursbuch, Units 6 - 12; Sicher! B2 Arbeitsbuch, units 6 - 12; current articles from German media, especially business- /economics-related articles

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
Lernportfolio	<p>Per semester:</p> <ul style="list-style-type: none"> <li>• Presentation (25%)</li> <li>• Written examination (reading comprehension + text production + listening comprehension) of 90 minutes (75%)</li> <li>• Only those students who successfully pass the oral part of the examination will be admitted to the written part of the examination. The final grade for the oral performance certificates of the portfolio is calculated as the arithmetic mean of the grades of the individual partial performances. This assumes that all oral subgrades are passed. The minimum grade for admission to the written part is 4.0. If this average is not achieved, the performance certificates already passed remain valid for a maximum of two years.</li> <li>• Both parts of the examination (written and oral) must be passed. Subsequently, the overall grade is formed from these two partial grades.</li> <li>• If, due to force majeure, the student cannot take the written part of the examination to which he/she has already been admitted, he/she may be admitted to the next semester upon request, provided that he/she successfully completes the written part of the examination on the next possible date.</li> </ul>	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# How to Create a Startup

How to Create a Startup

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	5	Schlüsselqualifikationsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only summer term	
Modulverantwortliche(r) Module Convenor		Dozent/in Professor / Lecturer		
Prof. Dr. Jens Löbus		Prof. Dr. Jens Löbus		
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Guided self-study		Gesamtaufwand: 150 h Kontaktzeit: 47 h Web-Based-Training: 0 h Selbststudium: 103 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
The lecture should make you appreciate key concepts of entrepreneurship through case studies presented by your fellow students. Additionally experience in start-uping is provided through the lecturer. The course should prepare you to start your own start up!				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
basics of entrepreneurship do´s and don´ts for starting a business trends for start ups trends in financing experience from founders				
Lehrmaterial und Literatur: Course Material and literature				
lecture content is developed on the black board presentations from fellow students online resources (e.g. youtube)				
Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO) Method of Assessment				
Prüfungsform *1	Art/Umfang inkl. Gewichtung *2		Zu prüfende Lernziele/Kompetenzen	

Examination Method	Type/scope incl. weighting	Learning outcomes / competences to be assessed
Presentation		

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# How to Study Successfully

How to Study Successfully

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	5	Schlüsselqualifikationsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	only summer term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Jens Löbus			Prof. Dr. Jens Löbus	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Guided self-study		Gesamtaufwand: 150 h Kontaktzeit: 47 h Web-Based-Training: 0 h Selbststudium: 103 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
The goal of the lecture is to enable you to study better and hence more successfully. We will also talk how you study more successfully in Germany.				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
The goal of the lecture is to enable you to study better and hence more successfully. Therefore we will talk about: <ul style="list-style-type: none"> <li>• how to study</li> <li>• how to motivate</li> <li>• how our brain works</li> <li>• how we distinguish pressure from fear</li> <li>• how we prepare for an exam</li> <li>• we will train your ability to memorize</li> </ul> We will also talk how you study more successfully in Germany. Therefore we will talk about: <ul style="list-style-type: none"> <li>• Germany as a country</li> <li>• German history</li> <li>• social situation at the moments</li> <li>• how to integrate</li> <li>• how to have a better study experience</li> </ul>				

**Lehrmaterial und Literatur:****Course Material and literature**

Content by the lecturer will be developed on the black board.

Content from the case studies of your fellow students will come as presentations.

Links on digital content will be provided on moodle (e.g. youtube).

**Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)****Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
presentation		

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

<b>Introduction to Academic Research</b>			
Introduction to Academic Research			
<b>Zuordnung zum Curriculum: Classification</b>	<b>SPO-Nr.:</b>	<b>Art des Moduls Kind of Module</b>	<b>Umfang in ETCS-Leistungspunkte Number of Credits</b>
	5	Schlüsselqualifikationsmodule	ECTS: 5
<b>Ort Location</b>	<b>Sprache Language</b>	<b>Dauer des Moduls Duration of Module</b>	<b>Vorlesungsrhythmus Frequency of Module</b>
	English	1 semester	winter and summer term
<b>Modulverantwortliche(r) Module Convenor</b>		<b>Dozent/in Professor / Lecturer</b>	
Prof. Dr. Anna Grimm		Prof. Dr. Anna Grimm	
<b>Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)</b>			
<b>Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)</b>			
<b>Pflicht Voraussetzungen:</b>			
None			
<b>Empfohlene Voraussetzungen:</b>			
None			
<b>Verwendbarkeit Usability</b>		<b>Lehrform Teaching Methods</b>	<b>Workload</b>
None		Einsetzungstext ist leer!	Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 90 h Leistungsnachweise: 0 h Prüfungsvorbereitung: 0 h
<b>Lernziele / Qualifikationen des Moduls:</b>			
<b>Learning Outcomes</b>			
<p>Empirical economics as a social science makes it possible to research people and their actions on markets and thus better understand them. Why do consumers make which purchasing decisions? What trends will shape a particular industry in the coming years? How does the investment behavior of venture capital firms differ from the one of private investors? All of this and much more can be investigated within the framework of academic research – for example in Bachelor's or Master's theses or dissertations. In this course, students learn how to approach, conduct, and present an academic research project and how peer-reviewed academic research works. They will learn how to formulate research questions and hypotheses, apply different research methods, and write up and evaluate findings in a clear academic manner. This prepares them for term papers and final theses during their studies.</p> <p>After completing this course, students will have achieved the following learning outcomes:</p> <ul style="list-style-type: none"> <li>• Professional Competence: Students understand what academic research is and how it works. They are familiar with relevant terms as well as research methods and can independently develop research designs. They are furthermore able to assess the quality of academic research.</li> <li>• Social Competence / Soft Skills: Students learn time management, teamwork, and a structured approach to projects.</li> <li>• Methodological competence: Students can apply their knowledge to work independently on academic research projects and present their results appropriately in various ways (e.g., poster, talk, written term paper).</li> <li>• Personal Competence: Students strengthen their critical analysis skills as well as their ability to self-organize and ethically reflect on their actions.</li> </ul>			
<b>Inhalte der Lernveranstaltung / Internationalität:</b>			
<b>Course Content</b>			
<ul style="list-style-type: none"> <li>• Definition of academic research and relevant terminology</li> <li>• Identification of research questions</li> <li>• Literature research, the literature review process and correct citation</li> <li>• Formulation of research hypotheses based on literature</li> </ul>			



- Overview of academic research methods: understanding of qualitative, quantitative and mixed methods research designs
- Definition of a research design and research plan
- Academic writing for term papers and research papers
- Scientific communication: presenting research ideas and results in various forms such as posters or talks
- Research ethics: recognizing and reflecting on ethical challenges in academic research
- Critical analysis of published research: quality criteria of research

Students continuously apply the theory they learn in exercises and a group project during the semester. The knowledge acquired can later be applied in term papers and final theses.

**Lehrmaterial und Literatur:**

**Course Material and literature**

Lecture Slides as well as further readings and materials not accessible via the library will be made available via Moodle.

Literature:

- Abu Sayed Toyon, M. (2023). Introduction to research: Mastering the basics. <https://doi.org/10.31219/osf.io/jz4wn>
- Bailey, S. (2018). Academic writing: A handbook for international students (5th ed.). London, New York: Routledge.
- Cozby, P. C., & Bates, S. (2015). Methods in behavioral research (Twelfth edition). New York NY: McGraw-Hill Education.
- Creswell, J. W., & Creswell, J. D. (2023). Research design: Qualitative, quantitative, and mixed methods approaches (Sixth edition). Thousand Oaks, California: SAGE Publications, Inc.
- Day, T. (2023). Success in academic writing (Third edition). Bloomsbury study skills. London, New York: Bloomsbury Academic.
- Schutt, R. K. (2019). Investigating the social world: The process and practice of research (Ninth edition). Thousand Oaks, California: SAGE Publications, Inc.

**Modulprüfung (ggf. Hinweis zu Multiple Choice – \$ 22 Abs. 1 S. 2 ASPO)**

**Method of Assessment**

<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
project work	<ul style="list-style-type: none"> <li>• Written research report (70%)</li> <li>• Oral presentation (30%)</li> </ul>	The students identify a relevant research question and carry out an academic study independently in small groups during the semester. The group projects are presented in the form of a term paper and a poster presentation.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# MS Office Expert

MS Office Expert

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Gabriele Murry	Md Jawadur Rahman

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

Methodological competence:

After completing the course, students will have acquired the methodological skills to work effectively with MS Office applications, in particular with MS Word, MS Excel, and MS PowerPoint.

Social competence:

Collaborate in groups and assist others.

Personal competence:

Discuss and present ideas.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

Word processing with Word

- Basics of text input and processing
- Character, paragraph, page and document formatting
- Using style sheets
- Using tables, graphics and forms
- Saving, printing and protecting documents
- Creating mail merge letters
- Revision and correction functions
- Design page layout and multi-page documents

Spreadsheet calculation with Excel

- Basics of spreadsheet editing

- Working with formulas and functions
- Formatting cells, editing and printing tables
- Filling, moving and copying
- Calculating with date and time
- Creating and editing charts
- Use individual print settings
- Manage workbooks
- Use chart format templates and chart layouts
- Using Excel templates
- Sorting and filtering data

#### Presentations with PowerPoint

- The desktop
- First steps with PowerPoint
- Basics of working with presentations
- Editing placeholders with text content
- Copying and moving elements
- Using the PowerPoint help function
- Using views in PowerPoint effectively
- Working with different slide elements
- Screen presentations
- Basic text design
- Working with your own templates
- Printing and managing presentations
- Creating and designing drawing objects
- Using graphics and media clips
- Placing and aligning objects
- Organigrams and other SmartArt graphics
- Create and design diagrams

#### Lehrmaterial und Literatur:

##### Course Material and literature

No special ones

#### Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)

##### Method of Assessment

<b>Prüfungsform</b> *1 <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung</b> *2 <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
exercise	Individual assignment for MS Word - 30% Group assignment for MS Excel - 30% Group assignment and presentation for MS PowerPoint - 40%	None

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Meetings, Negotiations & Conflict

Meetings, Negotiations & Conflict

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits
	5	Schlüsselqualifikationsmodule	ECTS: 5

Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	

Modulverantwortliche(r) Module Convenor	Dozent/in Professor / Lecturer
Prof. Dr. Dr. Qeis Kamran	Mohammad Saeid Matinfar

## Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO)

**Prerequisites** (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)

### Pflicht Voraussetzungen:

None

### Empfohlene Voraussetzungen:

None

Verwendbarkeit Usability	Lehrform Teaching Methods	Workload	
None	Einsetzungstext ist leer!	Gesamtaufwand:	150 h
		Kontaktzeit:	60 h
		Web-Based-Training:	0 h
		Selbststudium:	60 h
		Leistungsnachweise:	30 h
		Prüfungsvorbereitung:	0 h

## Lernziele / Qualifikationen des Moduls:

### Learning Outcomes

After completing this module successfully, students will have the following professional, methodological, and personal competencies: Communicating in English in international or intercultural encounters and engaging in typical job-specific conversations.

Professional Competence: Consolidation and improvement of existing English language skills (speaking and listening) with a focus on job-specific topics

Methodological Competence: Conducting meetings and negotiations effectively, presentation techniques

Personal Competence / Soft Skills and Self Competence): Improvement of verbal social competence and intercultural communication

Social Competence: Managing difficult conversations and avoiding unnecessary conflict.

## Inhalte der Lernveranstaltung / Internationalität:

### Course Content

The focus of this course is to practice the following typical situations in professional life in English

Block 1: attending meetings and leading meetings

Block 2: conducting negotiations

Block 3: application documents

Block 4: job interviews

Block 5: conflict discussions

Internationality:

<b>Lehrmaterial und Literatur:</b>		
<b>Course Material and literature</b>		
No special ones		
<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> <b>Examination Method</b>	<b>Art/Umfang inkl. Gewichtung *2</b> <b>Type/scope incl. weighting</b>	<b>Zu prüfende Lernziele/Kompetenzen</b> <b>Learning outcomes / competences to be assessed</b>
exercise	Modul Task 1 (verbal): group presentation (25 Min.) 50%. Module Task 2 (written): group project paper 25% Module Task 3 (verbal): case studies 25%	The written examination assesses the entire learning contents and competence profiles.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

# Negotiating Globally

Negotiating Globally

Zuordnung zum Curriculum: Classification	SPO-Nr.:	Art des Moduls Kind of Module	Umfang in ETCS-Leistungspunkte Number of Credits	
	5	Schlüsselqualifikationsmodule	ECTS: 5	
Ort Location	Sprache Language	Dauer des Moduls Duration of Module	Vorlesungsrhythmus Frequency of Module	Max. Teilnehmerzahl Max. Number of Participants
	English	1 semester	winter and summer term	
Modulverantwortliche(r) Module Convenor			Dozent/in Professor / Lecturer	
Prof. Dr. Dr. Qeis Kamran			Prof. Dr. Dr. Qeis Kamran	
Voraussetzungen (Hinweis: Bitte beachten sie auch die Voraussetzungen gemäß SPO) Prerequisites (Note: please also observe the prerequisites according to examination regulations law in the current version of the SPO)				
<b>Pflicht Voraussetzungen:</b> None				
<b>Empfohlene Voraussetzungen:</b> None				
Verwendbarkeit Usability		Lehrform Teaching Methods		Workload
None		Einsetzungstext ist leer!		Gesamtaufwand: 150 h Kontaktzeit: 60 h Web-Based-Training: 0 h Selbststudium: 60 h Leistungsnachweise: 30 h Prüfungsvorbereitung: 0 h
Lernziele / Qualifikationen des Moduls: Learning Outcomes				
After completing the course, students will have acquired the following competences: Professional competences: - elaborate and develop options - know about the differences of negotiating style depending on cultural background Methodological Competences: - know about the structure and approaches to successful negotiations Personal Competences: - communicating and negotiating in cultural contexts Social competence: Students learn the foundations of social skills in the global workplaces and the multi-cultural world of work.				
Inhalte der Lernveranstaltung / Internationalität: Course Content				
<ul style="list-style-type: none"> <li>Review of the various contexts and building blocks of negotiation strategy</li> <li>Explain how and why negotiation may be practiced differently in different cultures and how to modify strategy when confronted with different cultural approaches</li> <li>Explore the three primary cultural prototypes negotiators should understand</li> </ul>				
Lehrmaterial und Literatur: Course Material and literature				
Documents will be provided in moodle.				

<b>Modulprüfung (ggf. Hinweis zu Multiple Choice – § 22 Abs. 1 S. 2 ASPO)</b>		
<b>Method of Assessment</b>		
<b>Prüfungsform *1</b> Examination Method	<b>Art/Umfang inkl. Gewichtung *2</b> Type/scope incl. weighting	<b>Zu prüfende Lernziele/Kompetenzen</b> Learning outcomes / competences to be assessed
exercise	Up to 10 individual exercises, simulations, or role plays etc. will be graded per participant.	The exercises are used to test the entire learning content and competency profiles, including the competencies for presentation.  The assessed discussion contributions serve to deepen the understanding of the material content.

\*1) Beachten Sie dazu geltende Prüfungsformen an der OTH Amberg Weiden

\*2) Bitte zusätzlich zur Gewichtung (in % Anteil) und ggf. auch einen Hinweis auf ein Bonussystem führen.

