Shanghai-Hamburg College

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B. Sc. Internationale Wirtschaft und Außenhandel
mit Goethe-Zertifikat B2

E

der University of Shanghai for Science and Technology (USST) und der HAW Hamburg am Shanghai-Hamburg College (SHC)

2017-11-28

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SLOB BOHRKD

Die Modulbeschreibungen sind bis auf wenige Ausnahmen in Englisch erstellt worden, da in den wirtschaftswissenschaftlichen Fächern die Kommunikation zwischen den deutschen und chinesischen Lehrkräften mehrheitlich in englischer Sprache erfolgt.
Die Studierenden besitzen zu Beginn des Studiums englische Schulkenntnisse, in der Regel jedoch keine Deutschkenntnisse.

ABROAD

Name of module	**Abroad**	Number	IWA 1
Courses	Lecture: Deutsch I G1 Laboratory: Deutsch I EG1	Semester/ duration	1
Workload	Lecture: 340h attendance, 216h self-study Laboratory: 60h attendance, 24h self-study	Credits	18 + 2
Module responsibility	Mike Bernd	Attendance hours	340 h + 60 h
Lecturers	Liu Beibei, Wang Ye, Zheng Yu, Zhuang Li zusammen mit muttersprachlichen Dozenten	Language	German and Chinese
Prerequisites		Offered	Every other academic year
Learning outcomes	Elementare Sprachverwendung auf dem Niveau von A1/A2 (gemäß Stufen des gemeinsamen europäischen Referenzrahmens): Lecture - Anwendung und Verstehen von einfachen Sätzen, die in der Alltagskommunikation notwendig sind - Beherrschung von Redemitteln zum Austausch von Informationen (eigene Person und Umgebung) - Erfassen der Hauptunterschiede zwischen Eigen- und Fremdkultur Laboratory - Festigung des erlernten Stoffes		
Learning content	Lecture - Phonetische und intonatorische Regeln der deutschen Standardlautung - Vermittlung eines Grundwortschatzes von 2000 Wörtern - Vermittlung der Grundstruktur der deutschen Sprache - Lesen und Erfassen von kurzen literarischen und feueilletonistischen sowie Sachtexten - Lesen und Beherrschung von Dialogen - Hörverstehen: Abspielen von langsamen Gesprächen Grundlegende Kenntnisse der deutschen Landeskunde und Kultur - Schreiben von kurzen Briefen und Aufsätzen Laboratory - Studierende können durch verschiedene Lernstationen (Grammatik, Hörverstehen und Partnerübungen) und Arbeitsblätter ihre Wissenslücken füllen und den erlernten Stoff wiederholen - Anschließende Besprechung, Erklärungen und Klären von Fragen		
Type of Media	Lecture: Beamer, PC		
Type of Assessment	Lecture: Benotete Klausur und benotete mündliche Prüfung Laboratory: Erfolgreiche Bearbeitung aller Aufgaben		

Literature	- Studio d A1 – Deutsch als Fremdsprache, Professor Dr. Hermann Funk, Dr. Oliver Bayerlein, Dr. Silke Demme, Dr. Christina Kuhn, Cornelsen Verlag & Shanghai Foreign Language Press, 2005 - Passwort Deutsch, Klett Verlag &Foreign Language Leaching And Research Press, 2002 - Stichwort Deutsch, Wang, Liming u.a., Verlag der Tongji-Universität, 2002 - Wechselspiel Neu, Michael Dreke &Wolfgang Lind, Langenscheidt Verlag, 2013, - Hören & Sprechen A1, Monja Knirsch, Hueber Verlag, 2010

ABRQP E

Name of module	**Abr p e** **Dbo k**	Number	IWA 5
Courses	Lecture: Deutsch II G2 Laboratory: Deutsch II EG2	Semester/ duration	2
Workload	Lecture: 340h attendance, 216h self-study Laboratory: 60h attendance, 24h self-study	Credits	18 + 2
Module responsibility	Mike Bernd	Attendance hours	340 h + 60 h
Lecturers	Liu Beibei, Wang Ye, Zheng Yu, Zhuang Li zusammen mit muttersprachlichen Dozenten	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I	Offered	Every other academic year
Learning outcomes	Selbständige Sprachverwendung auf dem Niveau von B1: Lecture - Grundkenntnisse der deutschen Umgangssprache - Beherrschung von Redemittel, die notwendig sind, um Alltagssituationen sprachlich sicher meistern zu können - Sprachlich sicherer Ausdruck bezüglich Erfahrungen und Gefühlen - Interkulturelle Kompetenz Laboratory - Erfolgreiche Vorbereitung auf das „Zertifikat Deutsch B1“ des Goethe Instituts		
Learning content	Lecture - Grundwortschatz von 1500 Wörtern - Hörverstehen - Lesen und Erfassen von längeren literarischen und feueilletonistischen sowie Sachtexten - Mündl. Grundkompetenz: Meinungsäußerung, Beherrschung Diskussions- und Gesprächsredemittel - Beschreibung von Statistiken und Grafiken - Hörverstehen: Interviews, Gespräche und Ansagen in langsamer bis normaler Sprachgeschwindigkeit - Schreiben von Briefen und kurzen Texten - Basiswissen Landeskunde (polit. u. soz. System deutschsprachiger Länder) Laboratory - Studierende werden durch verschiedene Lernstationen (Grammatik, Hörverstehen und Partnerübungen) und Arbeitsblätter gezielt auf das Zertifikat Deutsch vorbereitet - Anschließende Besprechung, Erklärungen und Klären von Fragen - Prüfungssimulation		
Type of Media	Lecture: Beamer, PC		

Type of Assessment	Lecture: Benotete Klausur und benotete mündliche Prüfung Laboratory: erfolgreiche Bearbeitung aller Aufgaben
Literature	- Studio d A2 – Deutsch als Fremdsprache, Professor Dr. Hermann Funk, Dr. Silke Demme, Dr. Christina Kuhn u.a., Cornelsen Verlag & Shanghai Foreign Language Press, 2006 - Studio d B1 – Deutsch als Fremdsprache, Professor Dr. Hermann Funk, Dr. Oliver Bayerlein, Dr. Silke Demme, Dr. Christina Kuhn, Cornelsen Verlag & Shanghai Foreign Language Press, 2005 - Passwort Deutsch, Klett und Foreign Language Leaching And Research Press, 2002 - Stichwort Deutsch, Wang, Liming u.a., Verlag der Tongji-Universität, 2002 - So geht's noch besser zum Goethe-/ÖSD-Zertifikat B1, Claudia Ignatiadou-Schein, David Kapetanidis & Karin Vavatzanidis, Klett Verlag, 2013 - Mit Erfolg zum Zertifikat Deutsch, Hubert Eichheim & Günther Storch, Klett Verlag, 2010 - Fit fürs Zertifikat B1, Johannes Gerbes & Frauke van der Werff, Hueber Verlag, 2013 - Hören & Sprechen A2/B1, Anneli Billina, Hueber Verlag, 2012 & 2013 - So geht's noch besser zum Goethe-/ÖSD-Zertifikat B1, Claudia Ignatiadou-Schein, David Kapetanidis & Karin Vavatzanidis, Klett Verlag, 2013

ABRQP E

Name of module	**Abr p e** **Dbo k**	Number	IWA 10
Courses	Lecture: Deutsch III G3 Laboratory: Deutsch III LT1	Semester/ duration	3
Workload	Lecture: 180h attendance, 48h self-study Laboratory:	Credits	9
Module responsibility	Li Shushan	Attendance hours	160 h + 20 h
Lecturers	Zhang Bing, Wang Ye, Li Shushan zusammen mit muttersprachlichen Lehrkräften	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I und Deutsch II	Offered	Every other academic year
Learning outcomes	Erreichen des Sprachniveaus B2.1 Fachsprache u. Wissenschaftliches Arbeiten auf Sprachniveau B2.1: Lecture Die Studierenden lernen - sich in für sie fachlich relevanten Alltagssituationen richtig und situationsangemessen auszudrücken, - sich an Gesprächen des täglichen Berufslebens und an einfachen Diskussionen zu beteiligen - gehörten und gelesenen Fachtexten relevante Informationen zu entnehmen - hochschulrelevante Textsorten kennen - Grundlegendes Verstehen fachbezogener Zeitungsartikel		
Learning content	Lecture Allgemeinsprache: Hauptkurs em neu (Niveaustufe B2) Fachsprache: - Lesen und verstehen von Fachtexten aus den jeweiligen Fachvorlesungen - Vermittlung fachspezifischer Lexik, Morphologie und Syntax - Fachsprachlich relevante Grammatik - Lernstrategien für Hörverstehen - Kommunikationsstrategien bei Kurzpräsentationen - Zeitungslektüre Kommunikation im Studium I: - hochschulrelevante schriftlicheTextsorten (u.a. Email, Protokoll, Bericht, Zusammenfassung) - mdl. Hochschulkommunikation (z.B. Sprechstundengespräch) - Grammatik, die häufig in Berichten benutzt wird z.B. indirekte Rede und Passiv - Redemittel zur Beschreibung von Tätigkeiten		

Type of Media	Lecture: Beamer, PC
Type of Assessment	Lecture: Benotete Klausur und benotete mündliche Prüfung
Literature	- Hauptkurs em neu, Michaela Perlmann-Balme & Susanne Schwalb, Hueber Verlag, 2000 - Studienbegleitung für ausländische Studierende an deutschen Hochschulen, Grit Mehlhorn, Iudicium Verlag, 2009 - DaF im Unternehmen B2, Nadja Fügert, Regine Grosser, Claudia Hanke u.a., Klett Verlag, 2017 - Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003 - www.deutsch-als-fremdsprache.de - www.wirtschaftsdeutsch.de/infodienst/

ABRQP E S

Name of module	**Abr p e S** **Dbo k S**	Number	IWA 18
Courses	Lecture: Deutsch IV G4 Laboratory: Deutsch IV CG, LT2	Semester/ duration	4
Workload	Lecture: 120h attendance, 48h self-study	Credits	6
Module responsibility	Li Shushan	Attendance hours	80 h + 20 h + 20 h
Lecturers	Zhang Bing, Wang Ye, Li Shushan zusammen mit muttersprachlichen Lehrkräften und dem DAAD-Lektor	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I-III, erfolgreiche Zwischenprüfung Zp	Offered	Every other academic year
Learning outcomes	Erreichen des Sprachniveaus B2.2 Fachsprache u. Wissenschaftliches Arbeiten auf Sprachniveau B2.2: Lecture - Vertiefung und erweiterte Anwendung der fachsprachlichen Kenntnisse - Selektives & detailliertes Verstehen fachbezogener Zeitungsartikel - Einführung in die Hochschulkommunikation 2		
Learning content	Lecture Allgemeinsprache: Abschlusskurs em neu (Niveaustufe B2) Fachsprache: - Lesen und verstehen von Fachtexten entsprechend den jeweiligen Fachvorlesungen - Vermittlung und Anwendung von Fachwortschatz - Mündliche und schriftliche Reproduktion von vorgegebenen Fachtexten - Arbeitsfelder von Studierenden aus dem Bereich Wirtschaft Kommunikation im Studium II: - Aufbau und Form eines Praktikumsberichtes und einer Bachelorarbeit - Techniken zum Verfassen eines Abstracts für die Bachelorarbeit - Sprachlich relevante Strukturen (Nominalstil – Verbalstil, Ursache – Folge, Redewiedergabe)		
Type of Media	Lecture: Beamer, PC		
Type of Assessment	Lecture: Benotete Klausur		
Literature	- Abschlusskurs em neu, Michaela Perlmann		

	- Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003 - www.deutsch-als-fremdsprache.de - www.wirtschaftsdeutsch.de/infodienst/

ABRQP E S

Name of module	**Abr p e S** **Dbo k S**	Number	IWA 25
Courses	Lecture: Deutsch V G5	Semester/ duration	5
Workload	120h attendance, 48h self-study	Credits	6
Module responsibility	Li Shushan	Attendance hours	120 h
Lecturers	Zhang Bing, Li Shushan Dozenten des Deutschkollegs der Tongji Uni	Language	German and Chinese
Prerequisites	Teilnahme an Deutsch I-IV, erfolgreiche Zwischenprüfung Zp	Offered	Every other academic year
Learning outcomes	Lecture Allgemeinsprache: Freie sowie kompetente Sprachverwendung auf Sprachniveau B2 und Vorbereitung auf das Goethe-Zertifikat B2 - Verstehen von längeren, anspruchsvolleren Texten - Spontane Sprachproduktion - Flexibler Gebrauch der Sprache im gesellschaftlichen und beruflichen Leben Anfertigung von Bewerbungsschreiben für Praktika Erfolgreiches Bestehen von Praktikainterviews Fachsprache auf Sprachniveau B2: - Verstehen von fachbezogenen Zeitungsartikeln - Vertiefung und erweiterte Anwendung der fachsprachlichen Kenntnisse		
Learning content	Lecture Vorbereitungen auf das Goethe-Zertifikat B2: - Training der vier Sprachfertigkeiten: Leseverstehen, Hörverstehen, Schriftlicher Ausdruck und Mündlicher Ausdruck entsprechend dem Prüfungsinhalt beim Goethe-Zertifikat B2 - Wortschatzerweiterung aus verschiedenen Themenbereichen der Wissenschaft, Kultur und Alltag - Training von mündlichem Ausdruck in Form von Kurzvorträgen, Diskussionen und Übungen sowie das Verfassen von Texten gemäß dem Prüfungsformat des Goethe-Zertifikats B2 - Vermittlung von Lerntechniken im Hinblick auf das Goethe-Zertifikat B2 - Prüfungssimulation Fachsprache: - Zeitungslektüre aus dem Bereich Wirtschaft - Lesen und verstehen von Fachtexten entsprechend den jeweiligen Fachvorlesungen - Vermittlung und Anwendung von Fachwortschatz - Arbeit an fachspezifischer Grammatik		

	Bewerbungstraining: - Wie schreibe ich eine Bewerbung? Formale und inhaltliche Kriterien eines Bewerbungsbriefes und eines Lebenslaufes - Gemeinsame Korrektur - Interviewsimulation mit Firmenvertretern und anschließende Bewertung
Type of Media	Lecture: Beamer, PC
Type of Assessment	Lecture: Benotete Klausur
Literature	- Abschlusskurs em neu, Michaela Perlmann-Balme & Susanne Schwalb, Hueber Verlag, 2000 - Studienbegleitung für ausländische Studierende an deutschen Hochschulen, Grit Mehlhorn, Iudicium Verlag, 2009 - DaF im Unternehmen B2, Nadja Fügert, Regine Grosser, Claudia Hanke u.a., Klett Verlag, 2017 - Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003 - www.deutsch-als-fremdsprache.de; - www.wirtschaftsdeutsch.de/infodienst/ - Fit fürs Goethe-Zertifikat B2, Evelyn Frey, Hueber 2007 - So geht's zu B2: Vorbereitungskurs auf das Goethe-/ÖSD-Zertifikat B2, Uta Loumiotis & Adalbert Mazur, Klett Verlag, 2016 - Prüfungstraining DaF: B2-Goethe-Zertifikat, Gabi Baier & Roland Dittrich, Cornelsen Verlag, 2007 - Mit Erfolg zum Goethe-Zertifikat B2, Andrea Frater & Angélique Thabar, Klett Verlag, 2008

	- Arbeit an fachspezifischer Grammatik - Mündliche und schriftliche Reproduktion von eigenen Fachtexten Wissenschaftliches Schreiben: - Textsorten: Seminararbeit und Abschlussarbeit - Kriterien und Bestandteile zu einer wissenschaftlichen Arbeit - Zusammenfassung einer Abschlussarbeit verfassen
Type of Media	Lecture: Beamer, PC
Type of Assessment	Lecture: Benotete Klausur
Literature	- Abschlusskurs em neu, Michaela Perlmann-Balme & Susanne Schwalb, Hueber Verlag, 2000 - Studienbegleitung für ausländische Studierende an deutschen Hochschulen, Grit Mehlhorn, Iudicium Verlag, 2009 - DaF im Unternehmen B2, Nadja Fügert, Regine Grosser, Claudia Hanke u.a., Klett Verlag, 2017 - Unternehmen Deutsch: Lehrwerk für Wirtschaftsdeutsch, Christa Wiseman, Klett und Balmer AG, 2003 - www.deutsch-als-fremdsprache.de; - www.wirtschaftsdeutsch.de/infodienst/ - Fit fürs Goethe-Zertifikat B2, Evelyn Frey, Hueber 2007 - So geht's zu B2: Vorbereitungskurs auf das Goethe-/ÖSD-Zertifikat B2, Uta Loumiotis & Adalbert Mazur, Klett Verlag, 2016 - Prüfungstraining DaF: B2-Goethe-Zertifikat, Gabi Baier & Roland Dittrich, Cornelsen Verlag, 2007 - Mit Erfolg zum Goethe-Zertifikat B2, Andrea Frater & Angélique Thabar, Klett Verlag, 2008

T OQP E CQPBKDI P E

	- Customer service - Crisis management - Management styles - Takeover and mergers - The future of business
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	- GUO Guihang, YU Hongliang, Upper intermediate business English course book III, Higher Education Press - XU Dejin, HE Yun, Upper intermediate business English course book IV, Higher Education Press - LV Haibin, WANG Zhe, (2010) Integrated Course III of modern business English,Renmin University of China Press - ZHEN Ming, WANG Jianwei (2011):Integrated Course IV of modern business English,Renmin University of China Press

T OQP E CQPBKDI P E

Name ofmodule	**T fo p e c pbkdifp e r pfkbpp Bkdifpe**	Number	IWA 32
Courses	Lecture: Business English II	Semester/duration	6
Workload	100h attendance, 100h self-study	Credits	5
Module responsibility	Jianquan Guo	Attendance hours	100 h
Lecturers	Wenju Tian, Shu Wu	Language	English
Prerequisites	Business English I	Offered	Every other Academic year
Learning outcomes	The purpose of this module is to provide the students with comprehensive, up-to-date and relevant instruction in the correct use of Business English. It is a basic module designed for high-intermediate students of English as a second language who wish to improve their written and spoken business communication skills. It focuses on level-appropriate grammar, introduces vocabulary specific to various business domains, and familiarizes students with the finer points of business etiquette and business correspondence.		
Learning content	Lecture - Being international - Training - Partnerships - Energy - Employment trends - Business ethics - Finance and banking - Consultants - Strategy - Doing business online - New business - Project management		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	- Market Leader V (2012), IwonnaDubicka Margaret O'keeffe Higher Education Press - ISBN: 9787040346053 - Own lecture notes (copy template or digital)		

T OQP E CQPT PPBK P E CQI E B MCI E QC E BO

E EBOB QE B Q H

Name of module	**E ebcdb eb fh E fdebo eb f p**	Number	IWA 7
Courses	Lecture: Mathematics II	Semester/ duration	2
Workload	80h attendance, 80h self-study	Credits	5
Module responsibility	Tiansi Zhang	Attendance hours	80 h
Lecturers	Tiansi Zhang, Prof. Zhixian Yu	Language	Chinese
Prerequisites	Basic knowledge of elementary mathematics and elementary physics, Mathematics 1	Offered	Every other academic year
Learning outcomes	The students are able to - understand theory and methods of derivative and integral for functions of several variables, - compute partial derivatives and multiple integrals, - apply theories and skills to practice, e.g. problems in geometry and physics, - think in a conceptual, ana-lytical and logical manner.		
Learning content	Lecture - Vector Algebra - Equations of Lines and planes - Partial Derivatives and Total Differential of Multivariable FunctionS - Differentiation Rules of Multivariable Composite Functions - Geometric Application and Extreme value of Multivariable Functions - Double Integrals - Triple Integrals - Applications of Integrals - Line Integrals and Green's Theorem - Surface IntegralS and Gauss Formula - Constant Series and Convergence - Power Series - Convergence Domain of Power Series - Representations of Functions as Power Series		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	- Tongji University (2014): Higher mathematics 2, Higher education press, seventh edition - James, S. (2008): Calculus, Sixth Edition, McMASTER University		

NR KQQ QSB BQEL ABK

Name of module	**Nr k f fsb b el abk** **Nr k f fsb b el ap**	Number	IWA 19
Courses	Lecture: Quantitative Methods	Semester/ duration	4
Workload	96h attendance ,96h self-study	Credits	6
Module responsibility	Xiping Liu	Attendance hours	96 h
Lecturers	Xiping Liu , Changxiang He, Jianhua Hu	Language	Chinese
Prerequisites	Knowledge of Mathematics I, Mathematics II	Offered	Every other academic year
Learning outcomes	The students are able to - master the basic concepts and principles of linear algebra and probability - calculate determinants, operations of matrices, eigenvalues and eigenvectors - solve systems of linear equations and make out the structure of them - find a basis of n-dimensional linear space,especailly find the normal orthogonal basis - master the method to diagonalization of matrices - transform the quadratic forms into their standard forms - master linear transformations and their matrices representation - compute probabilities and conditional probabilities in appropriate ways - understand random variables and probability distributions , obtain the distributions of functions of random variables. - calculate the numerical characteristics of random variable - understand the Law of Large Number and Central Limit Theorem - use some models of linear algebra and probability theory to solve some practical problems		
Learning content	Lecture - Determinant - Matrices and their operations - n-dimensional vector - System of linear equations - Eigenvalues and eigenvectors of matrices - Quadratic form - Linear spaces and linear transformations - Random events and probability - Random variable and their distributions - The numerical characteristics of random variables - Multi-random variables and their distributions - Law of Large Number and Central Limit Theorem		
Type of Media	Lecture: Blackboard, multimedia in the classroom		

Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	- Liu Xiping ,Cao Weili and Yu Zhengsheng (2013): Linear algebras, Science Press - Ye Cinan, Liu Xiping(2009):Probability Theory and Mathematical Statistics , Science Press - Office of Engineering Mathematics of USST(2014): Learning guidance of Linear Algebras, Science Press - Office of Engineering Mathematics of USST(2010): Learning guidance of Probability Theory and Mathematical Statistics, Science Press - Department of mathematics of Tongji University(2007): Linear Algebras, High education press - Sheng Zhou,Xie Shiqian of Zhejiang University(2008)Probability Theory and Mathematical Statistics, High education press

PQ QPQH

Name of module	**kd o fh** **kd o f p**	Number	IWA 11
Courses	Lecture: Programming with Visual BasicVB Laboratory: Programming with Visual Basic LaboratoryVBP	Semester/ duration	3
Workload	64h attendance, 56h self-study	Credits	4
Module responsibility	Jianqiang Shen	Attendance hours	64 h
Lecturers	Chunme Huang I, Chengyong Si, Dr. JIn Gu	Language	Chinese
Prerequisites	Mathematics	Offered	Every other academic year
Learning outcomes	The students are able to - understand the basic conceptions of object- orientated programming - apply the rules of Visual Basic language - create and operate forms and controls - design application programs indatabaseand communication in Visual Basic		
Learning content	Lecture - Conceptions related with objects and classes:objects , classes, properties of objects, events of objects, methods of objects - Visual Basic language structures:sequence structure, branch structure, circular structure andobject-oriented programming - Forms and controls:label, textbox, command button,picture box, image , timer,list box, combo box - Apply database and communication technology in Visual Basic Laboratory - Working with an integrated development environment, - Using arrays and procedures in programming - Creating and using Forms and controls(label, textbox, command button,picture box, image , timer, list box, combo box) - Using Database and communication in Visual Basic		
Type of Media	Lecture: beamer, blackboard Laboratory: Computer-practical course		
Type of Assessment	Lecture: Successful passinginwritten exam (PL) Laboratory: Successful participationof all tasks (PVL)		

Literature	- Gong Peizhen etc. (2013): Visual Basic Programming Tutorial.4th edition, Higher Education Press - Gong Peizhen etc. (2013): Visual Basic Experiment Guidance and Test4th edition, Higher Education Press - Liu Ruixin etc. (2013): Visual Basic.Net Programming Tutorial,China Machine Press

T OQP E CQP KCL O QH

Name of module	**T fo p e c pfkd o fh r pfkbpp kd o f p**	Number	IWA 22d
Courses	Lecture: Business Informatics and Laboratory	Semester/ duration	4
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Experience in handling PC systems and standard office applications, basic understanding of computing and operating systems.	Offered	Every second academic year
Learning outcomes	The students are able to - develop ([extended] Entity Relationship) data models for business cases. - develop relational data bases for business cases with restricted complexity. - work with SQL for simple tasks - integrate data base operations in dynamic web applications		
Learning content	Lecture - Data bases as condition for business information proessing - Data modelling (ANSI SPARC, conceptual and logical modelling, ERM/EERM, modelling for relational data dases) - Relational data bases (normalization, SQL) - Dynamic web applications - Outlook: non-relational data bases, data warehouses etc. Laboratory - Data modelling (ERM/EERM, relational data bases) - Development and implementation of a relational data base with restricted complexity - Working with SQL - Data base access by dynamic web applications		
Type of Media	Lecture: blackboard/whiteboard, powerpoint presentation (or similar), prints Laboratory: desktop (or laptop) computers, blackboard/whiteboard		
Type of Assessment	Lecture: written exam Laboratory: exercises		
Literature	- Laudon, Kenneth; Laudon, Jane; Schoder, Detlet: Wirtschaftsinformatik. Hallbergmoos: Pearson (3)2015 - Elmasri, Ramez A.; Navathe, Shamkant B: Grundlagen von Datenbanksystemen: Bachelorausgabe. Hallbergmoos: Pearson 2009 - Own slides		

KQBOKBP OB EKRKDPT BPBK RKA R EE IQRKD

Name of module	**Ob ekr kdpt bpbk l r k fkd**	Number	IWA 20
Courses	Lecture: Accounting (Management Accounting & Financial Accounting)	Semester/ duration	4
Workload	80h attendance, 80h self-study	Credits	5
Module responsibility	Lecturer Zhiyong Chen	Attendance hours	80 h
Lecturers	Xiaoan Gu, Weibing Zhong	Language	Chinese
Prerequisites	Marco and Microeconomics, accounting principle	Offered	Every other academic year
Learning outcomes	The students are able to - master the definition and theory of financial accounting; - master the object, accounting system reporting system of financial accounting; - master the steps, procedures and way of financial accounting; - master the definition and theory of management accounting; - master the technology and way of management accounting; - use tools and methods of management accounting and financial accounting to help organization to plan future, to achieve the goal, to get maximum profit.		
Learning content	Lecture - Introduction - Monetary capital - Receivables and prepayments - Stock - Fixed assets - Intangible assets and other long-term assets - Financial assets - Long term equity investment - Debt - Revenues, expenses and profits - Financial report - Accounting adjusting - Cost form analysis - Volume profit analysis - Forecast analysis - Total budget - Decision analysis		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	- Own lecture notes (copy template or digital).		

	- Gai Di. (2013): Financial Accounting, Economic Science publishing. - Xu Jinye. (2012): Management Accounting, Tsing Hua University Publishing.

MBOPLK I K DB BKQ

Name of module	**Mbqpl k i k db bk** **E r k Obpl r o b k db bk**	Number	IWA 14
Courses	Lecture: Human Resource Management	Semester/ duration	3
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Yuhui Ge	Attendance hours	32 h
Lecturers	Xiaoming Cui , Jianquan Guo	Language	Chinese
Prerequisites	Business Management, Accounting, International Economics	Offered	Every other academic year
Learning outcomes	The students are able to - master the definition and basic theories of human resource management, - make job analysis, - set up human resource planning, - know how to make recruitment, training, performance assessment, wage and salary management for an organization , - carry out career development management of employees for an organization; - carry out the relationship management of employees for an organization.		
Learning content	Lecture - Fundamental concepts and theories of human resource management; - Strategy and planning of human resource management; - Job analysis; - Recruitment management; - Training management; - Performance assessment; - Wage and salary management; - Career development management; - Employee relationship management.		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	- Own lecture notes (copy template or digital). - Ge Yuhui. (2016): Human resource management, Tsinghua university publishing. - Lawrence S·kleiman. (2009): Human resource management, Mechanic Industrial Publishing.		

HOL HL KL BRKA DORKAI DBK ABO KQBOK QL K IBK ST I

Name ofmodule	fhd hl kl fb r ka Dor kai dbk abo fk bok fl k ibk ST I f d b l kl f p ka k d ar fl k l k bok fl k iB l kl f p	Number	IWA 13
Courses	Lecture: Microeconomics and Introduction to International Economics	Semester/ duration	3
Workload	96h attendance, 80h self-study	Credits	6
Module responsibility	Zhang ye	Attendance hours	96 h
Lecturers	Yonglan Wang, Jianquan Guo, Wenju Tian, Min Zhou, Wen He	Language	Chinese
Prerequisites	Knowledge of Mathematics I	Offered	Every other academic year
Learning outcomes	Students are able to - understand the role of markets in allocating scarce resources - understand the impact (good and bad) of government intervention in the market - ask good (and sensible) economic questions, both to yourself and to others - offer good arguments regarding the answers to various real life socio-economic problems - understand the foundation and development of the world economy - master operation and coordination of the world economy - familiar with the institutional changes in world economic development - analytical approach to the world economy - use the theories and methods to analyze the new phenomena and problems in the field of world economy		
Learning content	Lecture - The Principles and Practice of Economics - Economic Methods and Economic Questions - Demand, Supply, and Equilibrium - Consumers and Incentives - Sellers and Incentives - Perfect Competition and the Invisible Hand - Externalities and Public Goods - The Government in the Economy: Taxation and Regulation - Markets for Factors of Production - Trade-offs Involving Time and Risk - The Economics of Information - Globalization - regional economic integration - MMCs and FDI - International trade and WTO - International Currency System		

	- American economy - Japanese economy - German economy - Developing economies - Transitional economies
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	- DaronAcemoglu (2016) Microeconomics, Pearson Publishing &China Remin University Press - Own lecture notes (copy template or digital) - Paul R.Krugman, Maurice Obstfeld. (2016): International Economics:Theory and Policy (Tenth Edition), China Renmin University Press - Chiyuanji,lixiao. (2013): Word Economy, higher education press.

Name of module	hd hl kl fb d b l kl f p	Number	IWA 23
Courses	Macroeconomics	Semester/ duration	4
Workload	48h attendance,48h self-study	Credits	3
Module responsibility	Wang Yonglian	Attendance hours	48 h
Lecturers	Jianquan Guo, Wenju Tian, Xiaofang Wang, Min Zhou, Wen He	Language	Chinese
Prerequisites	Knowledge of Mathematics I, Microeconomics	Offered	Every other academic year
Learning outcomes	This course is an introduction to the behavioral science of economics which focuses on the aggregate behavior of households, firms and the government. The students are able to - demonstrate a basic understanding of news relating to the economy as a whole as reported in such publications as The Wall Street Journal; - understand the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making; - critically apply economic concepts when participating as a citizen in a democratic society. - calculate equilibrium national income levels, calculate and use various multipliers, convert nominal values to real values, and use a graph to explain the impact of changes in fiscal and/or monetary policy on income and price levels. - use simple models of international trade to study the flow of goods between countries and discuss the costs of protectionism within the context of such models.		
Learning content	Lecture - The WealthofNations: DefiningandMeasuringMacroeconomic Aggregates - Aggregate Incomes - Economic Growth - WhyIsn'ttheWhole World Developed? - EmploymentandUnemployment - CreditMarkets - The Monetary System - EconomicFluctuations - MacroeconomicPolicy - Macroeconomicsand International Trade - Open Economy Macroeconomics		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type ofAssessment	Lecture: Successful passing in written exam (PL)		

T PPBKP E CQI E BP O B QBK RK A P E OB BK

Name of module	**T fppbkp e c if ebp o bf bk ab f Obpb o e ka T of fkd**	Number	IWA 33d
Courses	Lecture: Academic Research and Writing	Semester/ duration	6
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites		Offered	Every second academic year
Learning outcomes	The students are able to - do business research - formulate research questions - review literature - design a questionnaire to carrying out data analysis and presenting research results		
Learning content	Lecture - Research strategies - Research design - Planning a research project - Formulating research questions - Literature review - Ethics in research - Quantitative vs. qualitative research - Mixed methods research - Sampling - Interviews and questionnaires - Observation - Content Analysis - Writing up research		
Type of Media	Lecture: Tuition in seminars, Presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Assignment, written Exam, Presentation		

Literature	- Bryman, Bell: Business Research Methods (2015), Oxford University Press - Saunders, Lewis: Research Methods for Business Students (2015), Pearson - Bailey: Academic Writing: A handbook for international students (2014), Routledge - Thomas: How to do your research project (2013), SAGE - Creswell: Research design: Qualitative, quantitative and mixed methods approaches (2013), SAGE

KQBOK QLK IBOWEIRKDPSBOHBEORKASBOP EBORKD

Name of module	k bdk fl k iboWeir kdpsbohbeor ka Sbqpf ebor kd k bdk fl k iPb ib bk ka kpr o k b	Number	IWA 34
Courses	Lecture: International Settlement and Insurance	Semester/ duration	6
Workload	64h attendance,48h self-study	Credits	4
Module responsibility	Yonglian Wang	Attendance hours	64 h
Lecturers	Shu Wu, Bing Hang, Qiao Tang	Language	Chinese
Prerequisites	Knowledge of International trade I, International trade practice	Offered	Every other academic year
Learning outcomes	The students are able to - master the basic theory, basic knowledge, basic skills and relevant international trade practices - skillfully use and solve the problems of foreign trade transportation insurance - have the basic quality and professional ability in international trade - master the basic principles and basic knowledge of international settlement necessary for foreign exchange settlement business		
Learning content	Lecture - International risk and insurance - The origin, development and function of international insurance - The legal environment of international risk and insurance - International insurance business - International Comparison of medical security - Tolerance and detection of key and spline - Private pension plan - International insurance fund management and application - International insurance business and insurance management - International Reinsurance - International Insurance Market Overview - Major insurance markets in the world - International insurance regulation - International insurance product innovation - Development trend of international insurance industry - Summary of bills - Draft - Promissory note and cheque - Remittance - Collection - Letter of credit - Transport document - Insurance document - Commercial invoices and other documents		

	- Guarantee business - Bank guarantee - Standby card - International factoring
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type of Assessment	Lecture: Successful passing in written exam (PL)
Literature	- SHEN Ting, (2010) International insurance, Shanghai people press - JIANG Jing,GUHanmei (2011):International cargo transportation and insurance, Higher Education Press - LIANG Qi, (2014):,International settlement, Higher Education Press - YING Chenmin,DIAODelin (2014):,International settlement, Higher Education Press

KQBOK QLK IB KSBPQQLK RKACK KWBORKD

Name ofmodule	k bdk fl k ib ksbp f fl k r ka Cfk k fbor kd k bdk fl k i Cfk k b ka ksbp bk p	Number	IWA 35
Courses	Lecture: International Finance and Investments	Semester/ duration	6
Workload	80h attendance, 80h self-study	Credits	5
Module responsibility	Wenju Tian	Attendance hours	80 h
Lecturers	Ye Zhang, Jianquan Guo, Yuren Liu	Language	Chinese & English
Prerequisites	Knowledge of Economics, Foreign trade	Offered	Every other academic year
Learning outcomes	The students are able to - Develop an understanding of the global financial environment in which today's firms operate - Demonstrate an understanding of the various factors that influence the international flow of funds, thereby impacting a nation's balance of payment and its various components. - Demonstrate an understanding of how the international financial markets work and how exchange rates are determined - Demonstrate an understanding of the various types of foreign currency derivatives that are used in a multi currency environment and the role they play in foreign currency risk management. - Develop an understanding of the role of the government (including the central bank) in the management of exchange rates. - Demonstrate an understanding of the relationships between inflation, interest rates, and exchange rates. - Demonstrate the ability to measure the foreign exchange risk that a multinational corporation faces and understand the means by which the firm can manage this risk exposure. After the part of international investments the students are able to - Understand the factors, risks and evaluation of FDI - Demonstrate and calculate the balance of payments - Understand the foreign risk in international investments - Demonstrate and price the different investment instruments - Develop the internationally diversified portfolio - Evaluate the global performance of international investment		
Learning content	Contents of international finance: - Paymentsamongnations - The foreignexchangemarket - Forewardexchangeandfinancialinvestment - Foreignexchange rate determination		

	- International financial crisis - Howdoesthe open economywork? - Internal andexternalbalancewithfixedexchange rate - Internal andexternalbalancewithfloatingexchange rate Contents of international investments: - Foreign direct investments - Currency Exchange Rates - The Case for International Diversification. - Global Performance Evaluation - Equity Markets and Pricing Techniques. - Global Bond Investing.
Type of Media	Lecture: Tuition in seminars, blackboard, slides
Type ofAssessment	Lecture: Successful passing in written exam (PL)
Literature	- *Int*ernational Finance,15/E 2015 , Thomas A. Pugel, McGraw Hill &China Remin University Press - Global Investments, 6/E (2015), Bruno Solnik,Prentice Hall&China Remin University Press - Global Investment,2/E 2015 , Qihua DU, University of International Business & Economics Press - Own lecture notes (copy template or digital)

KQBOK QLK IBP OHBQKD

Name of module	**k bdk fl k ibp dhb fkd** **k bdk fl k i dhb fkd**	Number	IWA12d
Courses	Lecture: International Marketing	Semester/ duration	3
Workload	80h attendance, 70h self study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Knowledge in Business Administration	Offered	Every second academic year
Learning outcomes	The students are able to - explain the general framework and the fundamental concept of the international marketing - develop and to evaluate a marketing research concept within an international organization - differentiate the strategies and instruments of the international marketing management - develop international marketing strategies and international marketing mix instruments - control the success of international marketing mix activities		
Learning content	Lecture - situation analysis of the international marketing - consumer behaviour based on sociocultural differences - international marketing research - goals of the international marketing - strategies of the international marketing - international product management - international price management - international promotion management - international distribution management - international marketing mix controlling		
Type of Media	[redacted]		
Type of Assessment	Lecture: Written examination		

KQBOK QLK IBT OQP E CQP RKAE KABIPMLIQH

Name of module	k bdk fl k ibT fo p e c p r ka E kabipmlif fh k bdk fl k iQo ab M if v	Number	IWA 28d
Courses	Lecture: International Trade Policy	Semester/ duration	5
Workload	80h attendance, 70h self-study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	Knowledge of Foundations of international economics, Theoretical and practical aspects of international trade	Offered	Every second academic year
Learning outcomes	The students are able to - demonstrate their understanding of the economic concepts of trade theory - use diagrammatic analysis to demonstrate and compare the economic welfare effects of free trade and protection - demonstrate their critical understanding of trade policies.		
Learning content	Lecture - What is trade policy? - Instruments of trade policy: basic tariff analysis; cost and benefits of tariffs; tariff analysis in partial and general equilibrium framework - The effects of trade policy - Tariff effects in small and large countries - Infant industry protection - Regionalism versus Multilateralism - Trade and Inequality - The Political Economy of Trade Policy		
Type of Media	Lecture: including involvement of students, Case studies, Group discussions		
Type of Assessment	Lecture: Assigment of homework, Essays and presentations, Written exam		
Literature	- Robert J. Carbaugh, International Economics, 14th ed., International Student Edition, Thomson South-West, 2012. - Robert Christopher Feenstra, Alan M. Taylor; International Economics, Palgrave Mc Millan, 2nd edition, 2011. - Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz; International Economics: Theory and Policy, Addison-Wesley Longman, Amsterdam; 10th International edition, 2014.		

KQBOK QLK IBILD PQH

Name of module	k bok fl k ib Il dfp fh k bok fl k i Il dfp f p	Number	IWA 40d

KQBOHRIQROBIIBHL RKHQLK

Name of module	k bohri robiib Hl rkfh fl k k bo r i r o i l rkf fl k	Number	IWA 21d
Courses	Lecture: Intercultural Communication	Semester/ duration	4
Workload	150h, of which 60h attendance study, 20h online learning and 70h self-study	Credits	5
Module responsibility	N.N. (Study Programm.71 226.85 33.255 re0.4ra		

	- Benefiting from diversity
Type of Media	Lecture: seminar lectures, group work, e-learning, demonstrations, student speeches Self-studies: preparation and evaluation, exam preparation
Type of Assessment	Lecture: One examination credit: paper, written exam, oral exam or presentation The type of examination is specified by the examiner at the beginning of the course.
Literature	Handouts Additionally: - Lüsebrink, H.-J., Interkulturelle Kommunikation: Interaktion, Fremdwahrnehmung, Kulturtransfer, 2. Aufl. 2008. - Bolten, J., Einführung in die Interkulturelle Wirtschaftskommunikation, 2. Aufl. 2015. - Barmeyer, C./Franklin, P., Intercultural Management. A Case-Based Approach to Achieving Complementarity and Synergy. 2016

KQBOK QLK IBPPRMMIV E K K DB BKQ

Name of module	k bok fl k ibp Pr mmiv e fk k db bk k bok fl k i Pr mmiv e fk k d bk	Number	IWA 39
Courses	Lecture: International Supply Chain Management	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Jianquan Guo	Attendance hours	32 h
Lecturers	Lingying Pan , Shu Wu	Language	Chinese
Prerequisites	International Logistics, Marco and Microeconomics, Business Operation and Management, Accounting, International Trade	Offered	Every other academic year
Learning outcomes	The students are able to - analyze the situation of the supply chain of an organization - master basic tools of logistics and supply chain management - analysis the basic problems of a supply chain of an organization - put forward basic logistics and supply chain solutions for an organization - carry out or help carry out the logistics and supply chain solutions for an organization		
Learning content	Lecture - Fundamental concepts of logistics and supply chain - Putting the end-customer first - Value and logistics costs - Managing logistics internationally - Just-in-time and lean thinking - Agile supply chain - Integrating the supply chain - Partnerships in the supply chain - The Balanced scorecard and other tools		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	- Own lecture notes (copy template or digital). - Alan Harrison, RemkovanHoek. (2006): Logistics Management and Strategy, Mechanical industrial publishing. - Daoli Zhu. (2015): Logistics and Supply Management, Fudan University Publishing.		

BKC EORKD KAB TIRKAA POB EKRKDPT BPBK

Name of module	Bfkc eorkd fk afb TIrkaa p Ob ekrkdpt bpbk rpfkbpp a fkfp o fl k ka lrk fkd	Number	IWA 3

Type ofAssessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers
Literature	- Own lecture notes (copy template or digital). - Huang Yuxiang. (2016): Introduction of business management, High education publishing. - Zhao Hongjin. (2012): Basic Accounting, Tsing Hua University Publishing.

Name of module	**T fo p e c pdb e r pfkbpp I t**	Number	IWA 37d
Courses	Lecture: Business Law	Semester/ duration	6
Workload	80h attendance, 70h self-study	Credits	5
Module responsibility	N.N. (Study Programme Coordinator)	Attendance hours	80 h
Lecturers	Lecturers from the Department of Business	Language	German
Prerequisites	None	Offered	Every second academic year
Learning outcomes	The students are able to - explain how law is made - demonstrate the legal effects of public and private (international) law on trade - describe important aspects of the legal framework within which international businesses operate - analyse cases dealing with international legal conflicts - explain how international legal conflicts can be settled through arbitration and in international tribunals - appreciate critically the values underpinning the system of international trade law		
Learning content	Lecture - Fundamental legal principles - Contract law - International contracts - International trade law		
Type of Media	Lecture: Tuition in seminars, powerpoint presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: written examination, presentation, assignment		
Literature	- Primary sources in Chinese, German, and English - Bernstorff, Christoph Graf v., Vertragsgestaltung im Auslandsgeschäft, 7. Aufl. 2012, Frankfurt a.M. - Lecture notes		

MD HQ HR

MO HQ HR

Name of module	**Mb h fhr k bdkpefm**	Number	IWA 43
Courses	Lecture:Internship PRA	Semester/ duration	8
Workload	9w attendance	Credits	15
Module responsibility	N.N. (Study Programm Coordinator)	Attendance hours	9 w
Lecturers	HAW, SHC relevant teachers	Language	Chinese, German
Prerequisites	Prior to internship, the number offailed courses shouldn't exceed 3 which doesn't include basic courses. The students should finish intership as per requests and submit qualified reports on time.	Offered	Every other academic year
Learning outcomes	The students are able to - have certain understanding about the operation, management, culture of enterprises - have certain understanding about the relevant production equipments, process procedures, product testing, logistics warehousing, material procurement, and after-sales service - improve their ability of teamwork and cross-cultural communication - further enhance the abilities of combining theory and practice - submit regular and final internship reportsas per requests on time both in Chinese and German. They are required to present the jobs, process and experience of the internship via ppt. files		
Learning content	Lecture - In the internship, students should apply the theoretical knowledge learned in class to their job realities, solving the actual problems with their job position. - The students develop their own abilities to raise questions, analyze questions and solve practical problems. - With increased familiarity with the work, the students further play subjective initiative to adapt to the company's working mechanism. Students should present in the reports and ppt. files - the nature, the environment and the requirement of their jobs, - the relevance with courses learned in class, - The gains from the internship and positive advice of the position.		
Type of Media	Lecture:		
Type of Assessment	Lecture: In general, students should submit internship reports in Chinese and German to both Chinese and German teachers every four weeks. Final reports should be submitted at the end of the Practical education. The students should offer internship presentation via PPT and answer questions raised by teachers.		
Literature	- Relevant literature		

EBILOOBQ

Name of module	**ebil o o bf** **ebil oQebpfp**	Number	IWA 44
Courses	Bachelor Thesis	Semester/ duration	8
Workload		Credits	12
Module responsibility	N.N. (Study Programm Coordinator)	Attendance hours	
Lecturers	All relevant professors in SHC, USST, HAW	Language	German, Chinese
Prerequisites	Students should have finished all relevant courses for international economics and trade.	Offered	Every other academic year
Learning outcomes	The students are able to - apply the relevant theoretical knowledge gained in the proceeding bachelor thesis topics to solve practical problems in theirspecific environment - write economics reportafter the bachelor thesis is done		
Learning content	- The students are expected to apply relevant theoretical knowledge gained into comprehensive applications. - Bachelor report is about the problems students encounter, the methods used, the process of solving problems, the conclusions and the gains. - Bachelor reportshould be the comprehensive reflection of both theory and practice.		
Type of Media			
Type of Assessment	Successful passing in written report		
Literature	Depending on different bachelor thesis topics		

EBIL OMO PBKQ QL K

Name of module	ebil oMo pbk fl k ebil oMobpbk fl k	Number	IWA 45
Courses	Bachelor Presentation BPP	Semester/ duration	8
Workload		Credits	3
Module responsibility	N.N. (Study Programm Coordinator)	Attendance hours	
Lecturers	All relevant professors in SHC, USST, HAW	Language	German, Chinese
Prerequisites	Students should have finished all design tasks of bachelor thesis, and submitted all relevant documents, including written report and requested forms	Offered	Every other academic year
Learning outcomes	The students are able to - improve their ablity of expressing the questions and presentation skills in German and in Chinese - improve their ability of applyingrelevant theoretical knowledge gained intocomprehensive application		
Learning content	- The students could express the main content, process, difficulties, corresponding methods, final conclusions and gains of their bachelor thesisboth in German and in Chinese. - The time for the presentation is in 15 to 20 minutes in each language. - The students could answer thoroughly and correctly the questions from both German andChinese teachers.		
Type of Media	Beamer, PC		
Type of Assessment	Successful passing in presentation, answering questions		
Literature	Depending on the different bachelor thesis topics		

T EIMCI EQC EBOT M

KKLS QLKP K DB BKQ

Name of module	**kkl s fl kp k db bk** **kkl s fl k k db bk**	Number	IWA 36
Courses	Lecture: Innovation management	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Guo Jianquan	Attendance hours	32 h
Lecturers	Wang Jiang, Tian Wenju, Ou Minhui	Language	Chinese, partially in english or german.
Prerequisites	Knowledge of Business Administration	Offered	Every other academic year
Learning outcomes	The students are able to - Differentiate different types of Innovation - Describe the Process of Innovations - Describe the aims and content of Innovation Management - Identify strategic aspects of Innovation Management - Have an organizational view on Innovation Management - Define necessary resources for Innovation - Give examples for incentive schemes and innovation culture		
Learning content	Lecture - The importance and types of Innovation - Innovation processes - Fundamentals of Innovation Managements - Closed vs. Open-Innovation - The Strategy of Property Rights - Traditional and Modern Types of organizing Innovation Management Processes - Management of Innovation Processes - Information- and Perception-Management for Innovations - Financial Management for Innovation - HR-Management for Innovation - Incentive Schemes and Innovation Culture for Innovation		
Type of Media	Lecture: Tuition in seminars, Presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Assignment, written Exam, Presentation		

Literature	- Jin Chen, Gang Zheng, Innovation Management, 2. Aufl. Peking University Press, 2013. - Bingham, A. und Spradlin, D.: The Open Innovation Marketplace - Creating Value in the Challenge Driven Enterprise, Pearson, 2012, in Chinesisch. - Hauschildt, J. und Salomo, S.: Innovationsmanagement, 5. Aufl. Vahlen Verlag, München, 2011. - Gerybadze, A.: Technologie- und Innovationsmanagement, München 2004. - Littkemann, J.: Innovationscontrolling, München 2005.

KQBOK QLK IBDBP E CQPSBOE KAIRKDBK

Name of module	**k bok fl k ib Dbp e c psboe kair kdbk Bib fsb l ar ib .**	Number	IWA 36
Courses	Lecture: International Business Negotiation	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Guo Jianquan	Attendance hours	32 h
Lecturers	Wang Jiang , Wu Shu, Tian Wenjun, Han Bing	Language	Chinese
Prerequisites	International Logistics, Marco and Microeconomics, Business Operation and Management, Accounting, International Trade, International Finance and Investment	Offered	Every other academic year
Learning outcomes	The students are able to - master the basic concept of negotiation, and negotiation methods - analyze the situation of the both sides of negotiation - master basic methods of negotiation - carry out negotiations for organization - understand different negotiations types of different cultures - carry negotiations according organization's strategy - use basic electronic negotiation - measure the performance of negotiation		
Learning content	Lecture - Fundamental concepts of negotiation and negotiation methods - Surrounding of negotiation, the position of both sides of negotiation - Basic strategy of negotiation - Process of negotiation - Different patterns of negotiation in different cultures - Different analysis tools of negotiation - Electronic negotiation - Performance of negotiation		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, presentation		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation, Course papers		
Literature	- Own lecture notes (copy template or digital). - Tracy Harwood. (2008): Purchase and supply negotiation, Mechanical industrial publishing.		

DBIARKA KHT BPBK

Name ofmodule	**Dbia r ka kht bpbk** **Bib fsb l ar ib .**	Number	IWA 36
Courses	Lecture: Money and Banking	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Wenju Tian	Attendance hours	32 h
Lecturers	Jianquan Guo, Liu Yuren, Shu Wu	Language	Chinese
Prerequisites	Knowledge of economics	Offered	Every otheracademic year
Learning outcomes	The student are able to - display an understandingofnewsrelatingtomonetarypoliciesreported in such publicationsas The Wall Street Journal. - becomefamiliarizedwiththestructureandfunctionof Commercial Banks, Central banks, andotherfinancialinstitutions - mastertechniquesrelatingtointerestrate calculations, andappropriatelevelsofthe Money Supply. - Developstudents' abilitiestowork in thefinancialorbankingsector, alongwithgiving all students an increasedappreciationofhowtheeconomyworks.		
Learning content	Lecture This module is an introduction to the behavioral science of economics which focuses on interest rates, the concept of money, exchange rates, and monetary policy. Topics covered include banking structures and function, the centralbanks, determinants of the money supply, fiscal policy and monetary policy, and international economies. This module will include the following aspects of money and banking: - Introduction to Money and Banking - The Financial System – - Overview What is Money - Understanding interest rates - Risk and Term Structure of Interest Rates - Understanding the Stock Market &The Foreign Exchange Market - Understanding the Banking Industry - The bank's balance sheet - Multiple Deposit Creation - Determinants of the Money Supply - Central bank - Tools of Monetary Policy		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		

Literature	- YAO, Changhui (2012) Money and Banking, Beijing UniversityPressISBN 9787301212851 - Own lecture notes (copy template or digital)

LMQLKBK CRQROBPRKA KABOBABOS QB

Name of module	**Lmflkbk Cr robprka kabob Abofs b Bib fsb lar ib.**	Number	IWA 36
Courses	Lecture: Options, futures and other derivatives WP1	Semester/ duration	6
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Wu Shu	Attendance hours	32 h
Lecturers	Wenju Tian, Jianquan Guo	Language	Chinese
Prerequisites	Knowledge of Economics, Partial Knowledge of Business Administration and Accounting I – III, higher mathematics I - III	Offered	Every other academic year
Learning outcomes	The students are able to - grasp the principles, strategies and techniques of financial risk management using financial derivatives - grasp the basic principles and methods of hedging and arbitrage - master the basic methods of risk identification, measurement and management		
Learning content	Lecture - Basic idea of financial engineering - No arbitrage pricing theory - Principles of financial product innovation - Forward foreign exchange and futures - Forward rate and interest rate futures - Interest rate swap and currency swap - Commodity futures hedging and arbitrage - Options and options pricing		
Type of Media	Lecture: Tuition in seminars, blackboard, slides		
Type of Assessment	Lecture: Successful passing in written exam (PL)		
Literature	- WU Chongfeng, LIU Hailong, FENG Yun, WU Wenfeng, (2014) Financial engineering, Higher Education Press - ZHEN Zhenlong, CHEN Rong, (2014) Financial engineering, Higher Education Press		

T EIMCI EQC EBOT M

B RP K BPP

Name of module	**B r pfkbpp** **Bib fsb l ar ib**	Number	IWA 41
Courses	E-Business	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Zhang Baoming	Attendance hours	32 h
Lecturers	Xiaodong Zh 33[illegible]W*8001 re[illegible]468.34 643.3 84 0.4[illegible]		

RKQBOK BE BOQR

Name of module	**Rk bdkbe bo r** **Bk dbmdbkbr qpefm**	Number	IWA 41
Courses	Lecture: Entrepreneurship	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Guo Jianquan	Attendance hours	32 h
Lecturers	Wang Jiang, Tian Wenju, Ou Minhui	Language	Chinese, partially in english or german.
Prerequisites	Knowledge in Business Administration	Offered	Every other academic year
Learning outcomes	The students are able to - Describe the elements of Entrepreneurship - apply methods to identify business opportunities - describe the chracteristics of excellent teams for the foundation of an enterprise - describe the methods for the funding of new enterprises - elaborate business models - set up a business plan		
Learning content	Lecture: - Entrepreneurship and Entrepreneurs/Founder - Identification of Business opportunities - Establishment of a team for founding an enterprise - Ressources for Foundation - Business Models - Business Plans - Funding new businesses		
Type of Media	Lecture: Tuition in seminars, Presentation (projector), blackboard, educational books		
Type of Assessment	Lecture: Assignment, written Exam, Presentation		

OHQCL OP ERKD RK A MOL DKL PBK

Name of module	**oh cl qp er kd r ka Mdl dkl pbk Bib fsb l ar ib**	Number	IWA 41
Courses	Market Research and Forecast	Semester/ duration	7
Workload	32h attendance, 32h self-study	Credits	2
Module responsibility	Jianquan Guo	Attendance hours	32 h
Lecturers	Jianquang Shen, Shu Wu	Language	Chinese
Prerequisites	Knowledge of Mathematics I,II, Basic knowledge of computer technology, Partial knowledge of Linear Algebra	Offered	Every other academic year
Learning outcomes	The students are able to - analyze simple market situation and trends, - use basic tools to investigate potential consumers' views about products or services, - carry out a survey program, as a project leader or a member of a project, - make analysis of a market survey project, with the aid of related computer software, - make presentation about the analysis report		
Learning content	Lecture: - Fundamental concepts of market survey and analysis - Methods and steps of market survey and analysis - Sampling survey - Official documents and letters survey - Observational method and access method - Questionnaire survey - Experimentation survey - Attitude observation table - Market forecast and analysis methods and steps		
Type of Media	Lecture: Tuition in seminars, blackboard, slides, computer software		
Type of Assessment	Lecture: Successful passing in written exam (PL) and presentation		
Literature	- Own lecture notes (copy template or digital) . - Li lan, Liu. (2012):Market survey and forecast, Beijing, Economy science Publishing. - Qi Jie, Chen. (2014): Market survey and forecast, Shanghai finance and economics Publishing.		

T QL OBDBIK RKA C IIPQRA B

Name of module	**T QL Obdbik r ka C iip r afb** **T QL or ibp ka pb p r av**	Number	IWA 41
Courses	Lecture: WTO rules and case study	Semester/ duration	7

K E Q T O Q P E C Q P T P P B K P E C Q I E B C E B O

DBP E EQB ML I QHRKAPL W IBP

Name of module	**Dbp ef e b M if fh r ka Pl f ibp E fp l ov M if f p ka Pl f i P fbk b**	Number	IWA 30
Courses	Lecture: History, Politics and Social Science	Semester/ duration	5
Workload	32h attendance including examination	Credits	1 CP
Module responsibility	Liu Ke	Attendance hours	32 h
Lecturers	Liu Ke, Song Qinghong	Language	Chinese
Prerequisites	none	Offered	Every other academic year
Learning outcomes	The students are able to - distinguish between moral and legal questions and know about the principle of moral standards - illustrate the basic concept and the relationship of public law and private law - demonstrate the importance of private law and criminal law for commercial trade - analyze simple and practical cases - consider alternative dispute resolution in practice		
Learning content	Lecture - Introduction :law and moral - moral basics - basis of public law - basis of criminal law - civil- and criminal procedural law		
Type of Media	Lecture: examination		
Type of Assessment	Lecture: presentation		
Literature	- Chen Dawen, Die Grundlagen des Rechts, Fudan - Moralische Grundsätze und Grundzüge der chinesischen Rechtsordnung, Higher Education Publishing House, 2007		

M. I Q H R K A P L W I B P

Name of module	**M if fh r ka Pl f ibp** **M if f p ka Pl f i P fbk b**	Number	IWA 16
Courses	Lecture: Politics and Social Science	Semester/ duration	3
Workload	64h attendance including examination	Credits	2 CP
Module responsibility	Xu Shuihua	Attendance hours	64 h
Lecturers	Xu Shuihua, Zhang Yu	Language	Chinese
Prerequisites	none	Offered	Every other academic year
Learning outcomes	The students are able to - explain the main features of the “political economy” - based on the theoretical knowledge to analyze modern market economy - reflect the concrete working conditions, considering the background of political economy		
Learning content	Lecture - the origin and the emergence of the “political economy” - currency and money - the transformation of money into capital - production of absolute surplus value - production of relative surplus value - production of absolute and relative surplus value - work income - the process of accumulation of capital		
Type of Media	Lecture: examination		
Type of Assessment	Lecture: course, presentation		
Literature	- Feng, Jingju, Einführung in die Grundlagen marxistischer Theorie, Higher Education Press 2008. - Gu, Hailiang, Grundsätze maxisischer politischer Ökonomie, Higher Education Press 2007.		

E KBPP EBDBP E EQB

Name of module	efkbpfp eb Dbp ef e b efkbpb efp l ov	Number	IWA 17
Courses	Lecture: Chinese history	Semester/ duration	3
Workload	32h attendance including examination	Credits	1 CP
Module responsibility	Liu Ke	Attendance hours	32 h
Lecturers	Liu Ke, Song Qinghong	Language	Chinese
Prerequisites	none	Offered	Every other academic year
Learning outcomes	The students are able to - distinguish the western phase of historical development of China in 19th and 20th century - relate the individual phase of historical development to the respective social and economic conditions - describe the political, social and economic factors leading to historical transformation - reflect the newest development and modernization of the People's Republic of China under the background of modern Chinese history		
Learning content	Lecture - from the first opium war to the May 4th Movement - from the May 4th Movement to the founding of the People's Republic of China - the founding and the period of socialistic development of the People's Republic of China - opening and new period of development of modernization		
Type of Media	Lecture: examination		
Type of Assessment	Lecture: Presentation, blackboard		
Literature	- Leitfaden der modernen Geschichte, High Education Publishing House. 2007		

PMLOQS

Name of module	**Pmio S** **Pmio S**	Number	IWA 4-8-15-24
Courses	Lecture: SP1-SP4	Semester/ duration	1,2,3,4
Workload	32h attendance	Credits	0,5CP*4=2CP
Module responsibility	Ni Wei	Attendance hours	32 h
Lecturers	Ni Wei, Yuan Yong, Zhu Xiaoling	Language	Chinese
Prerequisites	none	Offered	
Learning outcomes	none		
Learning content	Sport course is required to be hold at every Chinese university, according to the regulation of the central government of Beijing: Sport Regulation from 29,08.1995; effective since 01.10.1995 Second Part: Sport at education institutions Art. 17: Sport is one part of education. The goal of education is to stimulate the development of students in all dimensions, especially in morality, intelligence and health. Art. 18: Education institutions must provide sport course. Sport course is part of the curriculum, which is to be evaluated. Education institutions should provide students with disabilities with occasion of doing sport, considering their disabilities. Education law since 18.03.1995, effective since 01.09.1995 Art. 5: The goal of education is to educate the new forces for the purpose of modernization of socialism in close relation to production and work. In this case it is to stimulate the development of students in all dimensions, especially in morality, intelligence and health.		
Type of Media	Lecture: none		
Type of Assessment	Lecture: Sport tests		
Literature	- none		